Travel Tide

e-booking startup TravelTide is a hot new player in the online travel industry. It has experienced steady growth since it was founded at the tail end of the covid pandemic (2021-04)

Mission statement:

Grab customer attention and maximize the likelihood they will sign up for the rewards program, we want to emphasize the perk we think they are most interested in when we ask them to sign up.

The problem

The problem is that the website doesn't have clear data to filter who, when, and how reservations are made for hotels or flights. With the team, we are responsible for cleaning and analyzing the data. This way, we can provide recommendations to try to improve sales and the way people interact with the website.

The steps undertaken for this analysis.
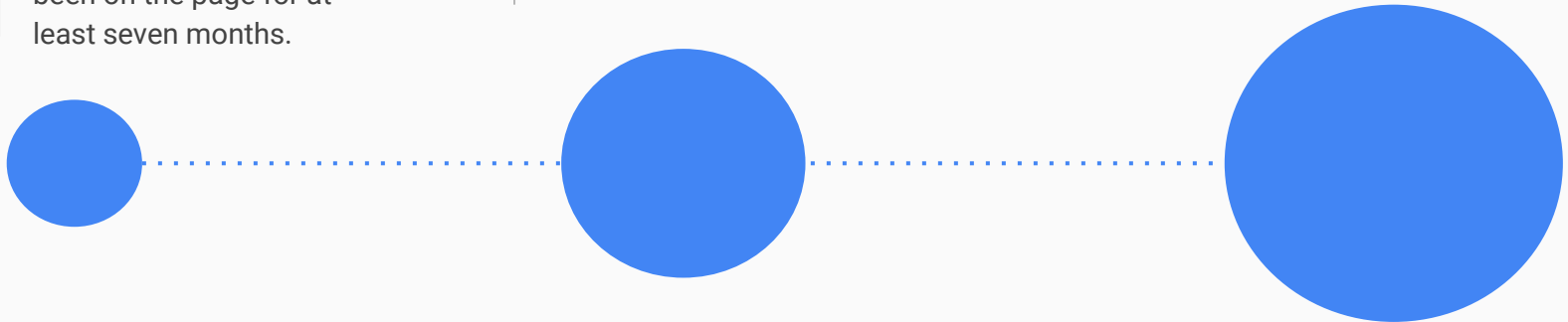
Step 1

First, we cleaned the data in SQL by crafting a query that reveals individuals with over seven interactions and who have been on the page for at least seven months.
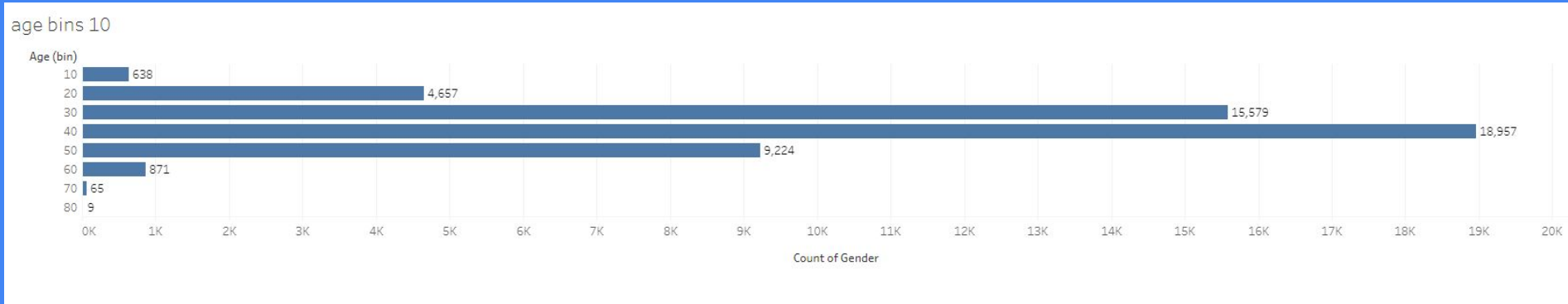
Step 2

We brought the cleaned table into Tableau to enable more specific analyses and create visualizations.

Step 3

Lastly, we compiled the report and provided the necessary recommendations after thorough data analysis.

Age Bins

age bins 10

Age (bin)	Count of Gender
10	638
20	4,657
30	15,579
40	18,957
50	9,224
60	871
70	65
80	9

One of the initial calculations was to create age bins; we segmented them into groups of 10 years. This will allow us to use this data for future visualizations and conduct more thorough analysis.
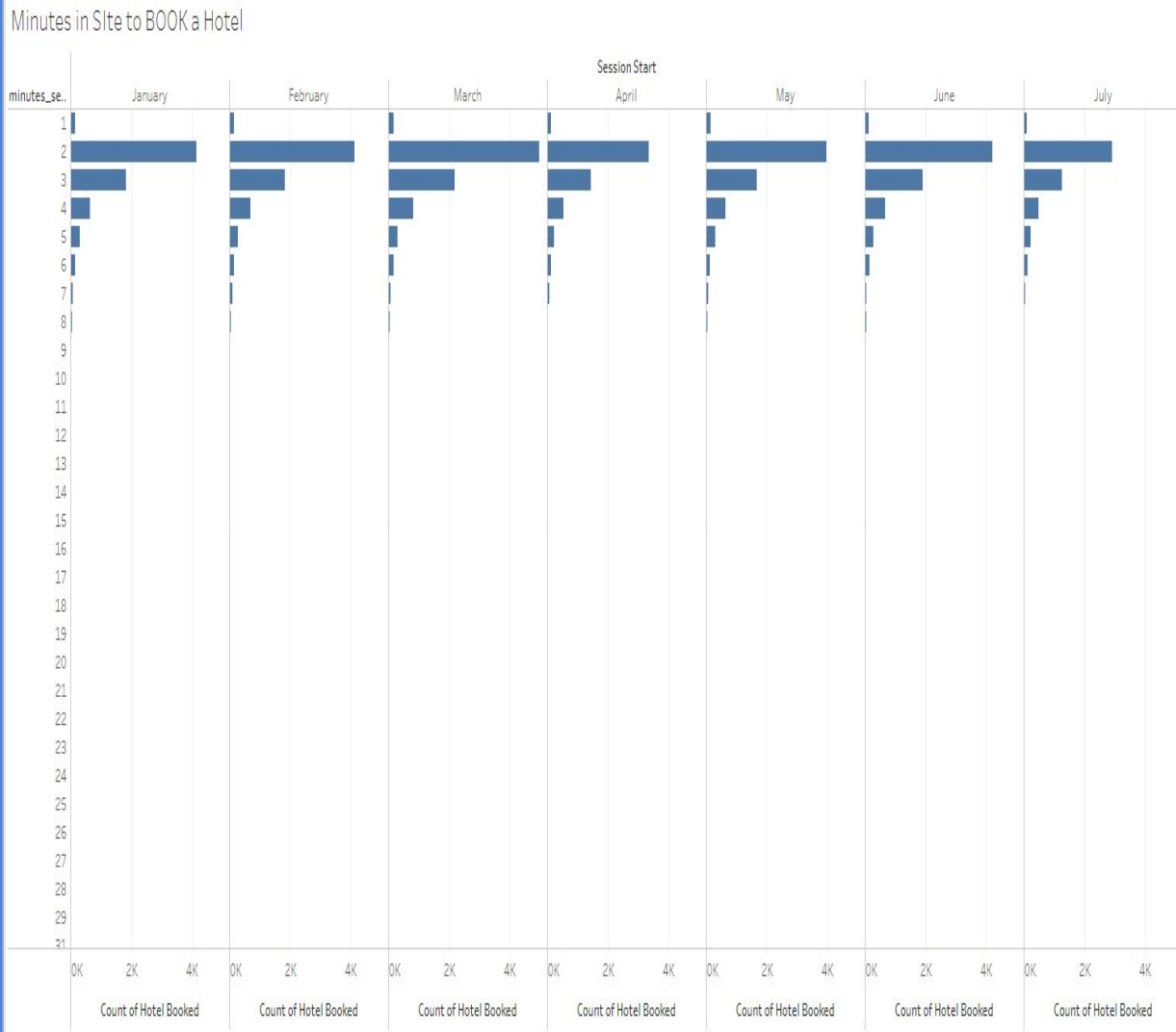
FLIGHT BOOKED BY GENDER AND AGE

In this chart, we will examine flight reservations categorized by gender and age. Through this analysis, we can discern that males aged 39 have made the highest number of flight reservations, totaling 1133 flights. On the other hand, among females, those aged 42 have booked a substantial 1048 flights.

Flight Booked by gender and age
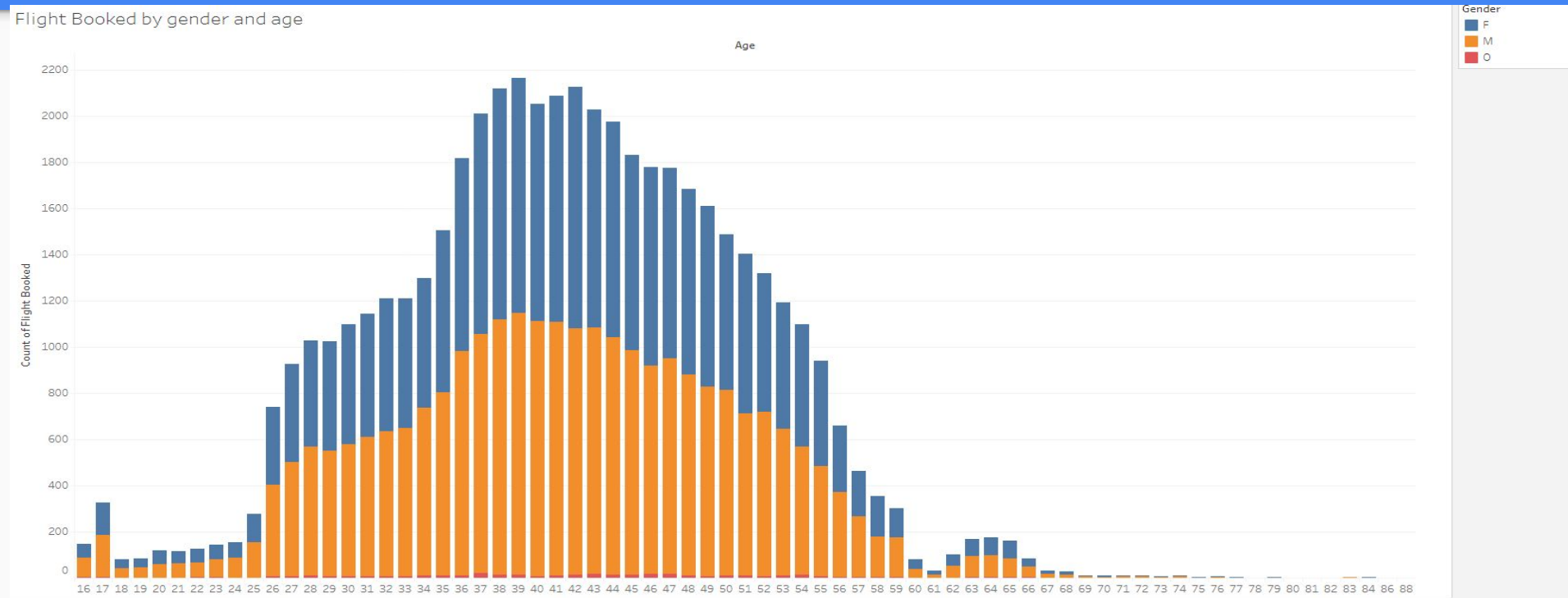
Minutes on site to book hotel

In this visualization, you can see the time people spent on the website before booking a hotel. Over the seven months of our study, it's clear that those who made the most reservations spent around two minutes on the website before booking.

Minutes in SIte to BOOK a Hotel

max nights and avg by discount

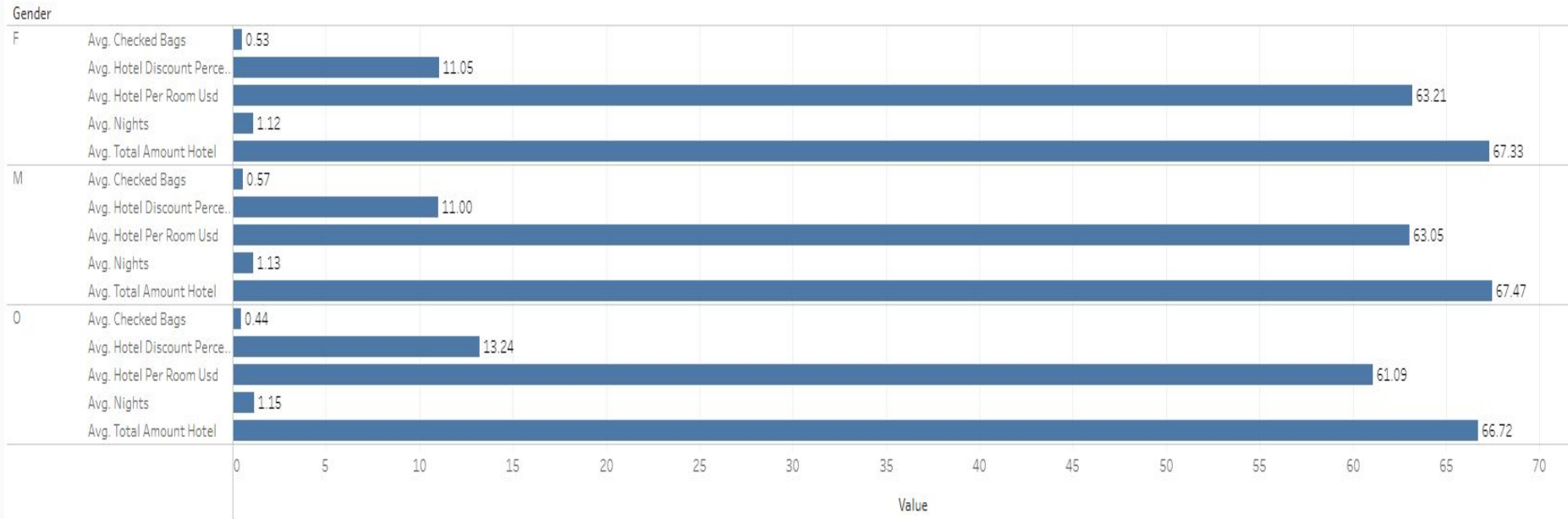MAX nights and AVG H.discounts booked by gender and age
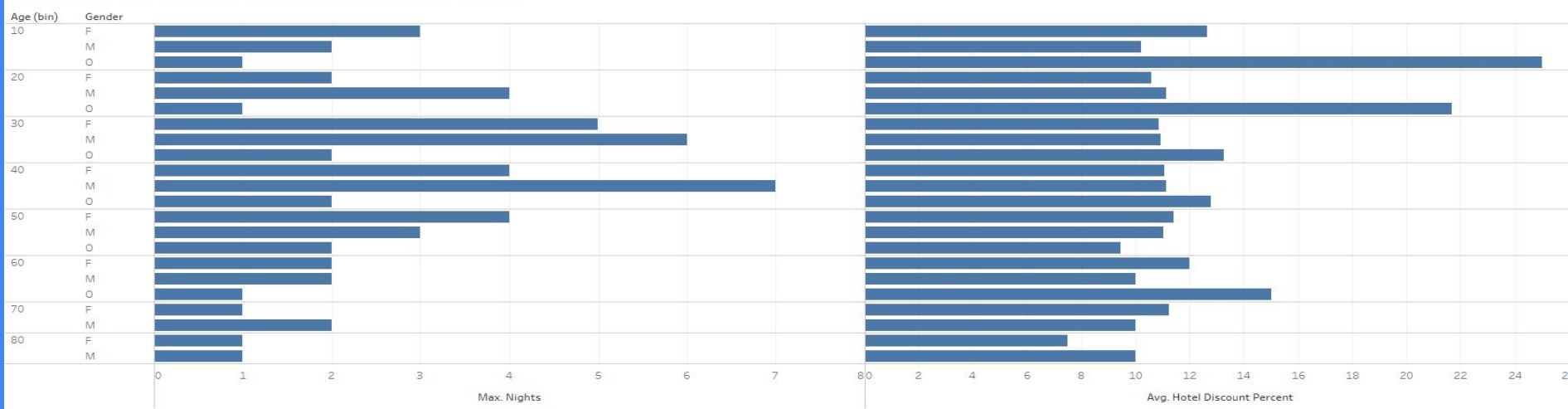
This presentation showcases an analysis comparing the maximum number of nights booked in a hotel, categorized by age and gender. We also contrast these findings with reservations made per hotel, grouped by the average discount percentage offered by each hotel

AVG Metrics By Gender

In this concluding analysis, I presented an overview of the metrics within our dataset, enabling insights into various segments by gender. A key observation is that, on average, individuals spent around $66 to $67 on hotel stays for a single night. Additionally, the average discount applied ranged between 11% and 13%. This suggests that discounts, while important, may not be the sole driver of customer engagement. It's plausible that discounts on flights or checked baggage also play a significant role in enticing individuals to book flight and accommodation packages.

AVG metrics by gender

Gender

		Value
F	Avg. Checked Bags	0.53
	Avg. Hotel Discount Perce..	11.05
	Avg. Hotel Per Room Usd	63.21
	Avg. Nights	1.12
	Avg. Total Amount Hotel	67.33
M	Avg. Checked Bags	0.57
	Avg. Hotel Discount Perce..	11.00
	Avg. Hotel Per Room Usd	63.05
	Avg. Nights	1.13
	Avg. Total Amount Hotel	67.47
O	Avg. Checked Bags	0.44
	Avg. Hotel Discount Perce..	13.24
	Avg. Hotel Per Room Usd	61.09
	Avg. Nights	1.15
	Avg. Total Amount Hotel	66.72

The solution

In summary, our research suggests that while hotel discounts have contributed to some profits, their impact may not justify the associated expenses. To enhance our website, we should emphasize discounts and their benefits, encouraging repeat business and referrals. Furthermore, offering multi-night discount packages could be a more attractive approach, potentially increasing spending and word-of-mouth recommendations. This concludes our analysis; please feel free to reach out for any questions or further details. Thank you for your time and attention