

# HOLIDAY PACKAGE REVIEW

*Customer profile analysis, features of the most chosen trips and attributes of the best sellers from 01/2021 to 12/2021*

Total Customers:

4.886



Purchased a Product:

19 %

Most Chosen Package:

Basic

60% of Total Sales

Total Sellers:

40



Total Sales:

\$979 mil

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HOME

GLOSSARY

CUSTOMERS

TRAVEL I

TRAVEL II

SELLER

# GLOSSARY

Description of the indicators and measures more used in the analysis.

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SELLER

INDICATOR	DESCRIPTION ▼
Category Monthly Income	The customers were grouped according to their income level. "First Category": the lowest income, "Second Category": the intermediate and "Third category": highest.
Sucess Rate	Refers to the percentage of customers who bought the product, out of the total number of customers contacted.
Potential Customers	Refers to customers who made a reservation for a package but did not make the purchase.
Existing Customers	Refers to customers who made a purchase of any of the products offered.

# CUSTOMERS

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CUSTOMERS

TRAVEL I

TRAVEL II

SELLER

19 % of the customers bought the product (EXISTING CUSTOMERS)

➔ Potential Customers

## DATE OF TRAVEL

01/01/2021

31/10/2021

## TYPE OF CONTACT

Todas

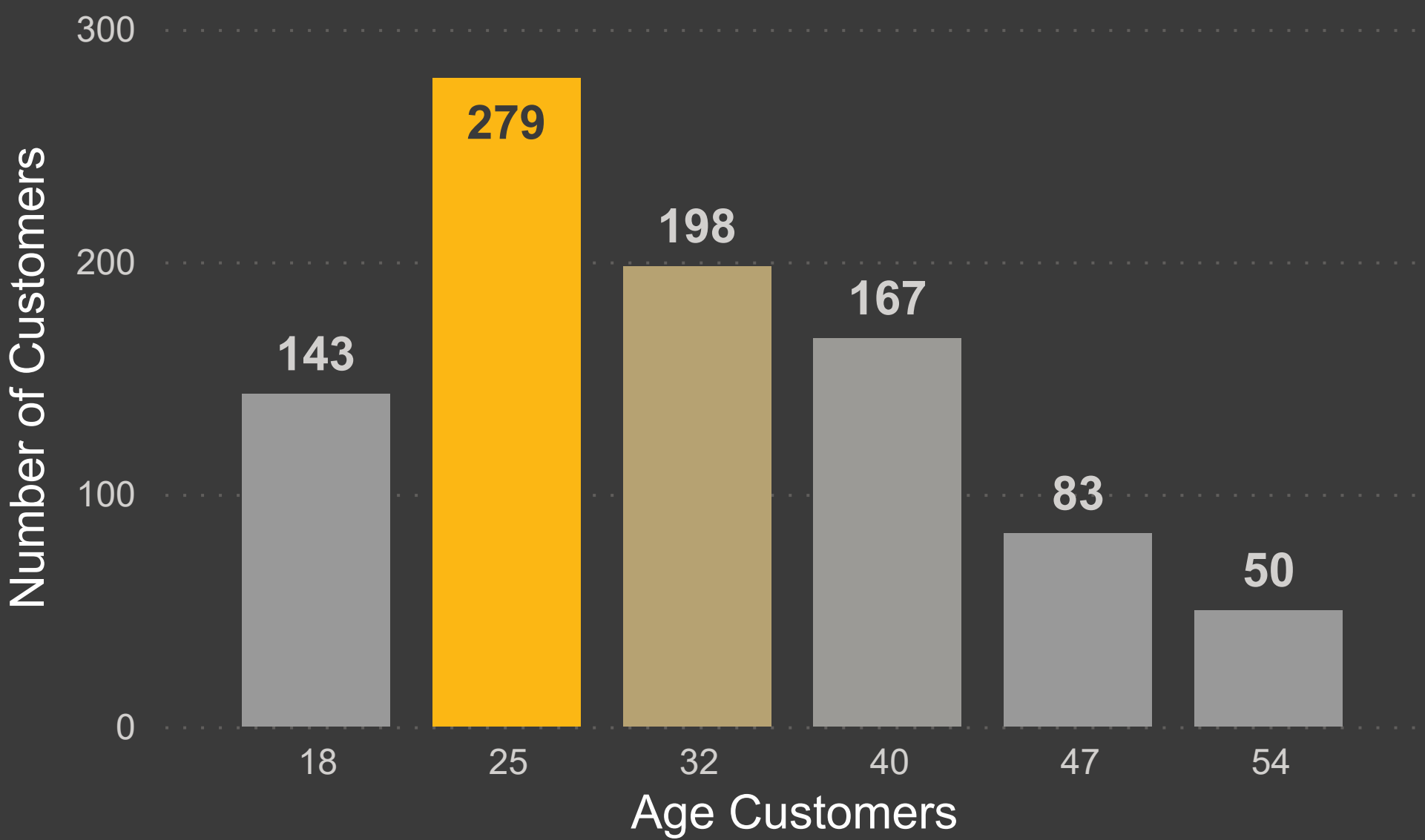
## PRODUCT

Todas

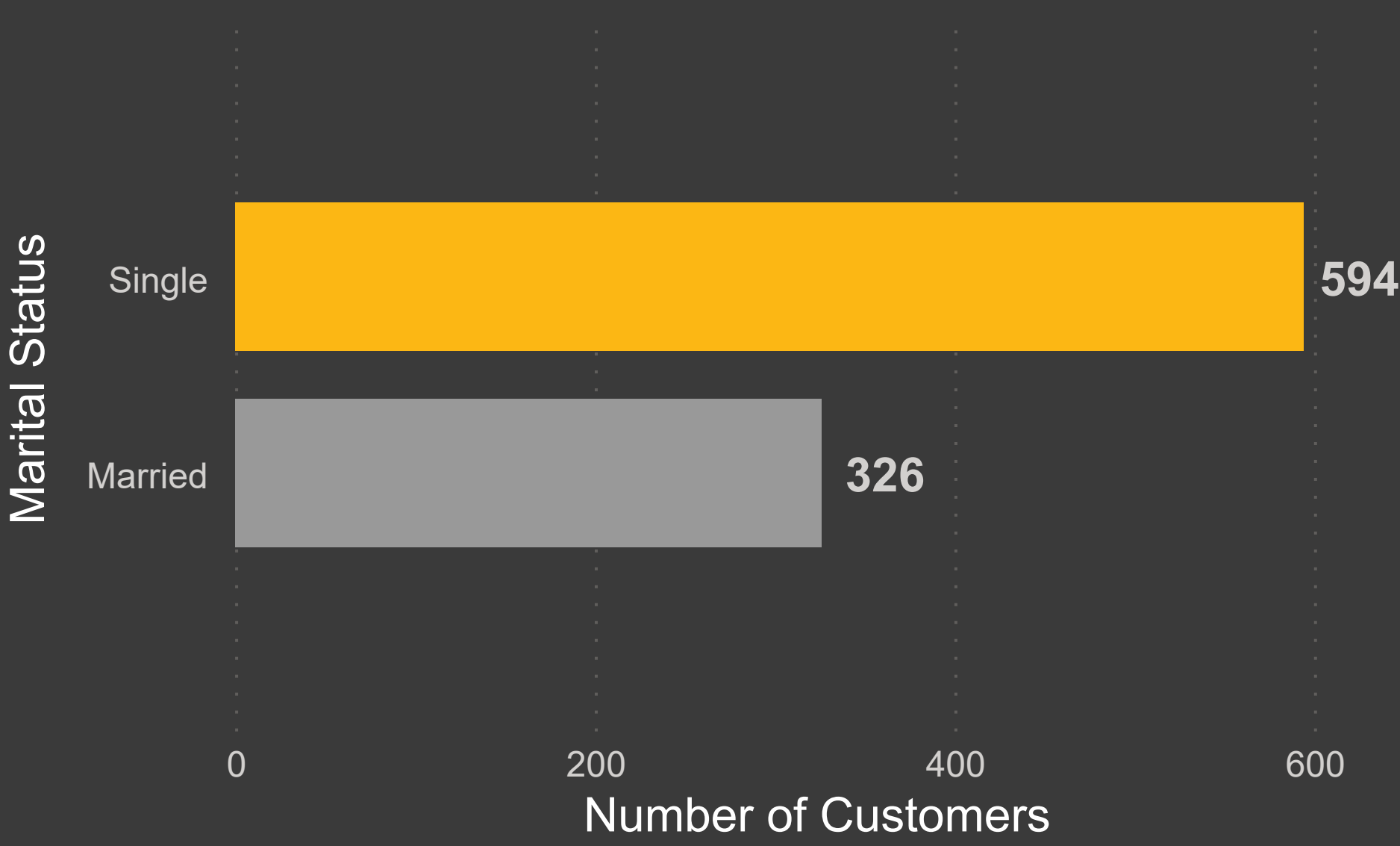
## COUNTRY DESTINATION

Todas

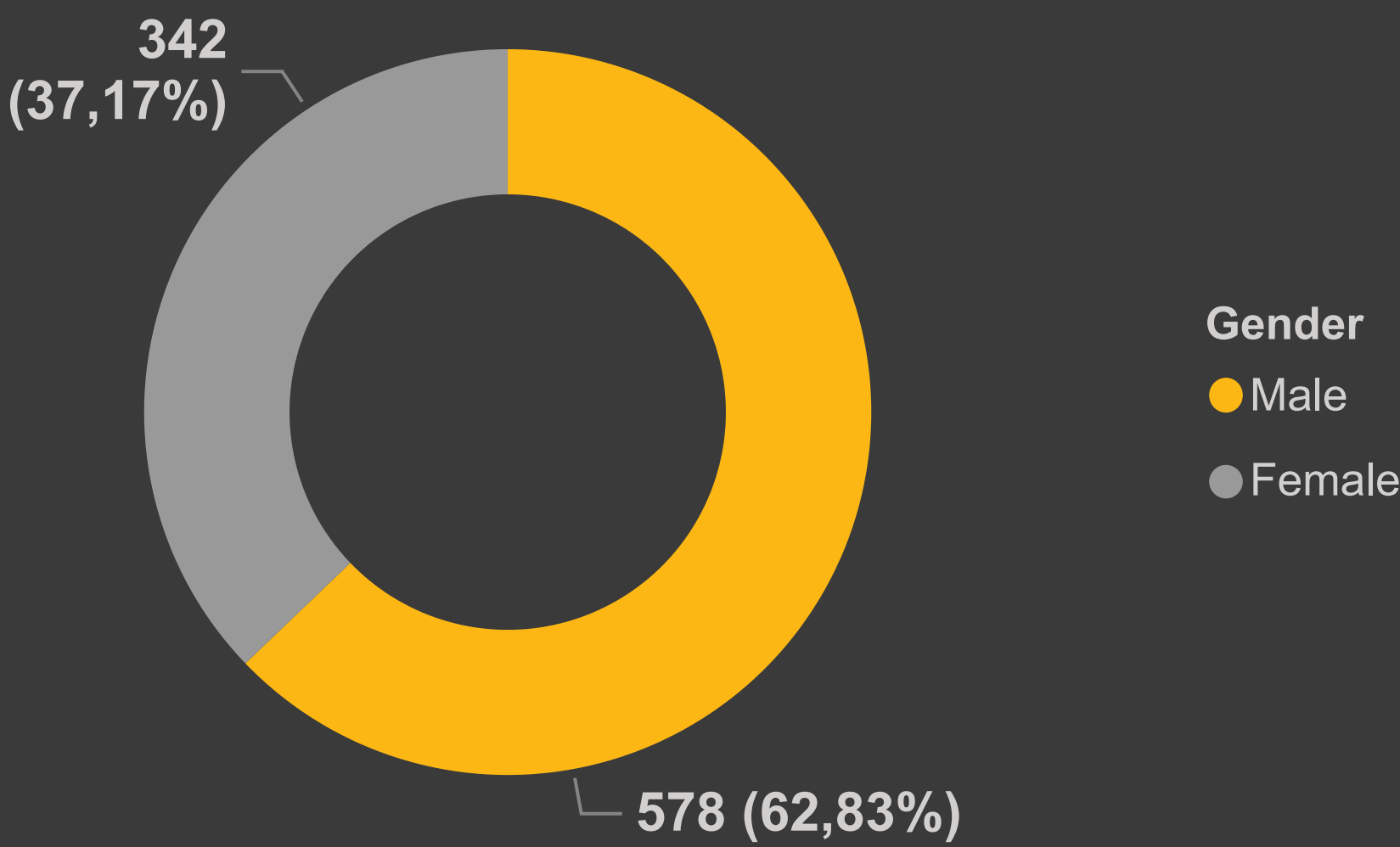
### How old are the Customers?



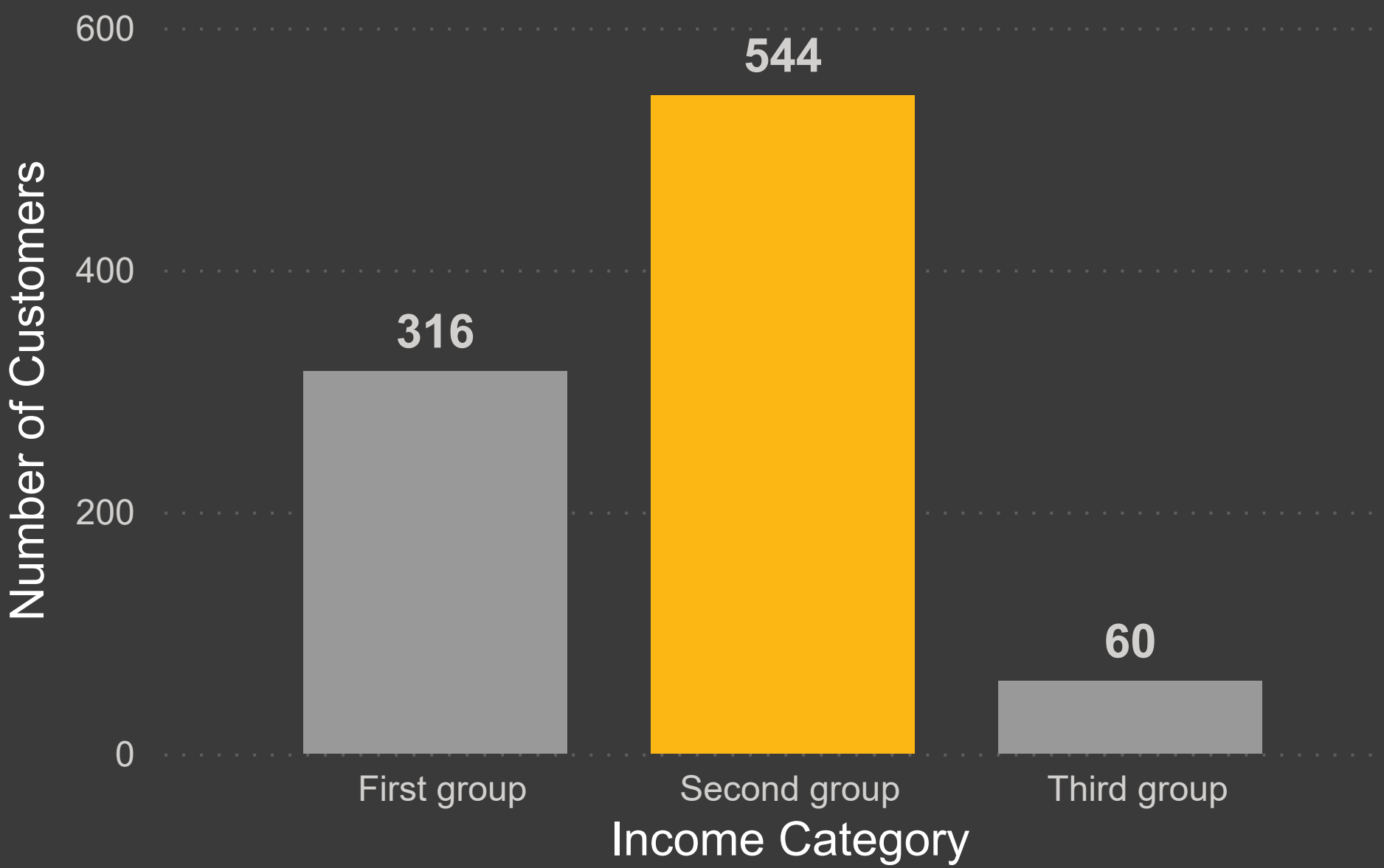
### What is the marital status of the Customers?



### What is the gender of the Customers?



### What is the income level of the Customers?



4.888  
TOTAL TRIPS

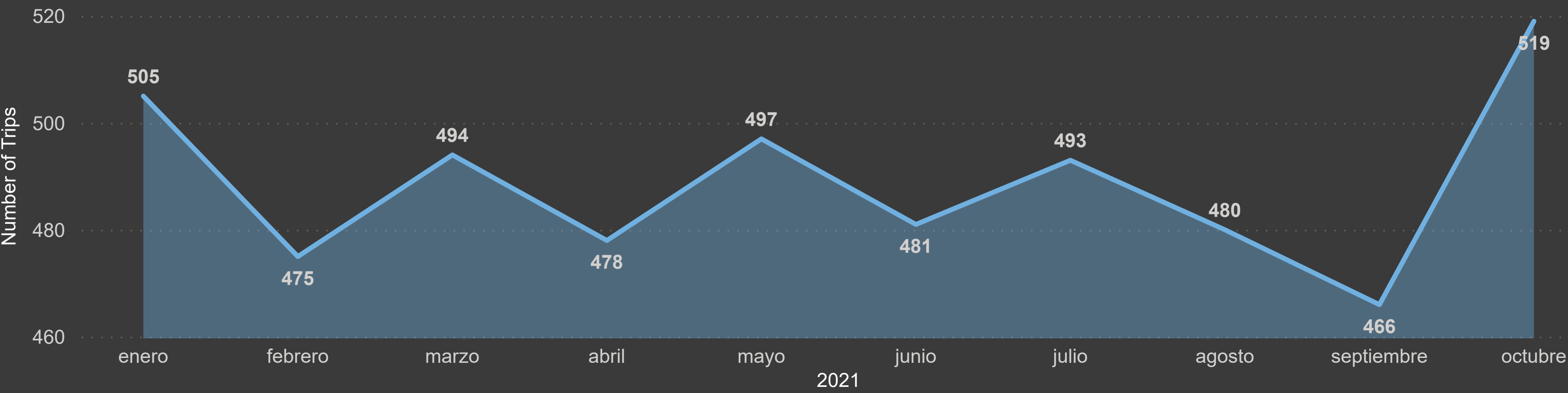
3.966  
CANCELLED TRIPS

920  
CONFIRMED TRIPS

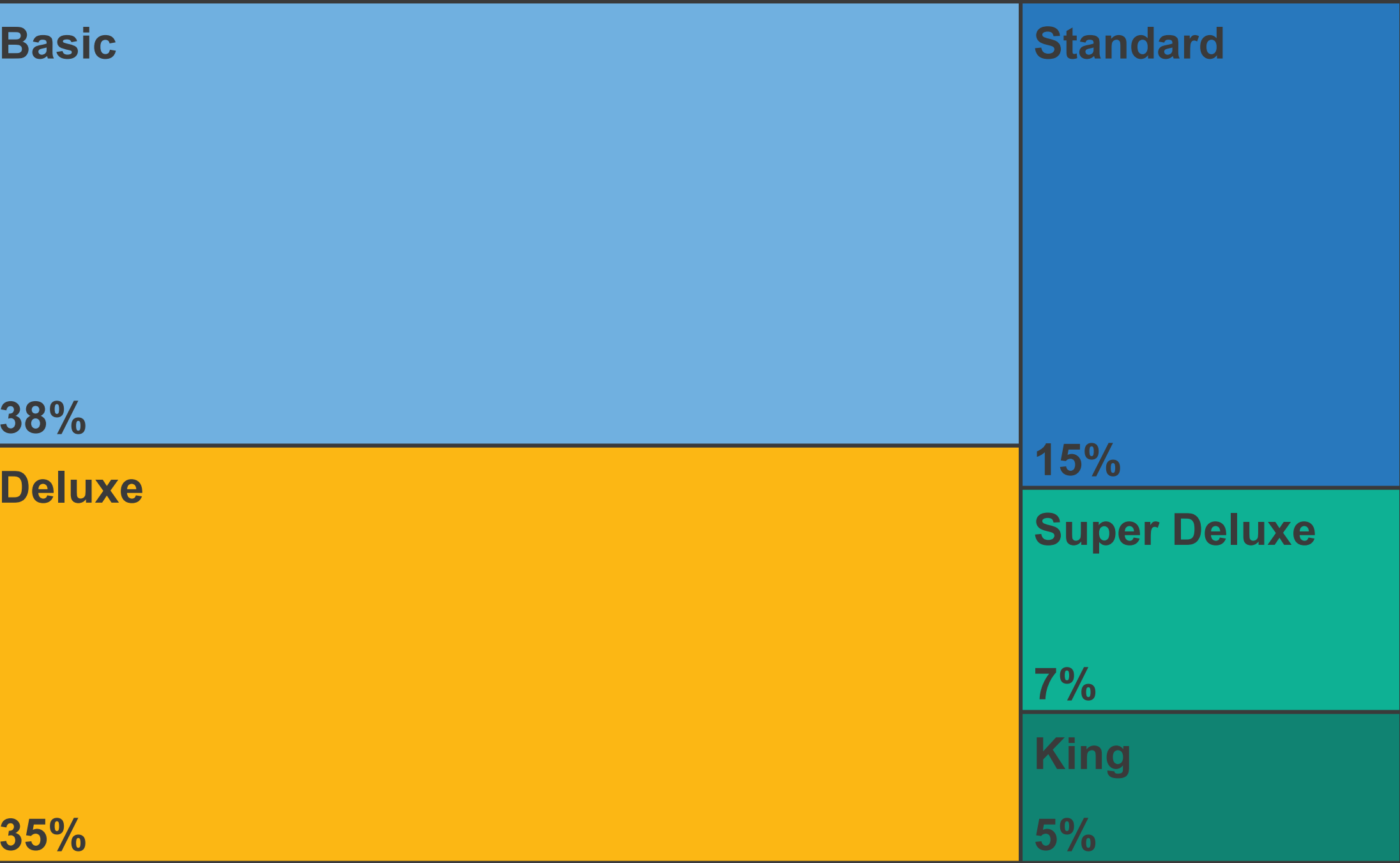
TYPE OF CUSTOMER

Todas

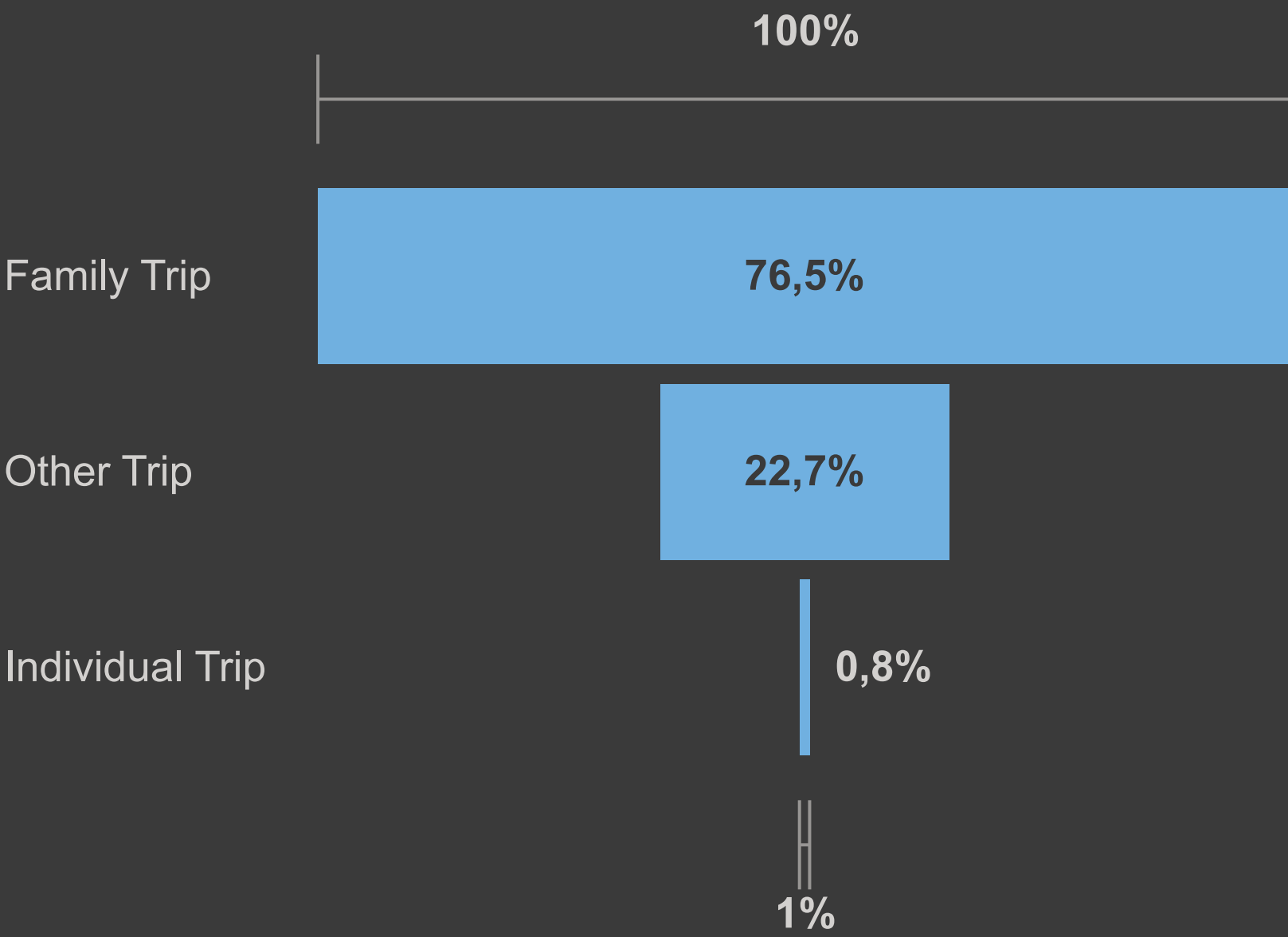
Which are the most chosen months to travel?



What product do customers choose?



What kind of trip do customers choose?





Most chosen country

Croatia

413  
TRIPS

Least chosen country

Ireland

347  
TRIPS

Which are the most chosen destinations?

TYPE OF CUSTOMER

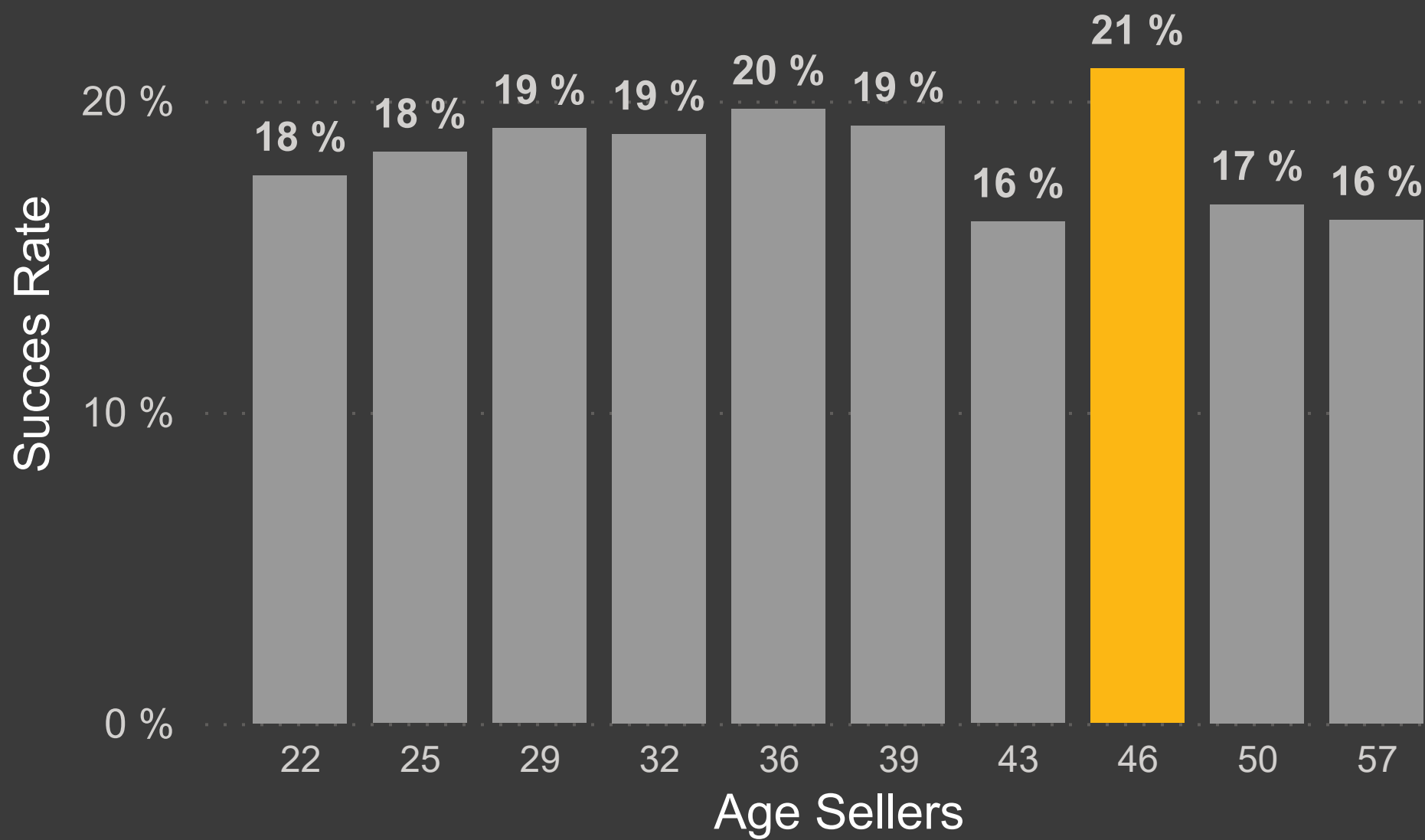
Todas



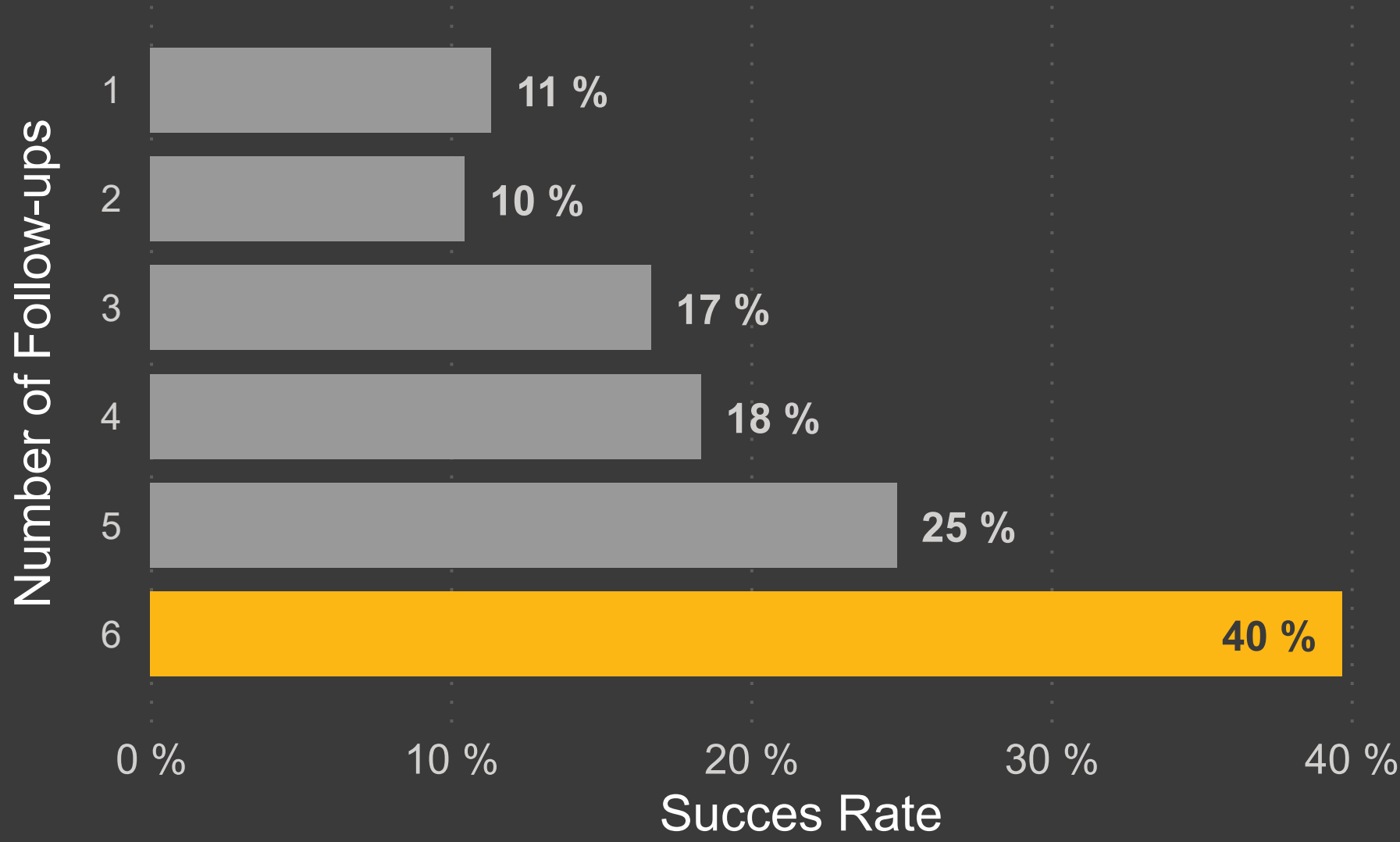
SUCCESSION RATE

Refers to the percentage of customers who bought the product, out of the total number of customers contacted.

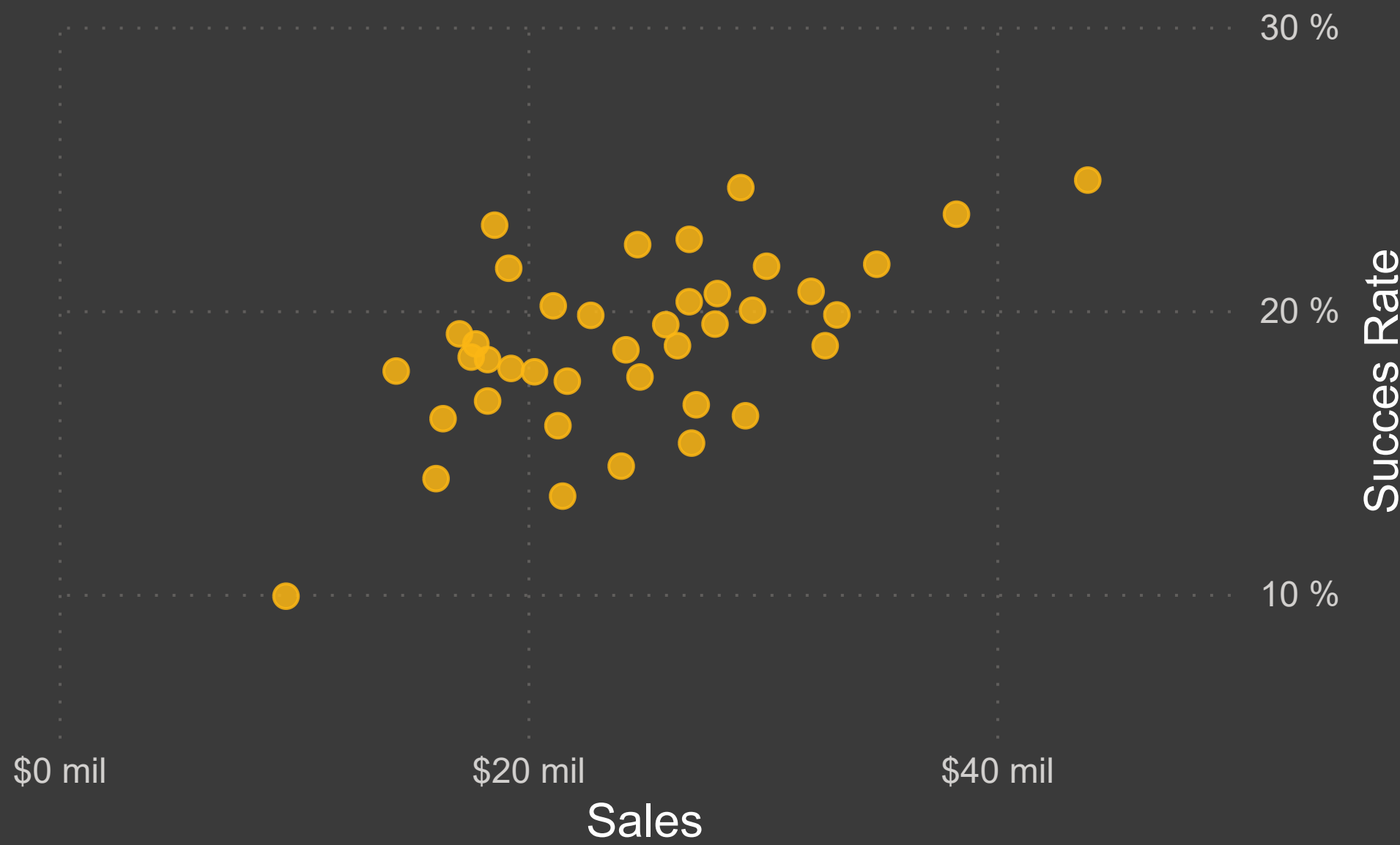
What is the age of the top Sellers?



How many times should the Customer be contacted?



Which are the Top Sellers?



How long should the pitch last?

