

50K

Total Bookings

2,361

High Risk Bookings

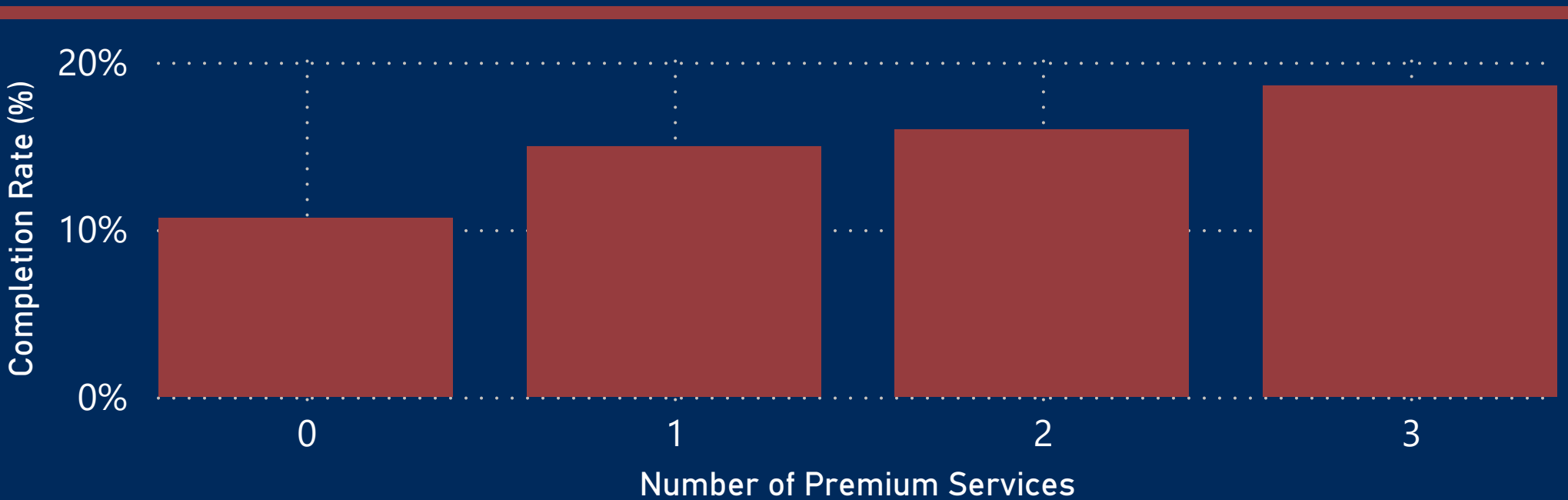
\$19.1M

Revenue at Risk

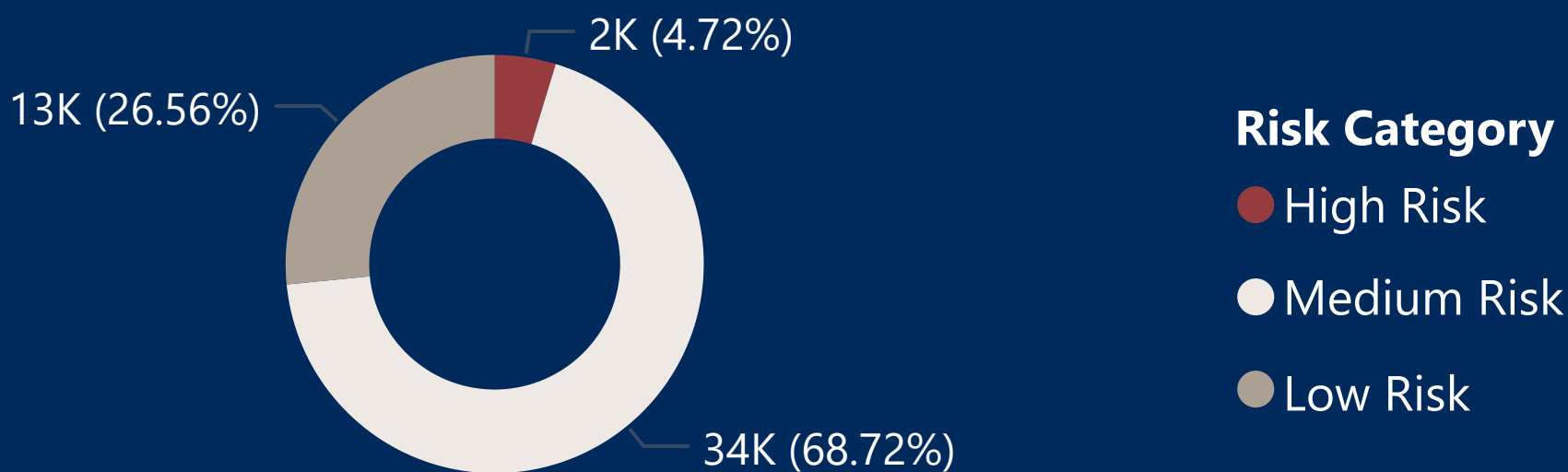
14.96%

Completion Rate

Completion Rate by Services



Risk Distribution



Executive Summary

- Service add-ons significantly improve booking completion rates (+8% from 0 to 3 services)
- 68% of bookings classified as Medium Risk present optimization opportunity
- \$19.1M revenue at risk from incomplete bookings requires immediate attention
- Strategic focus on service bundling could drive substantial revenue recovery

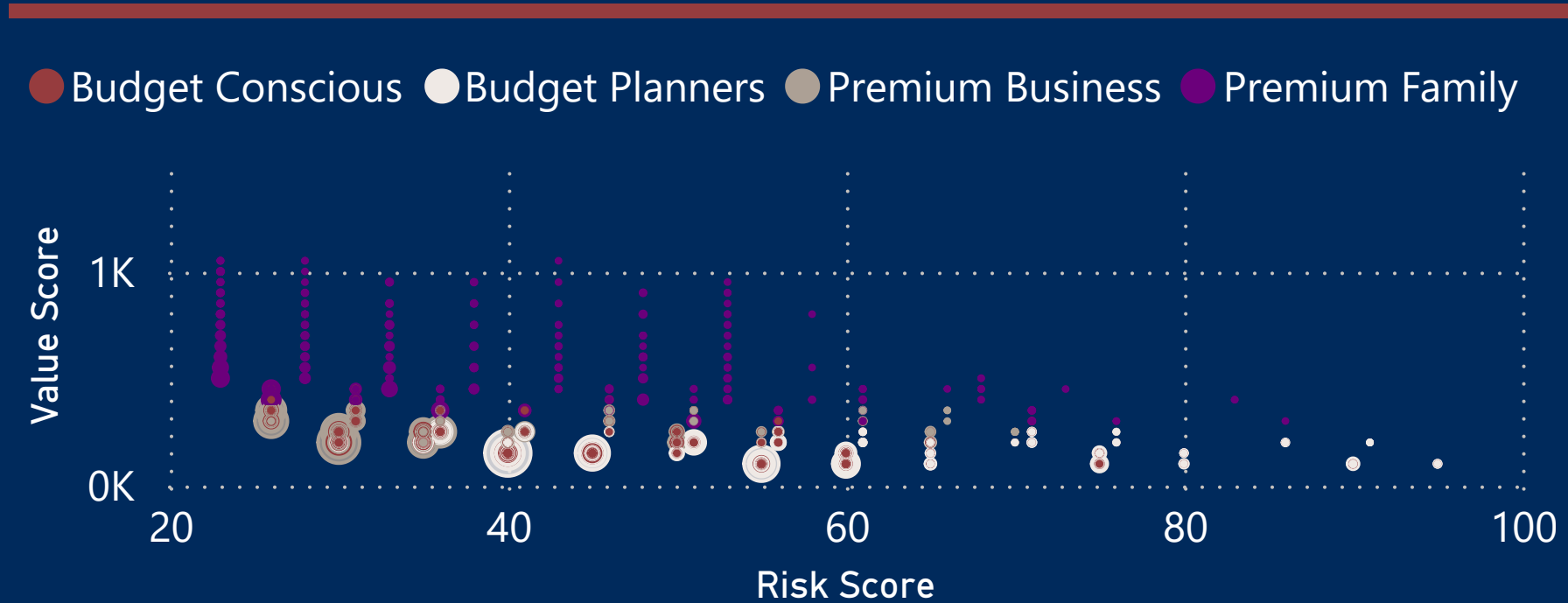
Strategic Priorities

- Implement targeted interventions for 34K Medium Risk bookings
- Develop service bundling strategy to increase 0-service customer conversion
- Deploy risk-based retention campaigns to reduce \$19.1M revenue exposure
- Establish completion rate monitoring as key performance indicator

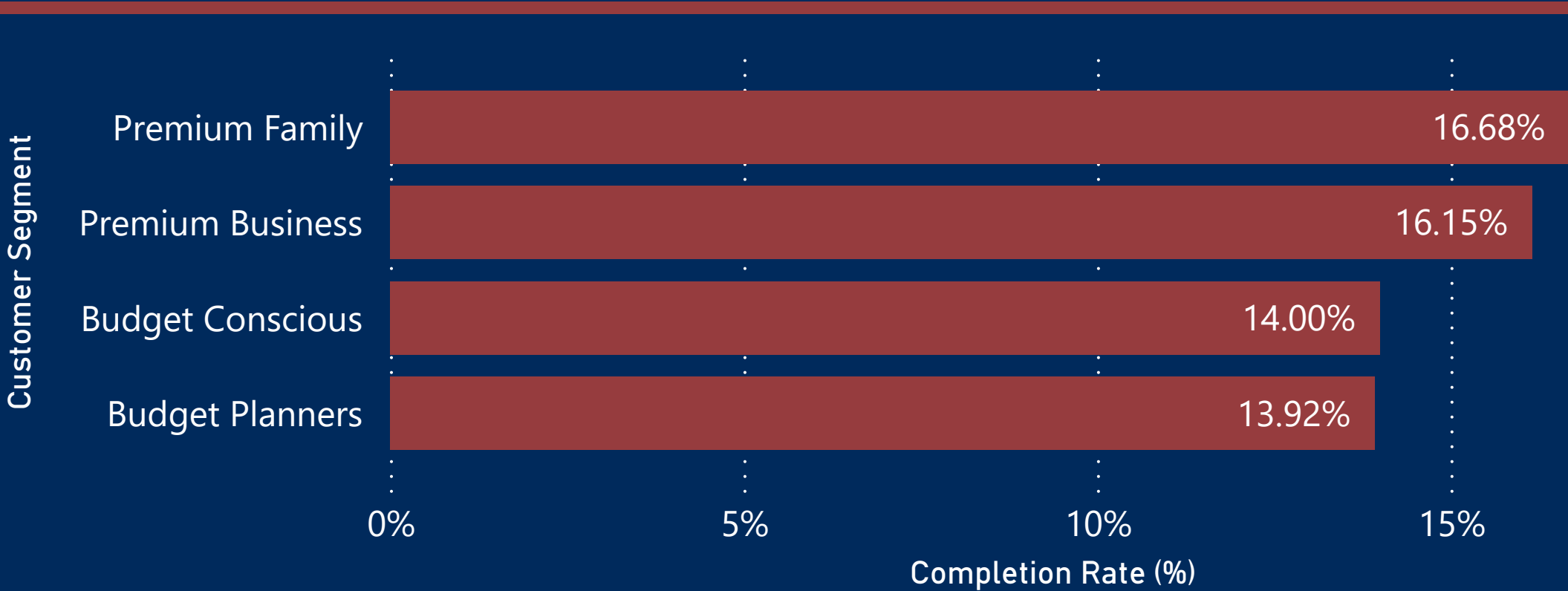
Customer Segment Performance Summary

Segment Name	Total Bookings	Completion Rate (%)	Risk Score	Value Score
Budget Conscious	5709	14.00%	39.87	205.46
Budget Planners	22658	13.92%	49.63	154.29
Premium Business	15835	16.15%	32.56	260.04
Premium Family	5798	16.68%	33.55	467.83

Customer Risk vs Value Analysis by Segment



Booking Completion Rate by Customer Segment



Completion Rate vs Group Size

