

Product Analytics: Agoda Case Study

Project Objective:

The Agoda website (www.agoda.com) is always aiming to improve the user experience and increase hotel bookings. When introducing new features on Agoda website, their main aim is to attract more bookings.

Agoda prompts customers to book hotels by displaying messages like:

- "Prices are going up. Book now for the current rate!"
- "Your check-in date is approaching. Book now to confirm your price!"

You are now asked to analyze **three months of booking data from five cities** (attached with email as CSV file).

You need to come up with the conclusion messages and recommendations like the above examples by analyzing the given data, So they will display those insight messages on their website to tempt the customer to book asap.

Additional examples of display messages from analysis the data

- Sundays are 30% expensive than remaining week days
- Book before 10 days of your planning date to save 20% amount

Please analyze the data and prepare a presentation

Data Dictionary

ADR	– Average Daily Rate in US Dollars (Customer Total Amount / Room Nights)
Hotel ID	– Property identification number
City ID	– City identification number
Star rating	– Property's star rating
Accommodation Type	– Property's accommodation type
Chain Hotel	– Indicates whether the property is part of a chain or not
Booking date	– Date of booking made
Check-in date	– Date of check-in
Check-out date	– Date of check-out

Please let us know if you have any questions and best of luck!

Thank you!

Training Team