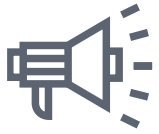

Group and events booking analysis

Group and events booking analysis

Analyzed the Group and Event Products Bookings to gain insights into booking patterns, preferences, and trends to optimize scheduling, allocate resources effectively, and improve overall event management

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Indoor skydiving company needs group and events booking analysis

Picture this…

You're looking for the gaps, set up robust analytics across the functional areas and improve visibility across client's operations through analytics across customer demographics, market sizing, customer preferences, event scheduling etc.

You turn to Accordion.

We partner with your team to analyze the Group and Event Products Bookings to gain insights into booking patterns, preferences, and trends to optimize scheduling, allocate resources effectively, and improve overall event management, including:

1) Assessing the market potential across US and mapped the same to location's utilization levels and capacities. Benchmarked the best performing locations and highlighted opportunities of efficient resource planning
2) Partnering with the Client's sales team to geographically triangulate customer leads on a map using data from HubSpot, Client POS and Databases such as NCES which helped the sales team in targeting these leads efficiently
3) Enhancing visibility of unutilized slots/classes across locations which could be leveraged extensively by the sales team when offering discounted deals to a group
4) Implementing an excel model to prepare event schedules for all the locations and products (200+ files) and automated the process to push the same to client's website through an RPA solution using UiPath

Your value is enhanced.

You have enhanced sales team's efforts and supported with precise targeting which resulted in a ~50% YoY increase in Sales of specific product categories. You have also automated processes for preparing and uploading the schedules saved ~2 FTE days per week and reduced the delay for updated schedules to reflect in client's website, enabling a smooth booking experience for the customer.

GROUP AND EVENTS BOOKING ANALYSIS

KEY RESULT

- ~50% YoY increase

VALUE LEVERS PULLED

- Lever 1
- Lever 2
- Lever 3

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Group and event booking analysis to optimize event management

Situation

- Client offers multiple products to customers which differ in flight height and duration. They needed deeper insights around customer's booking patterns, preferences and trends and expected strategic support and thought partnership to optimize overall operations and proactively assess customer trends
- Partnered with the client to identify the gaps, set up robust analytics across the functional areas and improve visibility across client's operations through analytics across customer demographics, market sizing, customer preferences, event scheduling etc.

Accordion Value Add

- Assessed the market potential across US and mapped the same to location's utilization levels and capacities. Benchmarked the best performing locations and highlighted opportunities of efficient resource planning
- Partnered with the Client's sales team to geographically triangulate customer leads on a map using data from HubSpot, Client POS and Databases such as NCES which helped the sales team in targeting these leads efficiently
- Enhanced visibility of unutilized slots/classes across locations which could be leveraged extensively by the sales team when offering discounted deals to a group
- Implemented an excel model to prepare event schedules for all the locations and products (200+ files) and automated the process to push the same to client's website through an RPA solution using UiPath

Impact

- Enhanced sales team's efforts and supported with precise targeting which resulted in a ~50% YoY increase in Sales of specific product categories
- Automated processes for preparing and uploading the schedules saved ~2 FTE days per week and reduced the delay for updated schedules to reflect in client's website, enabling a smooth booking experience for the customer

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Market size estimate

Market Sizing – Helps identify Locations across US with strong market potential

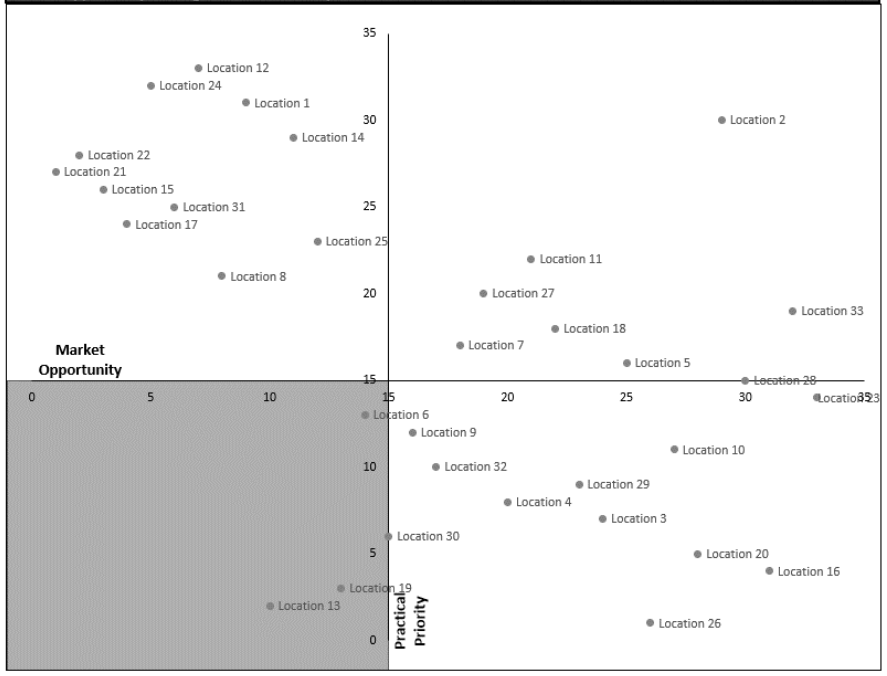
STEM Market Analysis summary

Notes:
-Market opportunity in the chart is rank of difference between Market Potential and revenue, 1 being maximum and 33 being minimum difference
-Practical priority in the chart is rank of difference between Practical revenue (based on supply) and revenue, 1 being maximum and 33 being minimum difference
-Tunnels in the 3rd quadrant (highlighted in Green) are the tunnels with higher opportunity for additional revenue

Selected Parameters >>

Target market share
100%

Market Opportunity ranking vs Practical Priority



Location	Market Share	Revenue based analysis						
		Actual	Market Potential	Gap	Priority order	Practical	Gap	Priority Order
Location 1	7.70%	$359,008	$2,807,215	$2,448,207	9	$231,147	-$126,630	31
Location 2	10.82%	$219,382	$1,236,668	$1,017,286	29	$99,893	-$118,259	30
Location 3	4.22%	$187,746	$1,588,614	$1,400,869	24	$145,625	-$40,890	7
Location 4	5.66%	$247,428	$1,749,904	$1,502,476	20	$199,657	-$46,540	8
Location 5	8.58%	$229,379	$1,605,234	$1,375,855	25	$165,683	-$62,465	16
Location 6	6.64%	$215,863	$2,105,074	$1,889,211	14	$161,674	-$52,958	13
Location 7	3.05%	$233,462	$1,791,125	$1,557,663	18	$164,674	-$67,557	17
Location 8	8.43%	$298,993	$2,812,568	$2,513,574	8	$214,157	-$83,606	21
Location 9	3.93%	$208,141	$1,922,981	$1,714,840	16	$155,214	-$51,697	12
Location 10	9.92%	$263,878	$1,442,568	$1,178,690	27	$212,832	-$49,815	11
Location 11	5.42%	$202,139	$1,664,818	$1,462,678	21	$109,953	-$90,956	22
Location 12	7.43%	$379,865	$3,013,618	$2,633,754	7	$214,204	-$164,430	33
Location 13	3.89%	$194,246	$2,471,793	$2,277,548	10	$187,870	-$5,144	2
Location 14	11.74%	$294,512	$2,534,930	$2,240,418	11	$175,055	-$118,226	29
Location 15	3.20%	$211,822	$3,922,759	$3,710,937	3	$112,385	-$98,207	26
Location 16	3.12%	$171,129	$1,072,575	$901,446	31	$133,241	-$36,657	4
Location 17	4.04%	$264,136	$3,938,237	$3,674,102	4	$169,605	-$93,300	24
Location 18	5.77%	$261,340	$1,686,723	$1,425,382	22	$192,065	-$68,044	18
Location 19	0.93%	$196,270	$2,405,945	$2,209,675	13	$178,773	-$16,265	3
Location 20	7.06%	$213,345	$1,374,158	$1,160,813	28	$175,177	-$36,936	5
Location 21	2.31%	$278,073	$5,667,034	$5,388,962	1	$174,962	-$101,880	27
Location 22	3.93%	$301,839	$4,601,388	$4,299,549	2	$197,171	-$103,437	28
Location 23	13.20%	$221,458	$765,545	$544,086	33	$167,014	-$53,213	14
Location 24	6.85%	$369,481	$3,586,300	$3,216,819	5	$218,308	-$149,942	32
Location 25	4.96%	$285,638	$2,523,975	$2,238,337	12	$193,093	-$91,314	23
Location 26	5.40%	$181,185	$1,385,937	$1,204,752	26	$177,308	-$2,646	1
Location 27	8.40%	$278,304	$1,830,988	$1,552,684	19	$195,158	-$81,915	20
Location 28	8.18%	$216,550	$1,186,153	$969,604	30	$158,736	-$56,583	15
Location 29	8.48%	$254,702	$1,665,328	$1,410,626	23	$204,564	-$48,907	9
Location 30	4.97%	$201,865	$2,011,544	$1,809,679	15	$162,197	-$38,436	6
Location 31	3.72%	$196,233	$3,251,534	$3,055,302	6	$99,185	-$95,817	25
Location 32	8.82%	$263,047	$1,956,018	$1,692,971	17	$212,205	-$49,611	10
Location 33	17.77%	$211,384	$820,607	$609,223	32	$135,364	-$74,789	19

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Market size estimate

Group and Event Bookings report (helps prepare all locations for Group events/field visits)

Customer's preferences around meals and beverages are fetched from HubSpot and integrated with Reservation details from POS system. This helps operations team to efficiently plan the day

Notes:
- **Party Report is for selected Location in the Tunnel slicer**
- **Please hover over "Yes" in "Changes if any" column for more details**

LocationCode	ActivityDate	ReservationNum	Category	Description	Number of Flyers	POS Notes/ Food & Bev Order	PurchaseCustomer	Phone Number	Email
Location 29	4/2/2024	1000001	Category 9	Product 46	87	no food	Customer 26	Phone no. 41	Email Id 42
Location 31	4/2/2024	1000002	Category 77	Product 9	15	no food	Customer 83	Phone no. 93	Email Id 58
Location 77	4/2/2024	1000003	Category 80	Product 35	14	no food	Customer 77	Phone no. 14	Email Id 88
Location 76	4/2/2024	1000004	Category 25	Product 66	90	no food	Customer 43	Phone no. 89	Email Id 69
Location 56	4/3/2024	1000005	Category 53	Product 58	19	6 Pizzas (3 Cheese, 3 Pepperoni) at 12:00pm | Access to beverage cooler (non alcoholic provided by iFLY)	Customer 27	Phone no. 94	Email Id 34
Location 16	4/3/2024	1000006	Category 23	Product 35	87	6 Pizzas (2 Cheese, 3 Pepperoni, 1 Mushroom) at 6:00pm | Additional pizzas TBD | Access to beverage cooler (non alcoholic beverages provided by iFLY)	Customer 13	Phone no. 15	Email Id 67
Location 93	4/3/2024	1000007	Category 36	Product 47	19	no food	Customer 27	Phone no. 71	Email Id 7
Location 42	4/3/2024	1000008	Category 36	Product 22	100	Catering (TBD - client supplied) | Access to beverage cooler (non alcoholic beverages provided by iFLY for up to 50 guests)	Customer 76	Phone no. 90	Email Id 100
Location 74	4/3/2024	1000009	Category 16	Product 49	97	no food	Customer 20	Phone no. 81	Email Id 22
Location 24	4/3/2024	1000010	Category 70	Product 20	55	6 Pizzas (2 Pepperoni, 1 Sausage, 1 Extra Cheese, 1 Mushroom, 1 Green pepper) at 5:45pm | Access to beverage cooler (non alcoholic beverages)	Customer 22	Phone no. 49	Email Id 40
Location 35	4/4/2024	1000011	Category 58	Product 47	2	no food	Customer 24	Phone no. 53	Email Id 53
Location 59	4/4/2024	1000012	Category 2	Product 83	13	no food	Customer 78	Phone no. 24	Email Id 91
Location 54	4/4/2024	1000013	Category 14	Product 2	14	3 Pizzas (1 Cheese, 2 Pepperoni) at	Customer 61	Phone no. 46	Email Id 55

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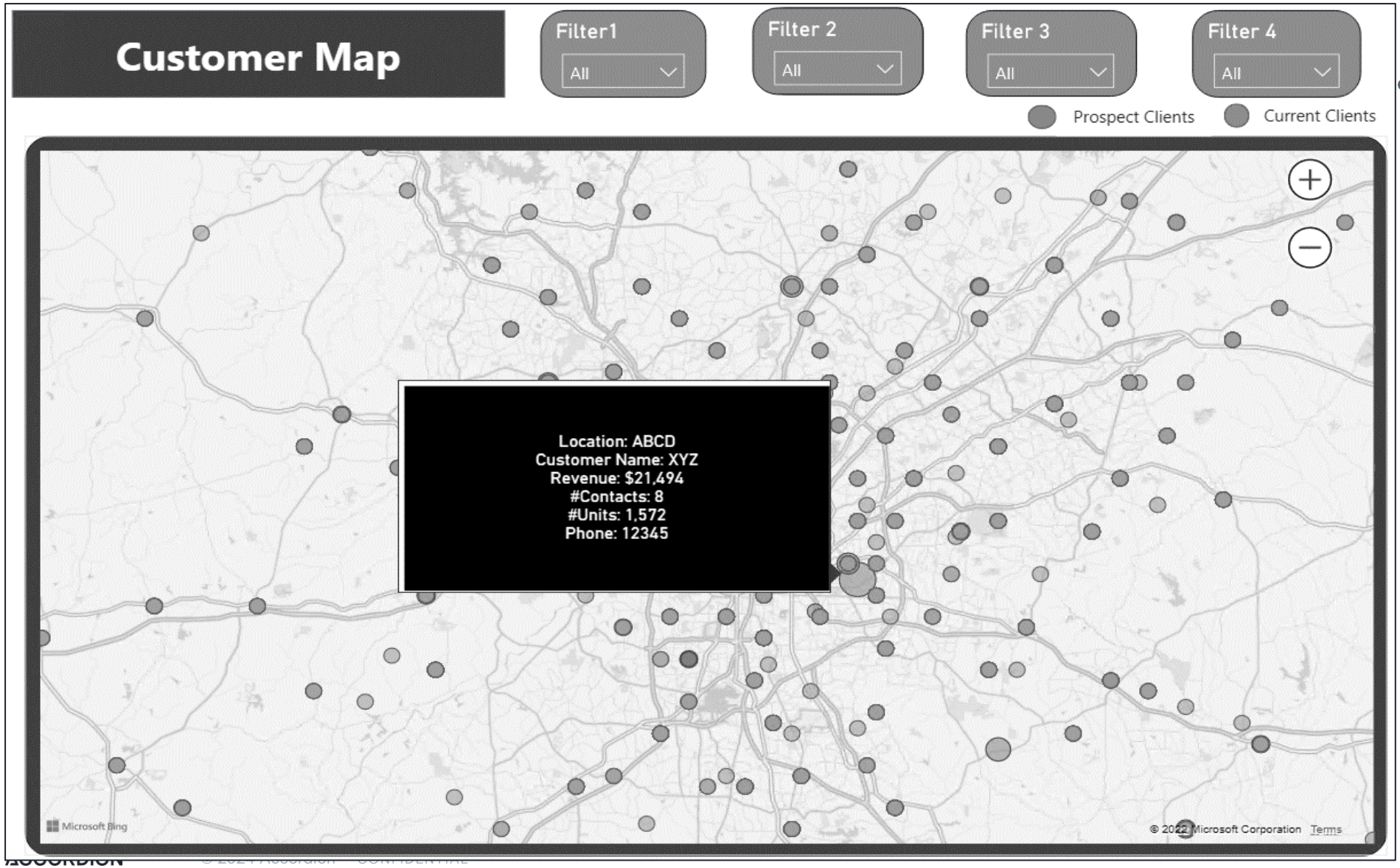
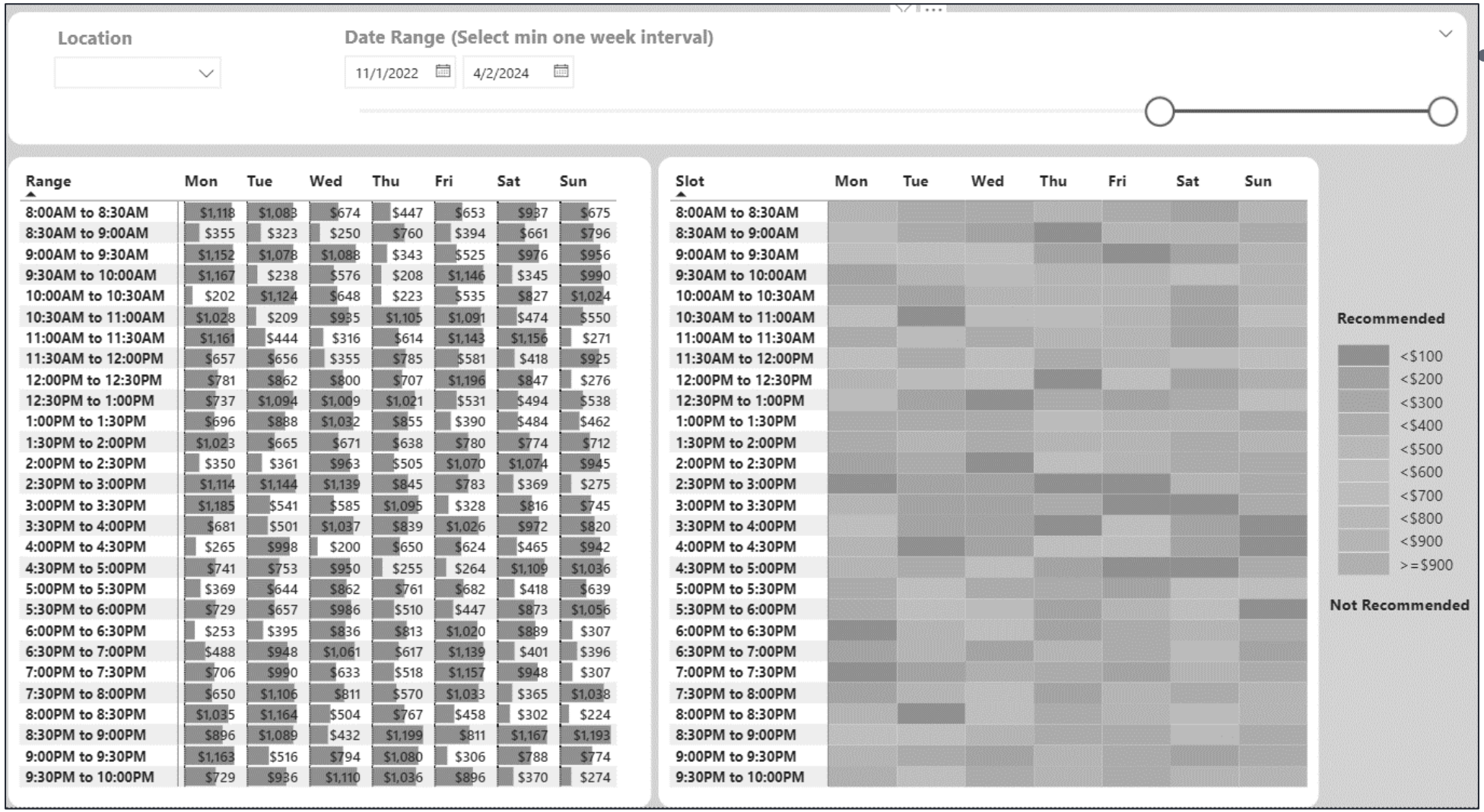
Prospect deals by locations



Prospect Deals by Locations –
Captures all leads near a location on a map with a segregation between prospect and current deals to help the sales team efficiently allocate efforts

Slot availability across locations



Highlights times of a day with highest incremental revenue for a product booking

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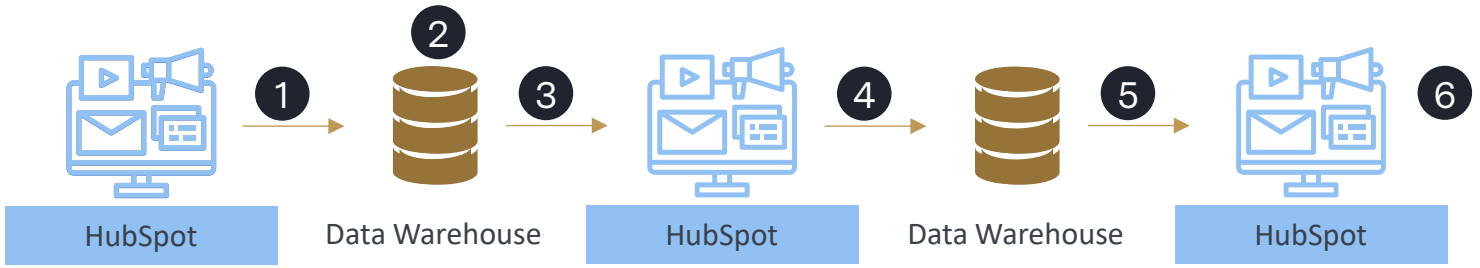
Integration of DW and HubSpot for marketing and sales leads



Process to update existing Marketing Contacts and Deals data in HubSpot

1. Contacts data is downloaded from HubSpot and pushed into DW (Datawarehouse)
2. Contacts data from HubSpot is compared with the POS data in DW to identify new marketing contacts
3. New marketing contacts data is pushed into HubSpot to generate HubSpot contact ID which will be leveraged to map contacts to the relevant deals
4. Marketing contacts data is downloaded along with the newly generated HubSpot contact ID
5. Deals data corresponding to these contacts is generated in DW and pushed into HubSpot
6. Uploaded marketing contacts and deals data is associated with each other in the HubSpot
7. Marketing Contacts and Deals data is downloaded from HubSpot and pushed in DW
8. Marketing contacts and deals data is compared with the latest POS data in DW to identify any changes
9. Existing marketing contacts and deals data is updated in the HubSpot in case of any changes

***Note**: HubSpot API is leveraged for setting up these processes*

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