Unit 1 Lesson 1.4

1. The first question I would ask would be, “What’s the goal?” for the advertising campaign. For example, if they are looking to capitalize on the upward trend market, I would take a look at what is trending with our customers. If it is to market a loss leader, I would look at the least amount of activities.
2. I would take a look at the point where there is most churn. From there, we can focus on any potential UX problems. I would also look at the funnel order. Do people need to choose a plan after they sign up or should they go through that process and then be able to sign up to “save” their choice? I would also look at any outside factors that would affect it such as a new website building paradigm or a new company in the area.
3. We could rank the hotels by popularity. If we have session information we can rank the top ones by visits + availability + price.
4. I would look at churn on a year by year basis and try and find trends. I would also see if there is a number for the industry avg and compare against that.