Customer Retention & Service Analysis Report

Objective

The objective of this analysis is to understand customer retention trends, identify key factors affecting service satisfaction, and propose actionable insights to enhance customer experience and increase repeat bookings.

1. Retention & Churn Overview

- **78.21%** of customers will rebook, indicating strong loyalty.

- **21.12%** are uncertain ("Maybe"), meaning they might return but need better service.

- **0.67%** will not return, mainly due to poor punctuality, food, and hotel quality.

2. Key Service Issues Impacting Customer Decisions

Factor	Rebooking Customers	Uncertain Customers	Churned Customers	Key Concern
Punctuality	4.20	3.52	2.63	Biggest issue
Food Quality	3.57	3.16	2.24	Needs major improvement
Hotel Quality	3.58	3.13	2.05	Significant dissatisfaction
Tour Manager	3.94	3.46	2.10	Poor coordination impact

What is Causing Uncertainty?

- **Punctuality (3.52)** is below the ideal level and affects decisions.

- **Food & Hotel Quality (3.16 & 3.13)** are major concerns, lowering confidence.

- **Tour Manager rating (3.46)** indicates that better customer interaction could increase bookings.

Action Plan

☑ Fix Punctuality Issues – Optimize schedules and reduce delays.

☑ Enhance Food & Hotel Services – Address vendor issues and improve quality.

☑ **Convert Uncertain Customers into Repeat Clients** – Offer personalized discounts and address key pain points.

Impact:

Focusing on these improvements will increase retention, reduce churn, and turn uncertain customers into loyal clients. 🚀

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3. Customer Booking & Experience Insights

Booking Trends

- **Top Booking Sources:** RedBus (2574), Branch (588), and Abhibus (272) drive the most sales.

- **Low Bookings:** Travel Yaari (33), Shriniath (14), and Unity (13) need marketing & visibility improvements.

Customer Experience & Satisfaction

- **Best Rated:** Shriniath Travels (4.14), Branch (4.06), and Android App (4.03) offer the best experience.

- **Needs Improvement:** Sana Travel (3.46) & Travel Yaari (3.66) have the lowest satisfaction.

Customer Complaints & Dissatisfaction

- **High Complaints:** Travel Yaari (39.39%) and Sana Travel (37.04%) need urgent service fixes.

- **Lowest Complaints:** Shriniath (7.14%) and Android App (16.88%) have strong customer trust.

Action Plan

✓ **Fix Service Issues** – Improve punctuality & quality in Travel Yaari, Sana Travel & aggregator platforms.

✓ **Boost Direct Bookings** – Strengthen B2C website, mobile site & app with offers & engagement strategies.

✓ **Address Customer Hesitation** – Follow up with uncertain customers & enhance post-booking communication.

✓ **Leverage Strong Performers** – Promote Shriniath Travels, Branch & Android App to drive more bookings.

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4. Passenger Traffic Insights

- **Evening is the Busiest Time** – Most passengers travel in the evening, especially on weekends.

- **Weekends Have High Passenger Traffic** – Friday, Saturday, and Sunday see the highest passenger volumes.

- **Night Travel is Also Significant** – Saturday and Friday nights have strong travel demand.

- **Afternoon and Morning See Lower Traffic** – Mornings have the least passengers.

- **Monday to Thursday Have Lower Travel Volumes** – Evening and night remain peak travel periods.

Delay Data Insights

- **Mornings Have the Highest Delays** – Friday (33.33%), Monday (28.26%), and Tuesday (27.27%) have the worst delays.

- **Friday is the Most Delayed Day** – Friday night (29.87%) and Friday morning (33.33%) show significant delays.

- **Afternoon and Evening Travel Have Moderate Delays** – Saturday afternoon (28.05%) and Tuesday afternoon (23.40%) show noticeable delays.

- **Night Travel is More Reliable** – Saturday evening (10.19%) and Sunday night (12.34%) have lower delays.

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6. Sentiment Analysis & Customer Booking Behaviour

Sentiment Breakdown & Future Booking Impact

Sentiment	Total Feedback	Avg Punctuality	Avg Experience	Will Book Again	Will Not Book Again	Maybe
Positive	608 (13.9%)	4.47	4.39	499 (82.1%)	8 (1.3%)	101 (16.6%)
Neutral	3191 (72.7%)	4.13	4.02	2530 (79.3%)	20 (0.6%)	641 (20.1%)
Negative	501 (11.4%)	3.03	2.80	334 (66.7%)	1 (0.2%)	166 (33.1%)

Key Takeaways & Action Plan

✅ **Higher Satisfaction = Higher Retention** – 82% of happy customers will book again.

✅ **Even Neutral Customers Have High Repeat Rates (79%)** – Strong brand presence despite average experience.

✖ **Negative Experience Leads to High Uncertainty** – 33% of dissatisfied customers are unsure about rebooking.

Main Areas for Improvement:

- **Punctuality:** Delay issues significantly impact customer satisfaction.

- **Customer Experience:** Improving travel comfort can convert "Maybe" customers into "Yes."

Action Plan for Growth:

✓ Improve punctuality to boost repeat customers & reduce uncertainty.

✓ Address customer concerns to convert neutral & uncertain customers into loyal ones.

✓ Utilize positive customer feedback in marketing & promotions to attract more customers.

Final Conclusion

By focusing on punctuality, food, and hotel quality, the company can:

☑ Increase repeat bookings.

☑ Reduce customer uncertainty and dissatisfaction.

☑ Improve overall service ratings and enhance customer loyalty.

☑ Boost revenue through better scheduling, targeted offers, and optimized fleet management.

Strategic improvements in these key areas will result in higher customer satisfaction and long-term business growth. 🚀