1) A) Analyze which good has the least amount of page views. B) Which good has the lowest conversion rate? C) Which page do viewers drop off the most at for each product? Then, choose good that is doing relatively the poorest for the campaign. Also, conduct a small survey to pop up on webpage and see why the user is leaving.
2) A) Compose graphs showing signup rates over the last three years. B) Compile every change and see if it correlates with the timestamp the sign ups slowed. C) Brainstorm with whomever is responsible for changes on how to either change back or make another decision. Experiment.
3) A) Allow visitors to first input the exact zip code or where they wish to stay, B) list by availability and then price.
4) A) List competitors. B) Find any data on their churn rates? C) Compare. D) Create a graph to see if churn is even occurring in own site, and by how much over time.E) Create page view survey when users are disabling accounts that makes it mandatory to answer before they can leave, asking why in multiple choice questions and then produces an automatic response as a suggestion. Then, say they can log in anytime they want in and it will come back. I.e. Facebook!