1. What good is seeing the most views? How are customers generally spending time on the website? What good has the highest conversion rate for advertisements?
   1. Using this along information we would want to find the best min/max for the highest conversion rate of advertisement and invest more into that to maximize profit.
2. It would be interesting to see first how long it takes to complete the sign up on average. How long it’s taking when the sign up is not completed. If marketing spending has any correlation on signups.
3. See from customer session’s where customers are actually renting rooms predominantly. Using this rank the hotels off of ‘popularity’ and exclude the hotels that aren’t available for the perspective series of dates.
4. Finding out how often the average user is using the app and how long they continue using. If the average user has an average life span, per say. Using that average to determine if there is a significant amount of outliers or short life users.