Specification of business processes

1. Business goals of the organization

"YourTOUR" is a travel agency that sells sea tours. The tours are displayed in the company offices and on the dedicated web site. Tours can be booked and purchased in one of the agency offices. Clients can reserve a meeting with the travel agent on the web site. The main goal of the company is to increase the number of tours sold. To achieve this goal, it is assumed that the **annual number of sales must increase by 10%**. The CEO monitors two main metrics: **quarterly profit of the company and the number of clients within a quarter**. It assumes that the company is successful if there is a **rising trend for both metrics at a level not lower than 3% per quarter**. Currently the biggest problem of the CEO is figuring out what clients pay attention to when choosing tours.

The most important business processes in the agency office include informing potential clients of travel products and selling them. Each tour has a detailed description: destination country, hotel, price, duration, number of people. Tours are offered and sold by agents working on shifts depending on the time of day. After the tour ends, clients are asked to fill in a questionnaire about it. Each office is managed by one person.

The CEO would like to analyze areas that cause big losses. Moreover, the CEO wants to know which destinations are the most popular and what prices are the most attractive. In addition, the CEO wonders how discounts might attract clients.

2. Business processes

Selling tours

a. **A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems.**
   The process of selling is as follows:
   The customer enters the travel agency and can look around the office to see the available offers. Then they go to the help desk and the staff redirects the customer to one of the available travel agents. The travel agent offers them a booklet with detailed descriptions of the tours (destination, hotel, hotel room, price, duration). After the

client makes a decision, the travel agent adds their personal information in the system "TourMaster" (if the client is new) or updates existing information (if it has changed). Then the travel agent adds the client to the participants of the tour. Finally, the client is prompted to pay (with the card or cash). If the client resigns from the tour, an appropriate record is made in the system and if the resignation was declared in less than a week before the start of the tour, then only 50% of the amount is returned instead of 90%. After the tour ends, clients are asked to fill in a questionnaire about it (Hotel rating, beach rating, transportation rating, overall rating, would you like to recommend).

b. **Typical questions**
What is the most popular destination in this season?
What is the average cost of the tour this year?
What time spans are the most profitable?
Compare the income for each destination for the previous year.
Were the most highly rated tours the most profitable?

c. **Data**
All data is extracted from the company's system "TourMaster". The system stores information about tours, hotels, transporters, and clients. Also, surveys from the previous tours are available in the Excel sheet.

Informing potential customers of travel products

a. **A general description of the business process and a description of the performance metrics generated by this process, possible current analytical problems.**
The process of informing is as follows:
1. The customer enters the travel agency and looks around the office to see the available offers. Then they go to the help desk and the staff redirects the customer to one of the available travel agents. Then the travel agent, based on the customer's preferences (destination country, hotel, price, date, number of persons, activities) recommends the appropriate tour.
2. The customer enters the travel agency's website and views the available offers with detailed descriptions of the tours. Then they can reserve a meeting with the travel agent to obtain more comprehensive information or clarify the available one.

b. **Typical questions**
List the directions that were asked for the most.

How many people would travel with kids?

The average price that people would spend on a tour.

What date spans are the most popular?

Which hotel ranking is the most preferred?

c. **Data**

All data is extracted from the travel agents' Excel sheets.