



# DEMSCO TRAVELS AND TOURS

## PERFORMANCE ANALYSIS

A REPORT ON ACTIVITIES FROM 2018 - 2021



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SUMMARY

PRICE

CUSTOMERS

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# PERFORMANCE REPORT DEMSCO TRAVELS AND TOURS 2018 - 2021

2018

2019

2020

2021

372

Number Of Customers

₦ 112.57M

Total Ticket Sales

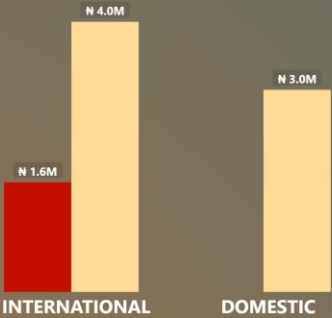
₦ 8.53M

Total Profit Made

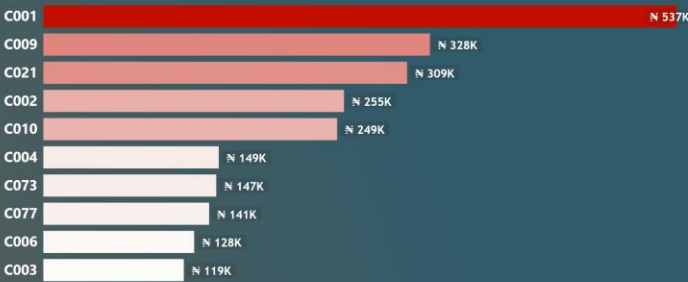
Monthly Ticket Sales Distribution



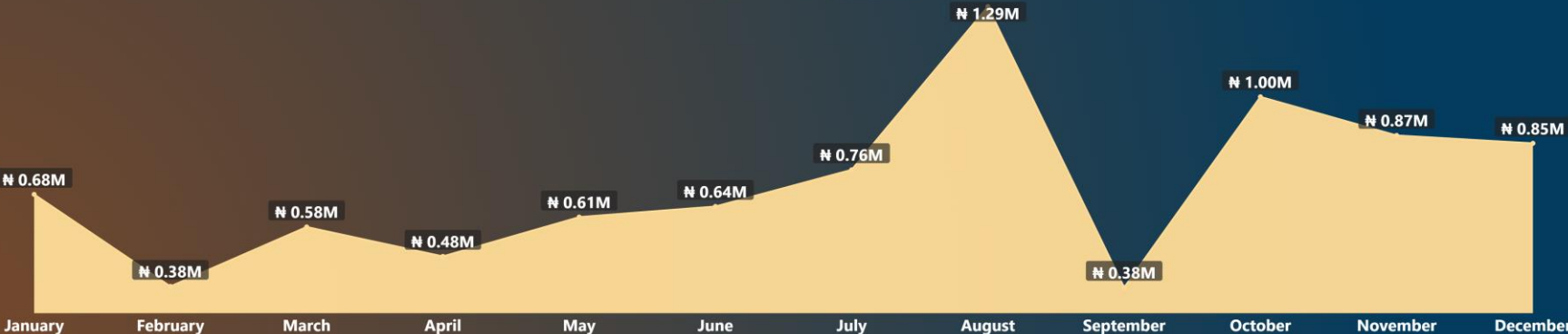
Profitable Class of Flight



Most Profitable Customers



Monthly Profit Distribution

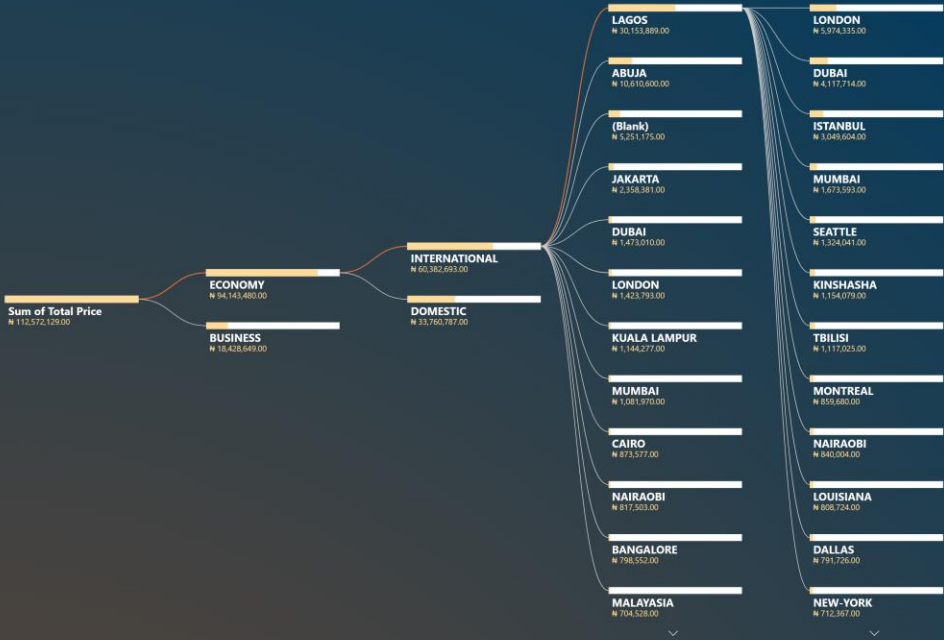


2018	2020
2019	2021

**₦ 39,440**  
AVERAGE PRICE PER DOMESTIC TICKET

**₦ 390,155**  
AVERAGE PRICE PER INTERNATIONAL TICKET

Class of Flight	flightType	From	To
ECONOMY	INTERNATIONAL	LAGOS	



Price per Airline (Domestic) by Airline



Price per Airline (Domestic) by Airline





Customer_id	Year (Last Appeared)	Customer_Name
C004	2018	
C008	2019	
C010	2019	
C015	2018	
C018	2020	
C021	2018	
C022	2019	
C024	2020	
C037	2020	
C038	2019	
C039	2020	
C042	2018	
C045	2018	
C046	2020	
C047	2020	
C048	2019	
C049	2020	
C051	2020	
C052	2020	
C055	2018	
C057	2019	
C059	2018	
C060	2019	
C062	2018	
C063	2019	
C064	2020	
C069	2020	
C070	2018	
C072	2018	
C073	2018	
C074	2020	
C075	2019	
C076	2019	
C077	2020	
C078	2020	
C081	2018	
C082	2019	
C089	2020	
C090	2018	
C092	2019	
C093	2018	



# INSIGHTS



Total Price, Profit and Tickets sold reduced during the **2020** due to the COVID-19 Lockdown instituted by most countries.

All Categories peaked back up in **2021**.



Average Price of Domestic Bookings has increased from ~~₦~~ 35,658 to ~~₦~~ 41,393.

Lagos and Abuja are the most Popular Start points of any travel - Domestic or International.



Customer C001 – Mr \_\_\_\_\_ has been your most profitable and Loyal Customer over the years.

140 New Customers gained in the Year 2021. A Total of 198 customers lost from 2018 – 2020.

# SUGGESTIONS

1

Reach out to lost customers through marketing emails or text messages. Send Newsletters and new offers.

2

Focus Instagram and Twitter ads to mostly customers residing in Lagos and Abuja

3

Reward Customer Loyalty. Build loyalty with New Customers by personal calls at least Once a month.

4

Establish a functional website. and increase traction by using Google ads. This may help to gain new customers.