

Shadiyana Data Analytics Report & Strategic Recommendations

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Subject: Analysis of Customer and Vendor Data to Drive Strategic Growth

1. Executive Summary

This report presents a comprehensive analysis of Shadiyana's historic customer query and vendor data. The findings reveal a significant, untapped market opportunity and provide clear, data-driven recommendations to enhance marketing effectiveness, guide product development, and focus sales efforts.

The single most critical insight is a severe mismatch between customer demand and vendor supply in specific high-value market segments. Customers are overwhelmingly searching for Premium venues in emerging residential areas like Bahria Town, where Shadiyana's vendor presence is critically low. Addressing this market gap represents the most immediate and impactful path to revenue growth.

Key Recommendations:

1. **Sales:** Launch a targeted sales campaign to aggressively onboard Premium and Mid-range venues in Bahria Town, Lahore Cantt., and Gulberg, offering incentives to quickly close the supply gap.
2. **Marketing:** Reallocate marketing spend to align with the peak wedding season (October - April). Develop targeted campaigns focused on the primary customer persona: individuals planning medium-to-large weddings (200-400 guests).
3. **Product:** Enhance the website with a "Top Venues for 200-400 Guests" filter and a "Premium Collection" feature to improve user experience and cater to the most lucrative customer segment.

2. General Market Analysis: Understanding the Landscape

To understand the market, we first analyzed broad customer behaviors. Two key trends emerged: a highly seasonal market and a well-defined customer profile based on event size.

2.1. Market Seasonality: The Ebb and Flow of Demand

The data confirms a strong seasonal trend for wedding-related queries, which should govern the timing of marketing campaigns.

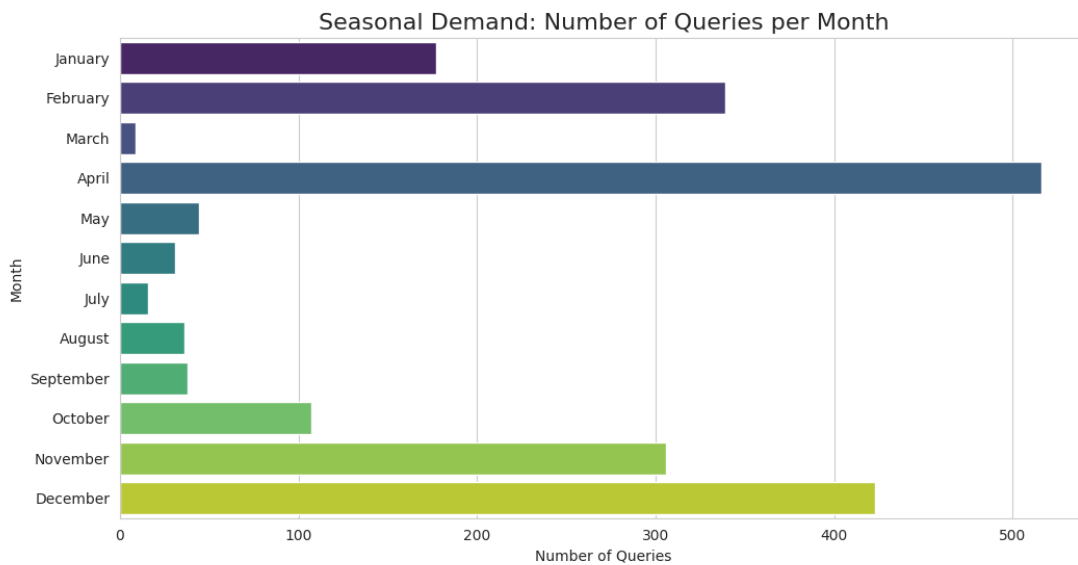


Figure 1: Monthly Customer Query Volume

- **Key Takeaway:** The peak wedding season runs from **October through March**. Demand drops significantly during the hotter summer months (June-August), presenting an opportunity for off-season promotions.

2.2. Core Customer Persona: Planners of Large Events

Analysis of guest counts reveals that Shadiyana's primary user base is planning for large-scale events, not small gatherings.

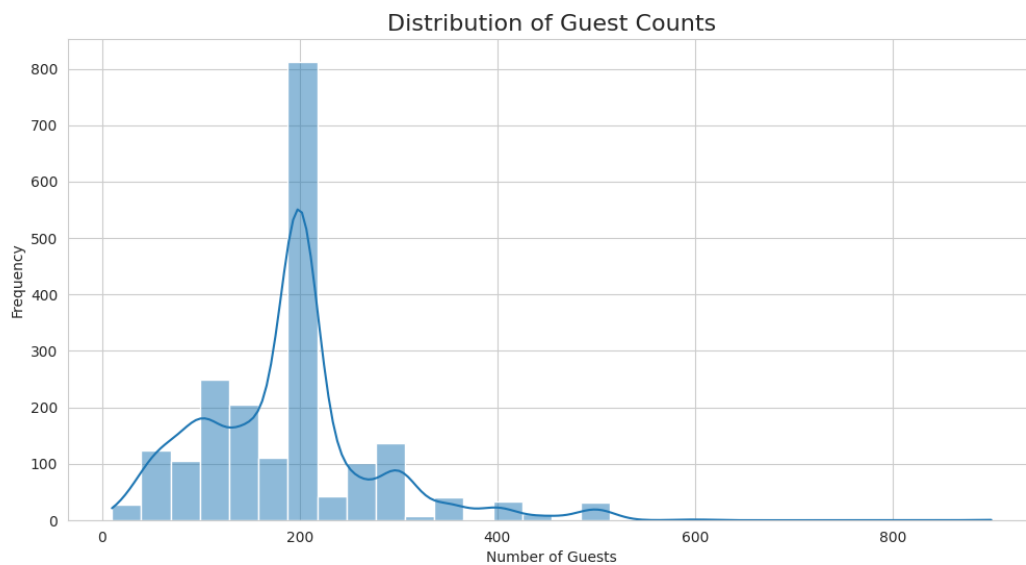


Figure 2: Distribution of Customer Guest Counts

- **Key Takeaway:** The majority of customers are planning events for **100 to 300 guests**. This defines a core customer persona that the platform should be optimized to serve.

3. Supply vs. Demand: Uncovering the Market Mismatch

The most valuable insights emerge from comparing the existing vendor supply with active customer demand. This analysis reveals significant misalignments in geography, budget, and specific venue popularity.

3.1. The Vendor Landscape (Supply)

The current vendor landscape is heavily concentrated in specific areas and leans towards budget-friendly options.

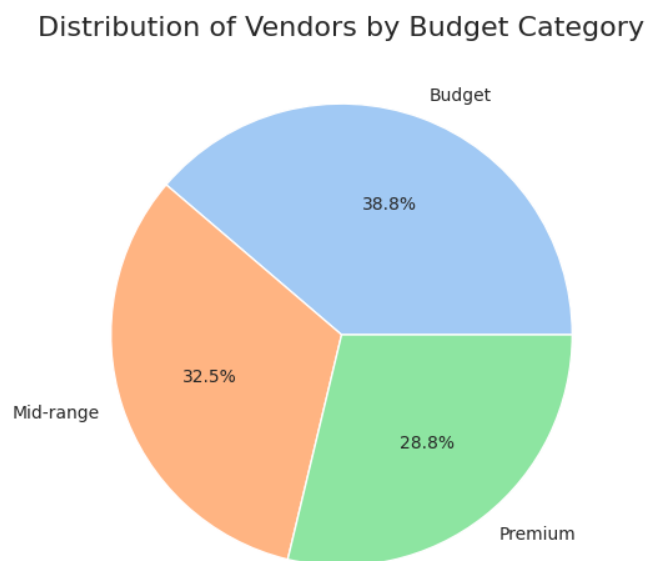


Figure 3: Vendor Distribution by Budget Category

- **Key Takeaway:** The market supply consists of **38.8% Budget**, **32.5% Mid-range**, and only **28.8% Premium** venues. Vendor listings are geographically densest in areas like Raiwind Road and DHA Phase 5.

3.2. Customer Preferences (Demand)

In contrast, customer search behavior reveals that the most valuable segment of the market is actively searching for venues that are in short supply. Below are the top 10 most queried venues, showing high interest in specific premium locations.

Top 10 Most Queried Venues

Venue Name	Number of Queries
Qasar-e-Noor	139
Shershah Palace	83
Royal Palm Golf and Country Club	80
Avari Hotel	79
Grand Marquee Defence	76
Mezbaan Marquee	68
Marina Banquet Hall	68
Couples Marquee	66
Chalet Banquet Halls	65
Time Square Event Complex	64

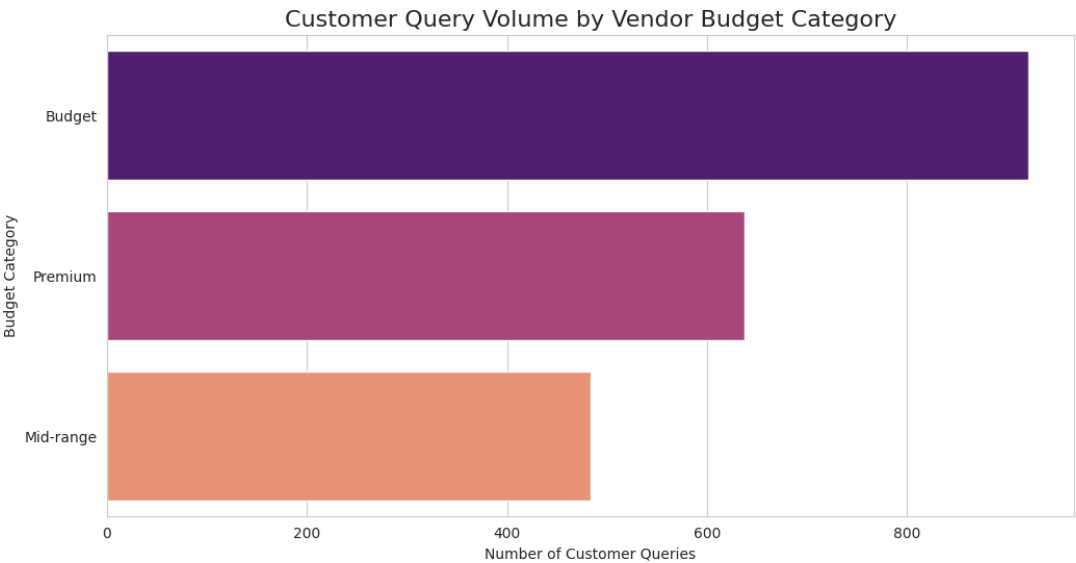


Figure 4: Customer Query Volume by Budget Category

- **Key Takeaway: Premium** venues, despite being only 20% of the supply, receive over **40% of all customer inquiries**. This indicates that the highest-value customer segment is currently underserved.

4. Strategic Opportunity: Identifying High-Value Market Gaps

By combining our analyses, we can pinpoint specific, actionable opportunities. We calculated a "Demand Ratio" to identify which geographic areas have the highest unmet customer demand.

4.1. The High-Value Customer Segment

Customers seeking premium venues are also planning larger, and therefore more lucrative, events. The data below clearly defines the persona for each budget category.

Customer Persona by Budget Category

Budget Category	mean	median	min	max	count
Budget	176.0	200.0	10.0	500.0	921
Mid-range	193.0	200.0	10.0	500.0	484
Premium	200.0	200.0	10.0	900.0	637

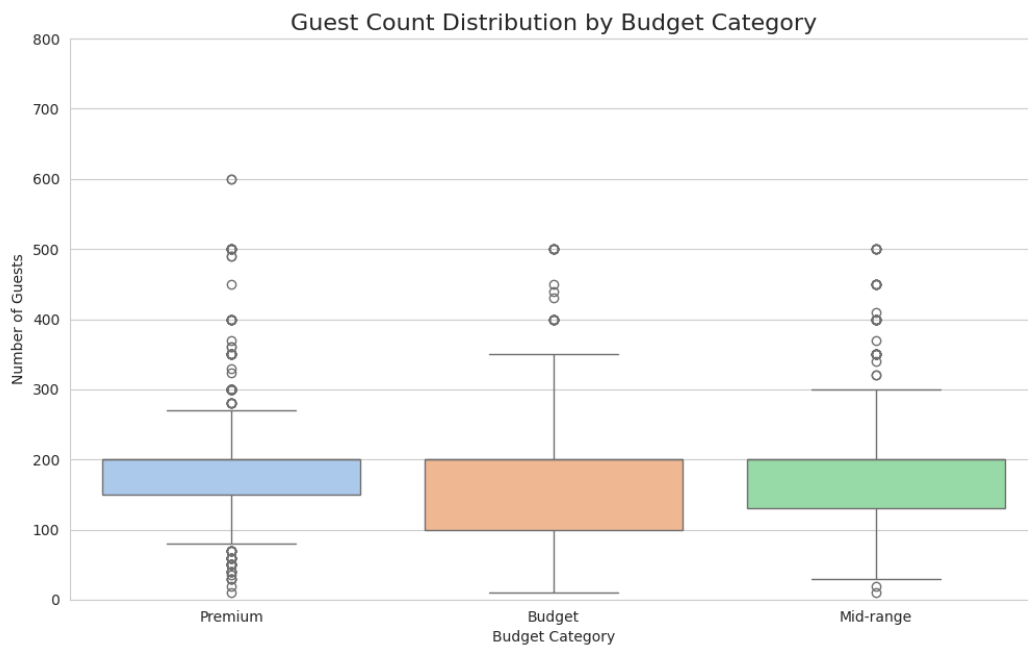


Figure 5: Guest Count Distribution by Budget Category

- **Key Takeaway:** The median guest count for **Premium** venues is **400**, double that of **Budget** venues (200). This confirms that the underserved "Premium" segment is also the most valuable.

4.2. Geographic Market Gaps

The final and most critical analysis identifies the sub-areas where the ratio of customer demand to vendor supply is highest.

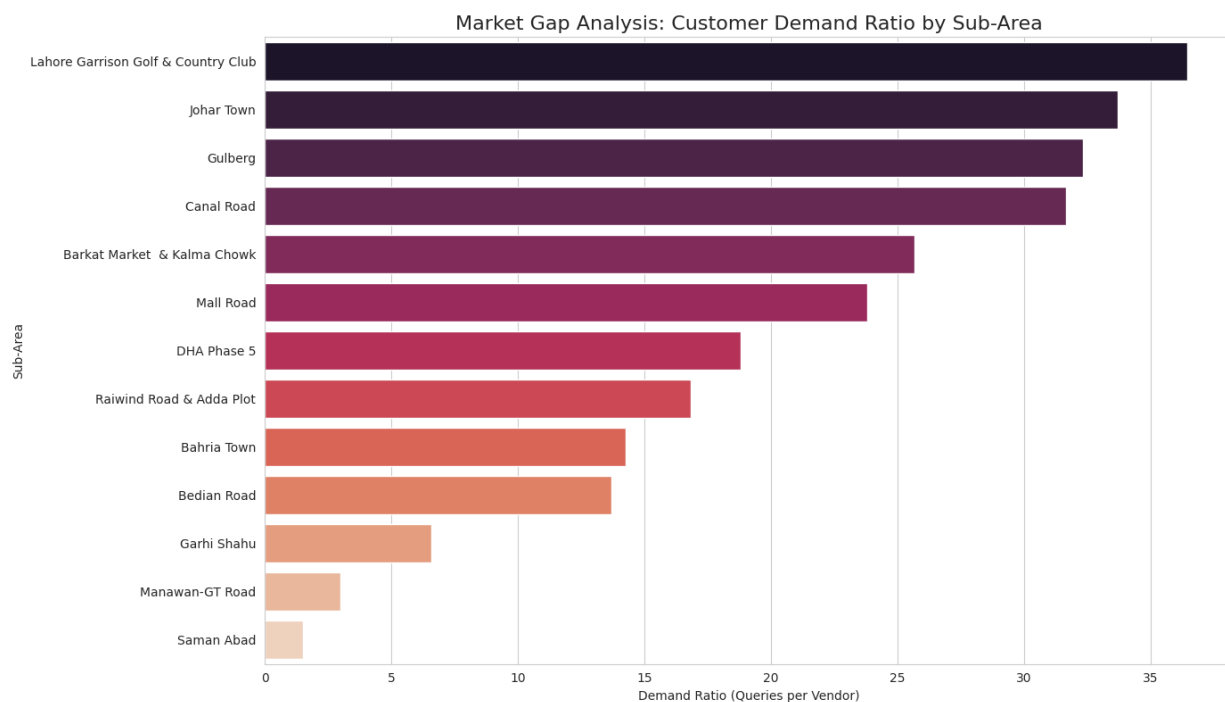


Figure 6: Top Sub-Areas by Customer Demand Ratio

The table below quantifies this opportunity, ranking the areas where Shadiyana should focus its sales efforts immediately.

Top Underserved Sub-Areas by Demand Ratio

Sub Area	vendor_count	query_count	demand_ratio
Lahore Garrison Golf & Country Club	12	474	36.46153846153846
Johar Town	9	337	33.7
Gulberg	2	97	32.333333333333336
Canal Road	5	190	31.666666666666668
Barkat Market & Kalma Chowk	2	77	25.666666666666668
Mall Road	4	119	23.8
DHA Phase 5	10	207	18.818181818181817
Raiwind Road & Adda Plot	16	286	16.823529411764707
Bahria Town	7	114	14.25
Bedian Road	6	96	13.714285714285714

- Key Takeaway:** **Bahria Town** is the most underserved market by a significant margin, with a demand ratio of nearly **24 queries for every listed vendor**. Lahore Cantt. and Gulberg also represent critical opportunities.

5. Actionable Recommendations

Based on this comprehensive analysis, we recommend the following strategic actions:

1. Targeted Vendor Acquisition (Sales Team):

- Priority 1: Immediately launch an acquisition campaign in Bahria Town and Lahore Cantt., with the goal of tripling the number of Premium and Mid-range venues listed within the next quarter.
- Incentives: Offer a reduced commission rate for the first 3 months or a "Featured Venue" placement on the homepage to attract high-quality vendors from these target areas.

2. Align Marketing with Peak Season & Personas (Marketing Team):

- Budget Allocation: Shift marketing spend to the August-November period to capture customers planning for the peak winter wedding season.
- Campaign Focus: Create targeted digital ad campaigns with messaging like, *"Find the Perfect Venue for Your 300-Guest Wedding"* and promote Shadiyana's "Premium Collection."

3. Enhance Product Features (Product Team):

- Improve Filtering: Add a "Guest Count" filter with pre-set popular ranges (e.g., 200-250, 250-350) to the website's search functionality.
- Feature Premium Venues: Create a "Premium Collection" or "Luxury Venues" section on the homepage to better serve the high-demand, high-value segment of the market.