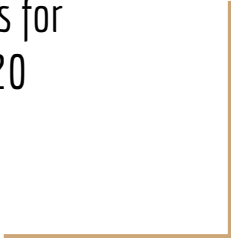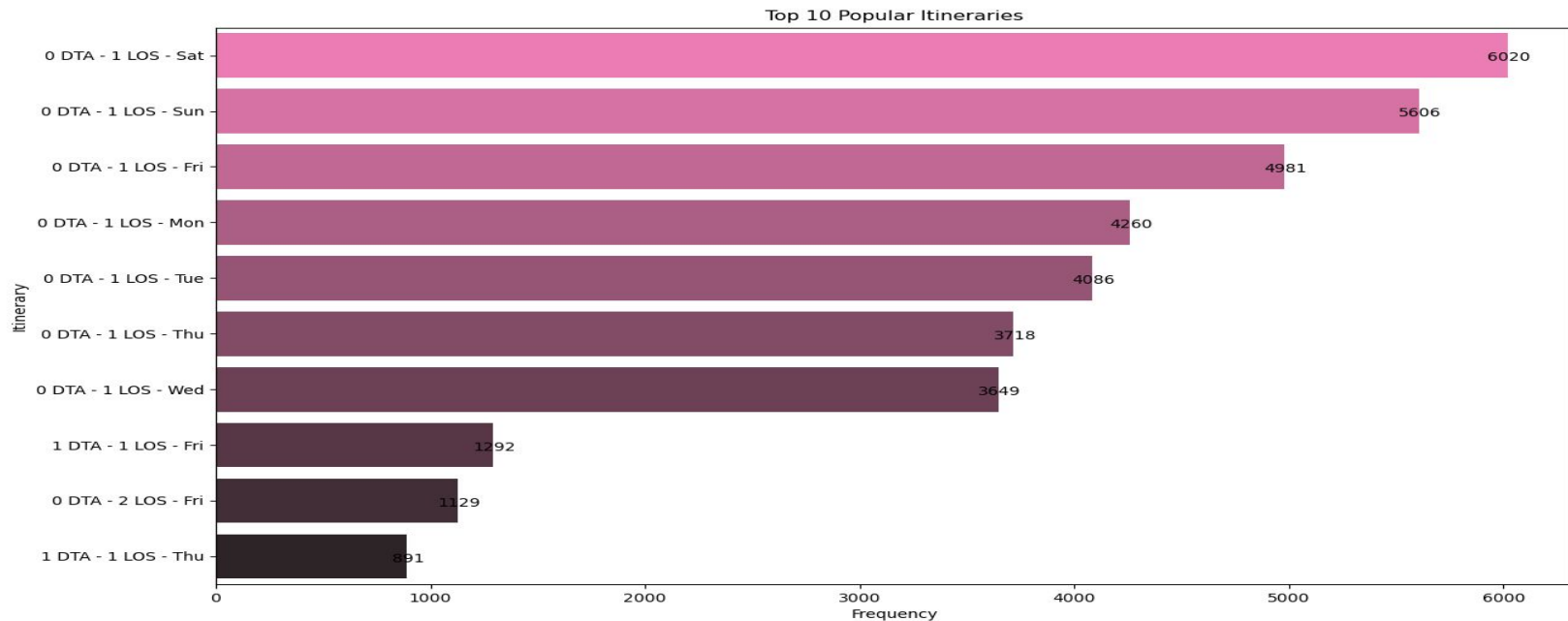# Super.com

Case Study Insights for
3/1/20-3/30/20

The Rise of Last-Minute Adventures

The top itineraries are predominantly single-night stays (1 LOS) booked on the same day of arrival (0 DTA). Saturday and Sunday are the most popular days for these bookings, followed by Friday and Monday. This suggests a trend towards short, last-minute trips, particularly on weekends.
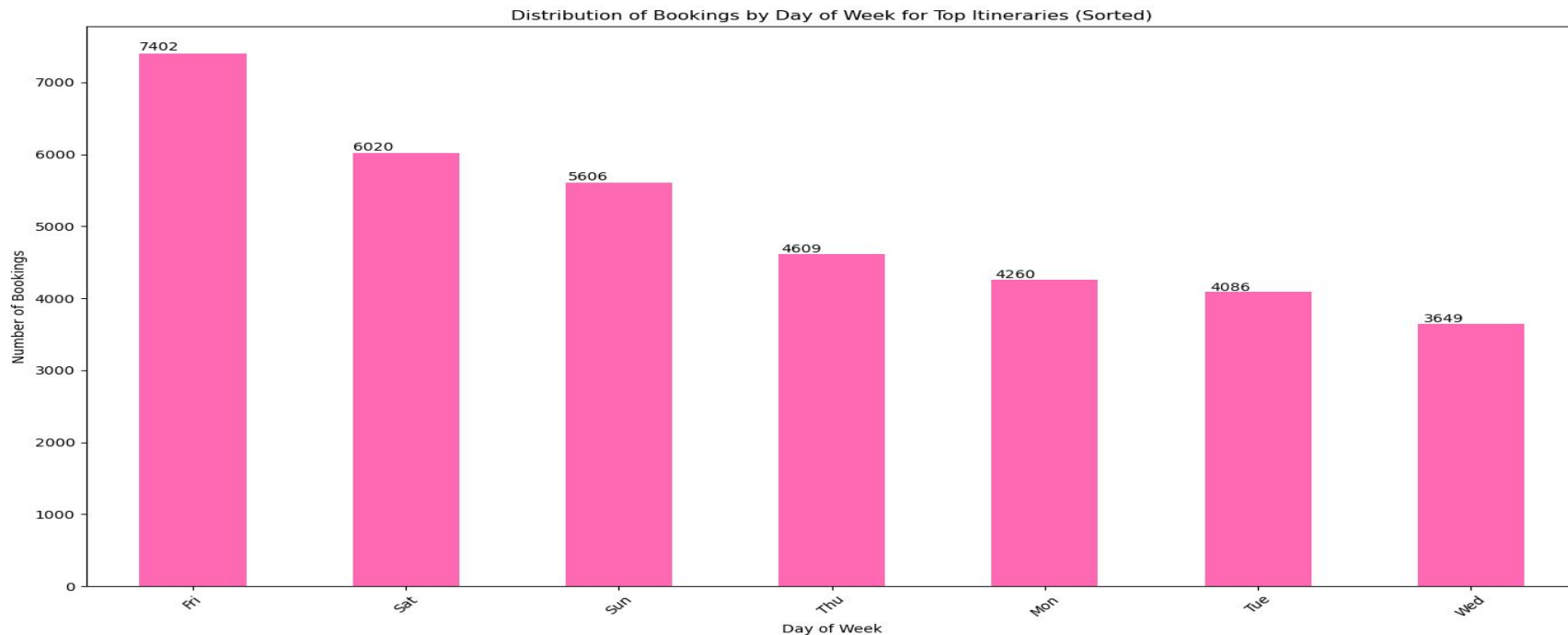
The most common day of the week for bookings within the top itineraries is Friday,

The average price per booking for the top itineraries is approximately $86.01, while for bookings specifically made on Friday, the average price is higher at about $100.46. This could be due to 0-2-Fri itinerary (2 night stay booked on Friday) in the top 10 itineraries and naturally a longer stay leads to higher average price. Further investigation is warranted.

Weekend Getaway Trends

Top 10 Popular Itineraries

Friday Fever: Week's Top Booking Day

Distribution of Bookings by Day of Week for Top Itineraries (Sorted)

Friday For the Win

Average GMV by Day of Week for Top Itineraries (High to Low)

Day of Week	Average GMV in USD
Fri	$100.46
Sat	$95.32
Thu	$79.31
Sun	$79.30
Tue	$78.58
Wed	$78.49
Mon	$77.37
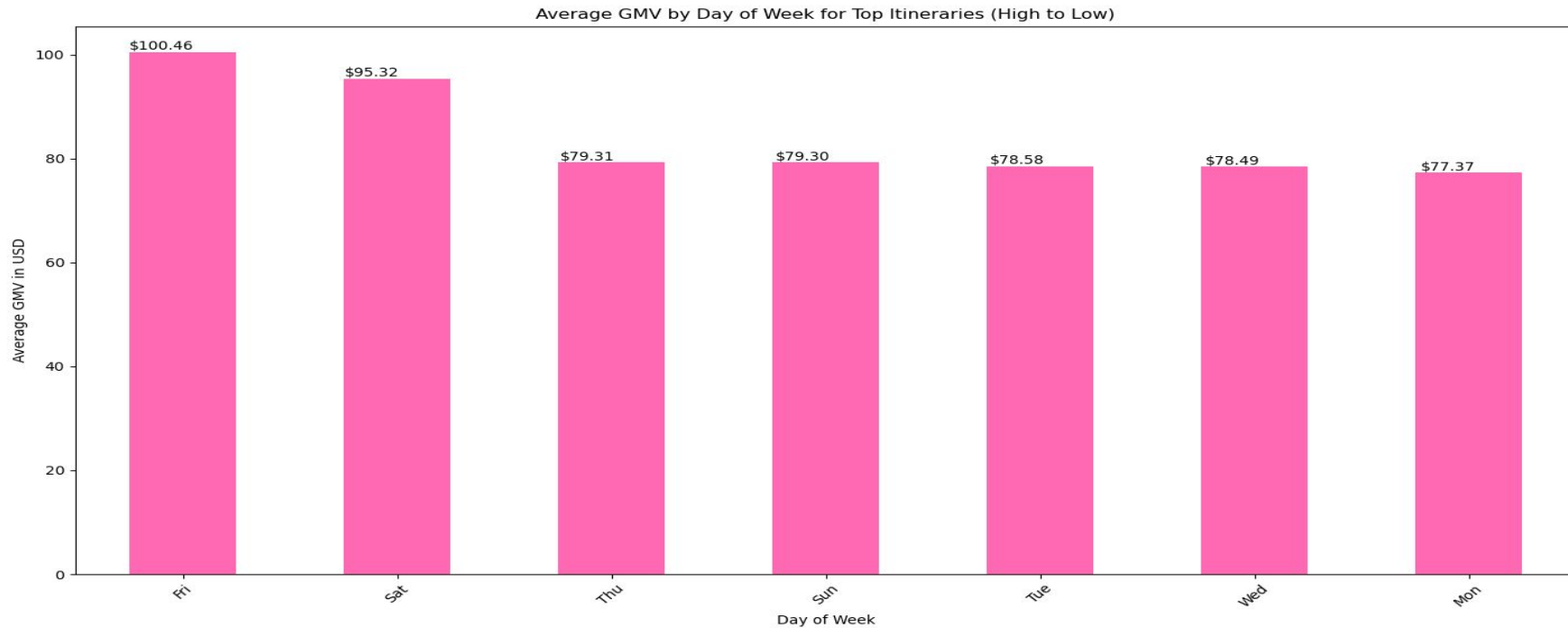
More Insights

Overall Impressions/Eligible = 48.4%. More than half of the eligible rates are not displayed. Possible bidding issues could be at play here.

Overall Click-Through-Rate (CTR): 3.2%

Actionable Insights for Success

To increase Super.com's success, focusing on promoting and optimizing these short, spontaneous trips could be beneficial. Offering special deals or highlighting unique experiences available for weekend getaways might attract more customers.

Adjust Bidding Strategies: Use automated bidding strategies to optimize for impressions and clicks. Increase bids during peak times such as Friday when users are more likely to search for itineraries.

Enhance Ad Content:Use A/B testing to determine which ad content, design, and call-to-action (CTA) work best.

Resource Allocation: Adjust resource allocation, such as customer service and support, to handle increased traffic on high-revenue days effectively.

Deep Dive Opportunities

An interesting insight to explore further could be the relationship between booking lead time (DTA) and GMV to understand how the timing of bookings affects revenue. This could help in tailoring marketing strategies to encourage earlier bookings, which might have higher GMV. There is also a case to be made to acquire and retain customers that go on longer trips which also tend to be booked further in advance and have higher GMV.
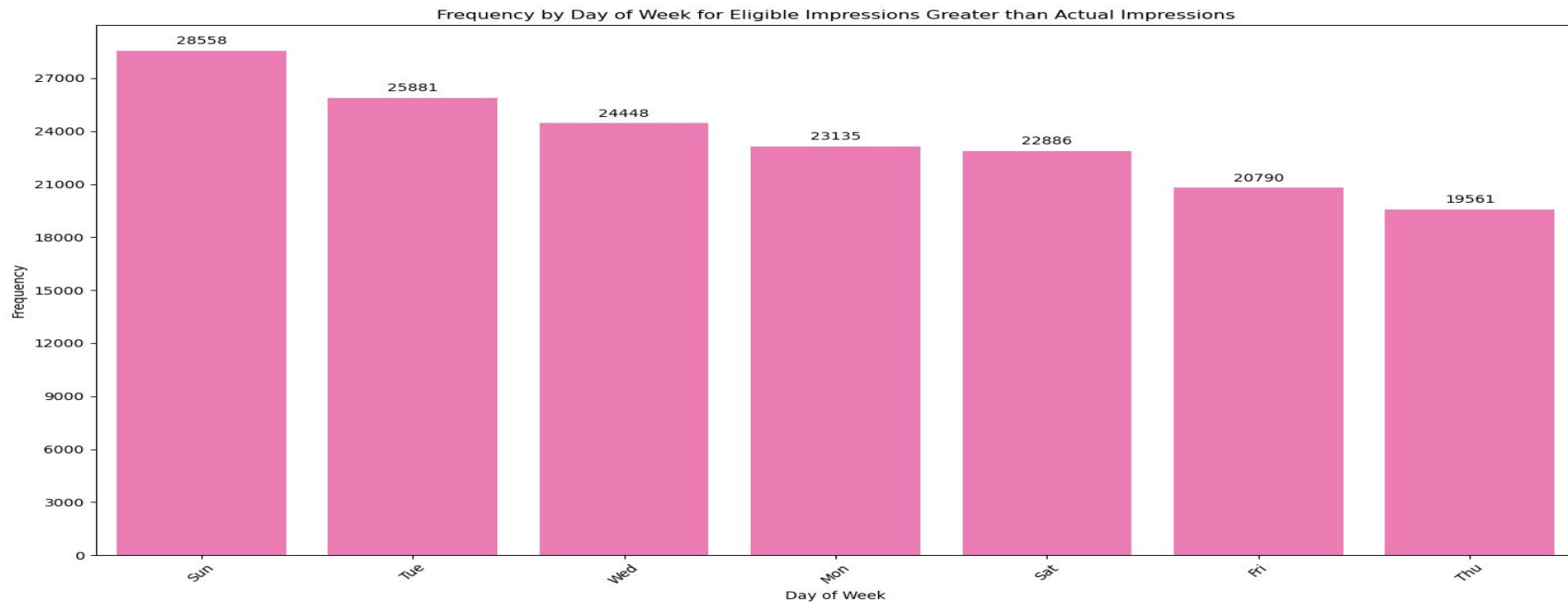
Another interesting insight to explore further could be the discrepancy in rates available and rates displayed (ELIGIBLE_IMP vs IMPRESSIONS) and fix the bidding system and spend more strategically. A quick win here could be to bring down the discrepancy on Friday, which happens to be the top booking day,

A Deeper Dive: Booking Time vs Revenue

Average GMV by Days to Arrival (DTA)
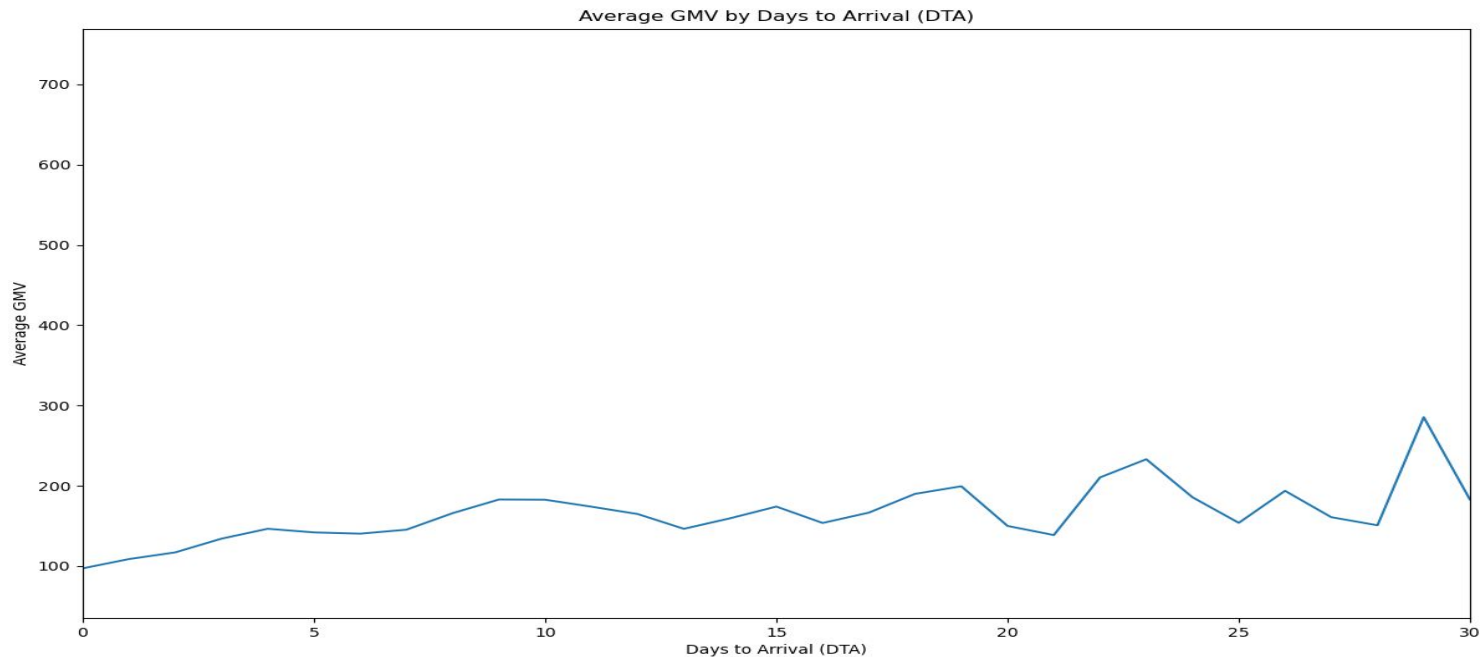
Peak Days for Impressions Discrepancies

Frequency by Day of Week for Eligible Impressions Greater than Actual Impressions

Deciding Super.com's International Debut

Economic Stability: Population, GDP, GDP Growth Rate, GDP by Capita, Unemployment Rate.

Market Size: Number of Hotels, Number of Travelers, Competitor Hotel Agencies, Average LOS

Service Expectations: Language Requirements, Customer Service Expectations, Service Differentiation Opportunity

Economic Landscape

Economic_Stability Table

Country	Population	GDP Current(US$)	GDP Growth Rate (%)	GDP Per Capita (US$)	Inflation Rate (%)	Unemployment Rate (%)
Country A						
Country B						

Market Breadth

Market_Size Table

Country	Number of Hotels	Number of Travelers	Competitor Hotel Agencies	Average LOS
Country A				
Country B				

The Art of Service

Service_Expectations Table

Country	Language Requirements	Customer Service Expectations	Service Differentiation Opportunity
Country A			
Country B			

Team Synergy for International Success

Market Research Team/Sales: To conduct initial market analysis and gather data. This involves analyzing the competition, cultural fit, demand and market size.

Legal and Compliance Team: To navigate different legal systems and ensure compliance.

Product Development & Engineering Teams: For potential product additions/refinement, lift and resources required.

Finance Team: For budgeting and financial feasibility studies.

Marketing Team: To tailor marketing strategies to each market.

Customer Success/Service Team: For planning to adapt to new market.

Super.com's Exciting Expansion into the U.K.

Based on the economic landscape, market breadth and service expectations data, a high GDP English speaking country with hotels/capita and travelers/capital similar to the USA would be a good candidate to start scaling globally.

Additionally, countries with thriving short term travel and LOS close to 1, which happens to be Super.com's expertise can be great candidates as well.

Based on these consideration, Super.com's launch in the U.K would be quite successful.