

MINISTRY OF EDUCATION AND TRAINING
HCMC UNIVERSITY OF ECONOMICS AND FINANCE



SCIENTIFIC RESEARCH

TOPIC

USING WEB ANALYTICS TO MEASURE WEBSITE PERFORMANCE: A CASE STUDY OF THUE XE HUYNH GIA WEBSITE

Course ID : **EBU1129E**
Class ID : **A04E**
Lecturer : **Tran Thanh Cong**
Group : **02**
Students : **Huynh Thi Ngoc Anh_ 205121178**
Tran Thi Minh Anh_ 205121179
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Le Truong Vu_ 205121075

Ho Chi Minh City, 26th March 2024

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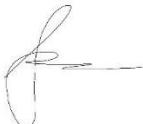
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TABLE OF CONTENTS

LIST OF TABLES	
LIST OF DRAWINGS AND GRAPHS	iv
LIST OF SYMBOLS AND ABBREVIATIONS	
ACKNOWLEDGEMENTS	1
INTRODUCTION	2
CHAPTER 1 . TOPIC OVERVIEW	3
1.1 Reason for choosing the topic:	3
1.2 Research problem:.....	3
1.3 Research objectives:	3
1.4 Scope of research:	4
CHAPTER 2 . THEORETICAL BASIC	5
2.1 Overview of Web Analytics:.....	5
2.1.1 What is Web Analytics?.....	5
2.1.2 The importance of Web Analytics:	5
2.1.3 Some tools related to Web Analytics:.....	6
2.1.4 Indicators for measurement:	8
2.2 Overview of “Thue Xe Huynh Gia” website:	9
2.2.1 Main services of “Thue Xe Huynh Gia”:.....	9
2.2.2 Competitor of “Thue xe Huynh Gia” website:	9
2.3 SWOT & TOWS MATRIX:	11
CHAPTER 3 . ANALYSIS THE INDICATORS OF THE “THUE XE HUYNH GIA” WEBSITE.....	18
3.1 Analyze Huynh Gia Thue Xe Website performance:	18
3.2 Apply Google Analytics to analyze internal indicators:	24
3.2.1 Home page:	24

3.2.2	Report:.....	25
3.2.3	USERS OF HUYNH GIA:	35
3.2.4	Technology:	39
3.2.5	Business objectives:.....	39
3.3	Conclusion and proposed ideas:.....	50
3.3.1	Conclusion:	50
3.3.2	Ideas for improvement and development:	51
CHAPTER 4 .	SOLUTION	52
4.1	Online car booking and payment solution on the web:	52
4.1.1	Reason why have this solution:	52
4.1.2	Objective:	53
4.1.3	Detailed solution:	53
4.1.4	Car rental process:.....	57
4.2	Develop more social platforms:	63
4.2.1	Purpose of the solution:	63
4.2.2	New target audience:.....	64
4.2.3	Social channel selection:.....	68
4.2.4	Posting schedule:	69
4.2.5	KPIs/ Month:.....	69
4.2.6	Media plan for each channel:	70
4.3	Conclusion of the solution:	76
CONCLUSION	77
REFERENCES	79

LIST OF TABLES

Table 2-1: Competitors of “Thue Xe Huynh Gia	9
Table 2-2: SWOT MATRIX	11
Table 2-3: TOWS MATRIX	16
Table 3-1: User by city and gender	36
Table 3-2: Metrics of Audiences:	42
Table 3-3: Metrics of User acquisition.....	44
Table 3-4: Metrics of Traffic acquisition	47
Table 3-5: Metrics of Landing page	49
Table 3-6: Advantages and disadvantages	50
Table 4-1: Posting schedule for each social channel.....	69
Table 4-2: Table to measure the effectiveness of KPIs from social channels.....	69

LIST OF DRAWINGS AND GRAPHS

Figure 3-1: Evaluation table of important website indicators	18
Figure 3-2: Indicator of Largest Contentful Paint (LCP)	19
Figure 3-3: Indicator of Interaction to Next Paint (INP).....	20
Figure 3-4: Indicator of Cumulative Layout Shift (CLS	20
Figure 3-5: Indicator of First Contentful Paint (FCP)	21
Figure 3-6: Indicator of First Input Delay (FID)	22
Figure 3-7: Indicator of Time to first byte (TTFB)	22
Figure 3-8: Website performance metrics	23
Figure 3-9: SEO score on Thue Xe Huynh Gia website	24
Figure 3-10: Indicators of the website Homepage	25
Figure 3-11: Number of conversions on the home page	25
Figure 3-12: “purchase” conversion and revenue of session default channel group	26
Figure 3-13: Overview of the report.....	26
Figure 3-14: New user metrics from Organic Search.....	27
Figure 3-15: New user metrics from Direct Search	28
Figure 3-16: New user metrics from Referral	29
Figure 3-17: New user metrics from Organic Social	30
Figure 3-18: New user metrics from Paid Search	31
Figure 3-19: Session by Session default channel group.....	32
Figure 3-20: Overview of Users by country and User activity over time	33
Figure 3-21: Items purchased by Item name and Conversions by platform	33
Figure 3-22: Real-time overview.....	34
Figure 3-23: Views by Page title and screen name	34
Figure 3-24: User data by city and gender	36
Figure 3-25: User chart by language	37

Figure 3-26: Detail demographic by country	38
Figure 3-27: Overall analysis about technology.....	39
Figure 3-28: Overview of New users by first user default channel group	40
Figure 3-29: Overview of user activity by cohort, users by audience name and users by city	41
Figure 3-30: Chart and metric of Audiences	41
Figure 3-31: Overview of 3.2.5.3 User acquisition	43
Figure 3-32: The first user source of the Organic Social channel mainly comes from Zalo	43
Figure 3-33: Details about user acquisition.....	44
Figure 3-34: Event "Call_Hotline_GA4" and "Chat_Zalo_GA\$" of the website	45
Figure 3-35: Chart of traffic acquisition by session default channel group	46
Figure 3-36: Details about traffic acquisition: session default channel group	46
Figure 3-37: Chart of sessions by landing page over time	48
Figure 3-38: Details about metrics of landing pages.....	49
Figure 4-1: Detailed information about the vehicle, pick-up date, return date, price and pick-up location	54
Figure 4-2: Overview interface of the management tool	56
Figure 4-3: General information about car rental orders.....	56
Figure 4-4: Vehicle selection interface.....	57
Figure 4-5: Interface to select pick-up and return dates	58
Figure 4-6: Interface to check vehicle availability	59
Figure 4-7: Price viewing interface	59
Figure 4-8: Voucher viewing interface.....	60
Figure 4-9: Cancellation policy interface	61
Figure 4-10: Overview report interface of rental car order management tool	62
Figure 4-11: Sales comparison interface	62
Figure 4-12: Survey chart of tourist destinations in Vietnam (Source: Vov2)	64

Figure 4-13: Diagram analyzing age visits to "Thue Xe Huynh Gia" website (Source: yandex.metrika)	65
Figure 4-14: Survey of ages who frequently travel in Viet Nam (Source: Vov2)	65
Figure 4-15: Gender chart accessed on "Thue Xe Huynh Gia" website (Source: yandex.metrika)	67
Figure 4-16: Gender-specific indicators accessed on the "Thue Xe Huynh Gia" website (Source: yandex.metrika)	67
Figure 4-17: Facebook monthly planning calendar.....	71
Figure 4-18: Detailed calendar of Facebook posts	71
Figure 4-19: TikTok monthly planning calendar	73
Figure 4-20: Detailed calendar of TikTok posts	73
Figure 4-21: YouTube monthly planning calendar	75
Figure 4-22: Detailed calendar of YouTube posts	75

LIST OF SYMBOLS AND ABBREVIATIONS

Sequence number	Abbreviation	Original English word
1	KPIs	Key performance indicators
2	UX	User Experience
3	UI	User Interface
4	TOS	Time on site
5	CR	Conversion rate
6	SEO	Search Engine Optimization
7	TTFB	Time to first byte
8	FID	First Input Delay
9	FCP	First Contentful Paint
10	CLS	Cumulative Layout Shift
11	INP	Interaction to Next Paint
12	LCP	Largest Contentful Paint

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INTRODUCTION

This report focuses on using web analytics to measure the performance of the “Thue Xe Huynh Gia” website. The main goal of this report is to provide detailed information about indicators, evaluate the effectiveness of the website, and propose practical solutions to improve the website.

In this report, we will present the process of collecting and analyzing data from the website "Thue Xe Huynh Gia", including key metrics and web analytics tools used. We will also evaluate website performance on the desktop interface.

The report not only measures website performance but also highlights the importance of leveraging web analytics to gather customer insights, better understanding how users interact with the website. We will provide specific suggestions and solutions based on analysis results to improve user experience for the website "Thue Xe Huynh Gia".

We hope this report will contribute to improving the operational efficiency of the Thue Xe Huynh Gia website and bring practical value to the business as well as the overall user experience.

CHAPTER 1 . TOPIC OVERVIEW

1.1 REASON FOR CHOOSING THE TOPIC:

The reason for choosing the topic "Using web analytics to measure the website performance of 'Thue Xe Huynh Gia'" is because web analytics is important and widely used for measuring website performance. By utilizing web analytics, "Thue Xe Huynh Gia" can gather detailed information about website traffic, user behavior, and website performance, providing valuable insights into the effectiveness of the website and a better understanding of customer needs and behaviors.

1.2 RESEARCH PROBLEM:

The research problem of this study is to investigate the use of web analytics on the "Thue Xe Huynh Gia" website and understand its effectiveness in improving website performance and user experience. It aims to explore the implementation of web analytics tools, the data collected, and how this data can be used to optimize the decision-making process and enhance the overall performance of a website "Thue Xe Huynh Gia".

1.3 RESEARCH OBJECTIVES:

Assess the capability of collecting and analyzing website data using web analytics on the "Thue Xe Huynh Gia" website.

Capture information about website traffic, customer sources, user behavior, and other website performance indicators to gain a better understanding of customers and the effectiveness of the website.

Identify areas that need improvement and optimization on the website based on the information gathered from web analytics.

Propose measures and strategies to enhance user experience, improve business effectiveness, and achieve the goals of "Thue Xe Huynh Gia".

In short, the goal is to evaluate the effectiveness of using these web analytics tools to collect and analyze website data. Based on the information collected to improve user experience, optimize marketing strategy and communication strategy.

1.4 SCOPE OF RESEARCH:

The research will focus on investigating the implementation and use of web analytics on the “Thue Xe Huynh Gia” website. It aims to use the data collected by web analytics tools to evaluate websites. Overall, this study aims to analyze and evaluate the collected data and then propose solutions for website and business development.

CHAPTER 2 . THEORETICAL BASIC

2.1 OVERVIEW OF WEB ANALYTICS:

2.1.1 What is Web Analytics?

Web analytics is the process of analyzing the behavior of visitors to a website. This involves tracking, reviewing and reporting data to measure web activity, including the use of a website and its components, such as web pages, images and videos.

Through web analytics, information is gathered on a wide range of metrics, including traffic sources, referral sites, page views, user paths, and conversion rates. This data is often integrated into customer relationship management analytics (CRM analytics) to support informed and efficient business decision-making.

2.1.2 The importance of Web Analytics:

Web analytics solutions provide valuable insights into the behavior and preferences of website visitors. By analyzing the data gathered, businesses can gain a deeper understanding of visitor behavior and optimize websites for better performance. Here are some key aspects that web analytics can help with:

- Understanding website visitors: Web analytics tools provide information about site visitors, such as the average time spent on a page and whether they are new or returning visitors. This data helps identify the features of websites and products that visitors find most interesting.
- Analyzing website conversion: Web analytics can track various types of conversions, such as purchases, email sign-ups, and form submissions. Businesses can measure the number of conversions, the revenue generated from them, and the conversion rate as a percentage of website sessions. Additionally, by examining the conversion path, insights can be gained into how visitors interacted with websites before making a purchase.

- Boosting Search Engine Optimization (SEO): Web analytics helps assess the effectiveness of SEO efforts. By tracking conversions, revenue, and abandonment rates, businesses can gauge the impact of organic search traffic. This information guides SEO strategies and helps improve website visibility in search engines.
- Understanding top-performing content: Web analytics tools identify the content that resonates the most with the audience. By analyzing metrics such as page views, time on page, and bounce rates, businesses can determine which types of content are most effective in engaging visitors. This knowledge guides content creation and optimization efforts.
- Optimizing referral sources: Web analytics enables businesses to identify the top referral sources driving traffic to their websites. By understanding which channels are most effective, businesses can allocate marketing resources accordingly. Additionally, web analytics reveals the external links that visitors click on websites, helping establish partnerships or cross-referral opportunities with relevant websites.
- Page visits/sessions: Page visits and sessions refer to the traffic received by a webpage during a specific period. Monitoring these metrics allows businesses to assess the popularity and attention their websites receive. Increasing page visits and sessions can indicate improved visibility and engagement with the audience.

By leveraging web analytics, businesses can gain valuable insights into website performance, visitor behavior, and conversion metrics. This knowledge empowers businesses to make data-driven decisions, optimize websites, and improve overall online presence.

2.1.3 Some tools related to Web Analytics:

Web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activity while on the site. In addition to web analytics, these tools are commonly used for product analytics, social media analytics and marketing analytics.

Some examples of web analytics tools include the following:

- Google Analytics: Google Analytics is a web analytics platform that monitors website traffic, behaviors and conversions. The platform tracks page views, unique visitors, bounce rates, referral Uniform Resource Locators, average time on-site, page abandonment, new vs. returning visitors and demographic data.
- PageSpeed Insights, a website optimization tool from Google, evaluates and measures website display and loading speeds. It provides detailed information about your website's performance, including load time, page size, and suggestions for improving performance. PageSpeed Insights helps users identify site speed issues and provides specific advice to optimize the site, improve user experience, and increase site findability in search engines.
- Yandex.metrika is a powerful and reliable web analytics tool that offers many important features for monitoring and analyzing website traffic. With Yandex.metrika it is possible to track the number of visits, average time on page, analyze traffic sources and user activities. In addition, this tool also provides reports on website performance so that user experience can be evaluated and optimized effectively.

To analyze the website "Thue Xe Huynh Gia" will use three web analysis tools: Google Analytics, PageSpeed Insights and Yandex.metrika. Google Analytics will help track traffic, user behavior, and conversions. PageSpeed Insights from Google evaluates and measures how quickly your website displays and loads, and provides suggestions to improve performance. Yandex.metrika is a powerful and reliable web analytics tool that allows tracking the number of visits, average time on page, analyzing traffic sources and user activity. Using these three tools, it is possible to collect important information about website performance, user interactions, and optimize the experience of the "Thue Xe Huynh Gia" website.

2.1.4 Indicators for measurement:

Website KPIs, or key performance indicators, are a crucial aspect of measuring the success and effectiveness of a website. These metrics allow businesses to track and analyze their website's performance, identify areas of improvement, and make informed decisions about their online presence. Some common examples include:

- Sessions: The number of sessions that began on the website or application. A session is a period of time during which a user interacts with the website or app.
- Engaged sessions: The number of sessions that lasted 10 seconds or longer, or had 1 or more conversion events or 2 or more page or screen views.
- Average session duration: is the total duration of all engaged sessions (in seconds) divided by the number of sessions.
- Average engagement time: shows the average time that your website was in focus in a user's browser or a mobile app was in the foreground on a user's device.
- Views per session: The number of app screens or web pages your users viewed per session. Repeated views of a single page or screen are counted.

In summary, website KPIs, or key performance indicators, play a crucial role in measuring the success and effectiveness of a website. They provide valuable insights into user behavior, engagement, and overall website performance. Common examples of website KPIs include sessions, engaged sessions, user engagement metrics such as average engagement time, and interaction rate. By tracking and analyzing these metrics, businesses can make data-driven decisions, optimize user experience, and drive improvements in their online presence.

2.2 OVERVIEW OF “THUE XE HUYNH GIA” WEBSITE:

2.2.1 Main services of “Thue Xe Huynh Gia”:

Tourist car rental service: "Thue Xe Huynh Gia" focuses on providing tourist car rental services to meet the travel needs of tourists. Huynh Gia provides cars to customers with drivers depending on the customer's choice. This service aims to bring convenience and flexibility to travelers when exploring tourist destinations.

Car rental service with driver: "Thue Xe Huynh Gia" provides car rental service with driver to help customers save time and effort in driving. Customers can rent a car with a driver to travel, visit, attend events or business activities. Huynh Gia's drivers are professionally trained, ensuring safety and dedicated customer service.

Wedding car rental service: To meet the needs of wedding ceremonies, "Thue Xe Huynh Gia" provides wedding car rental service. Customers can choose from luxury vehicles such as Limousines to create a more romantic and solemn atmosphere for their wedding day.

Monthly car rental service: "Thue Xe Huynh Gia" provides monthly car rental service for organizations, businesses or individuals who need to use a car for a long period of time. This service ensures customers have a vehicle ready to use throughout the rental period, providing convenience and flexibility for daily travel or business projects.

2.2.2 Competitor of “Thue xe Huynh Gia” website:

Table 2-1: Competitors of “Thue Xe Huynh Gia

Competitor	“Xe Dat Phuong Nam”	“Nhieu Xe”	“Xe Mien Nam”
Evaluation criteria			
Specializations	Cars from 4 to 45 seats, limousine cars, sleeper cars,	Cars from 4 to 45 seats, pickup cars, electric cars,	Cars from 4 to 45 seats, limousine

	wedding cars, fortuner cars, innova cars, KIA sedona cars.	limousines, mobihome cars, sleeper cars, VIP cars, super cars.	rental, sleeper cars.
Services	Car rental for Ho Chi Minh city tours, car rental with driver, car rental to shuttle employees, car rental for 1 way and 2 ways to the province, car rental for business trips, luxury car rental, rent self-driving car, monthly car rental, airport shuttle car rental, employee shuttle car rental.	Self-driving car rental, driver rental, tour car rental, monthly car rental, wedding car rental, flower car rental, one-way car rental to the province, car rental with pets, airport shuttle car rental, car rental for employee transportation, car rental for passenger transportation, car rental for golfing.	Car rental, self-driving car rental, monthly car rental, airport shuttle car rental, wedding flower car rental, employee shuttle car rental, one-way car rental to the province.
Website Design	Simple and intuitive.	Simple and intuitive.	Professional with clear vehicle images.
Detailed Information	Limited information about vehicle's equipment and amenities.	Limited information about vehicle's equipment and amenities.	Detailed information about vehicle's equipment and amenities such as

			electric leather seats, LCD screen, refrigerator, desk, and free wifi.
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In general, "Xe Mien Nam" website appears to be a strong competitor to website "Thue Xe Huynh Gia" due to its specialization in specific vehicle types, a wide range of services, a professional website design, and detailed information about vehicle equipment and amenities.

2.3 SWOT & TOWS MATRIX:

Table 2-2: SWOT MATRIX

Strengths	Weaknesses
<ul style="list-style-type: none"> Good SEO optimization is a significant strength of "Thue Xe Huynh Gia." The company has implemented various SEO techniques to improve the visibility of its website in search engine results. As a result, the website now ranks higher in relevant keyword searches, leading to increased organic traffic. The effective SEO strategies have enhanced the online presence of "Thue Xe Huynh Gia", attracting more potential customers. Diverse range of vehicles: "Thue Xe Huynh Gia" takes pride in offering a wide range of vehicles from 4-seaters to 45-seaters, catering to diverse customer needs. 	<ul style="list-style-type: none"> "Thue Xe Huynh Gia" does not pay much attention to the use of social networking channels such as Facebook, TikTok and YouTube. This can impact your ability to reach and engage with potential customers on these platforms. The company may also miss out on branding opportunities and increasing awareness of its products and services. Lack of presence on social media channels can also shut out the competition and make it impossible to keep up with new trends in the industry. Complex and time-consuming process: "Thue Xe Huynh Gia" struggles with a complicated and lengthy vehicle booking process.

<p>Customers can choose a vehicle that suits the number of passengers and their specific requirements, ensuring convenience and flexibility.</p> <ul style="list-style-type: none"> • High-quality vehicles: "Thue Xe Huynh Gia" ensures high-quality vehicles by maintaining a fleet of new models and conducting regular inspections. Most vehicles are equipped with comfortable and luxurious interiors, providing comfort and satisfaction to customers throughout their journeys. • Professional service: <ul style="list-style-type: none"> ○ Staff: "Thue Xe Huynh Gia" boasts a team of professional, dedicated, and attentive customer service representatives. The staff is available 24/7 to promptly and fully assist customers with any requests or inquiries. ○ Drivers: The drivers at "Thue Xe Huynh Gia" are experienced and professionally trained. They possess local knowledge, are familiar with the terrain, and prioritize safety while driving. 	<p>Customers often face difficulties when making reservations via phone, website, or mobile application. The rental contracts lack transparency and clarity, leaving customers confused about the terms and conditions. Moreover, the payment methods offered are limited and inconvenient, causing inconvenience for customers.</p> <ul style="list-style-type: none"> • Limited payment options for international customers: "Thue Xe Huynh Gia" faces challenges in providing adequate payment support for international customers. While the company accepts some international cards, the range of payment methods available is limited. This can cause inconvenience for international customers who may prefer alternative payment methods or encounter difficulties in using their cards for transactions. As a result, it may be challenging for international customers to complete their bookings smoothly and efficiently. • Uncompetitive pricing: "Thue Xe Huynh Gia" fails to provide competitive pricing for its vehicles, lacking transparency and fairness in
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<p>The drivers serve as reliable companions throughout customers' trips.</p> <ul style="list-style-type: none"> Wide network: "Thue Xe Huynh Gia" has an extensive branch network across multiple provinces and cities. This brings convenience to customers when renting vehicles for different destinations. Customers can easily access and utilize the company's services in various locations. 	<p>their pricing structure. The company rarely offers special discounts or promotions, resulting in higher rental costs for customers compared to other rental companies. This makes it challenging for customers to find cost-effective options while compromising service quality.</p> <ul style="list-style-type: none"> Unattractive design: The website's design may not be visually appealing or modern. A visually unattractive website can create a negative impression on visitors and potentially deter them from exploring the services offered by Huynh Gia Car Rental. A well-designed and visually appealing website can help build credibility and engage customers. Absence of online booking system: Currently, the primary method for booking a vehicle is through phone calls or email. The absence of an online booking system can be inconvenient for customers who prefer a quick and efficient self-service option. Implementing an online booking system would enhance the user experience and streamline the reservation process.
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	<ul style="list-style-type: none"> Limited customer reviews online: "Thue Xe Huynh Gia" may have a lack of customer reviews and testimonials available on the website or other online platforms. Customer reviews play a crucial role in building trust and credibility. They provide social proof and help potential customers make informed decisions. Encouraging customers to leave reviews and actively managing online reputation can improve the company's online presence and attract new customers.
Opportunities	Threats
<ul style="list-style-type: none"> Increasing demand for car rentals: The demand for car rentals for tourism, business trips, transportation, and other purposes is continuously growing, especially during holidays and festivals. This presents a significant opportunity for "Thue Xe Huynh Gia" to meet this demand and expand its market share. Potential for development of the online car rental market: The strong development of the online car rental market creates opportunities for "Thue Xe 	<ul style="list-style-type: none"> Intense competition from other car rental providers: In the car rental market, there is fierce competition from other service providers. This requires "Thue Xe Huynh Gia" to face competition in terms of pricing, service quality, product diversity, and customer reach. To overcome this challenge, "Thue Xe Huynh Gia" needs to create a competitive advantage by enhancing service quality, offering flexible service packages and catering to diverse customer needs.

<p>Huynh Gia" to effectively reach potential customers. The company can enhance customer convenience, optimize the car rental process and compete in the car rental market. Huynh Gia needed to establish a strong online network and leverage advanced technologies such as mobile applications and online booking platforms to optimize processes and enhance customer convenience.</p> <ul style="list-style-type: none"> • Expanding customer base: With the increasing demand for car rentals, "Thue Xe Huynh Gia" has the opportunity to expand its customer base. By targeting both individual customers and corporate clients, the company can access a broader market and build long-term relationships with loyal customers. This can be achieved through effective marketing strategies and personalized services to meet the specific requirements of different customer segments. • Customer satisfaction and positive reviews: Providing excellent customer service and 	<ul style="list-style-type: none"> • Fluctuating fuel prices: Fluctuations in fuel prices can significantly impact the business operations of Huynh Gia Car Rental. If fuel prices suddenly rise, operational costs will increase, leading to higher rental costs for customers. To address this challenge, the company needs to establish a risk management strategy related to fuel prices, such as negotiating long-term contracts with fuel suppliers or exploring cost-effective alternative energy sources. • Difficulties in driver management: Another challenge that "Huynh Gia Vehicle Tax" faces is driver management. This includes finding and hiring skilled and experienced drivers to ensure safety and quality of service. In addition, businesses need to monitor and manage driver activities including monitoring driving schedules, vehicle conditions and compliance with traffic regulations. To overcome this challenge, "Thue Xe Huynh Gia" needs to invest in driver recruitment and training
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<p>ensuring customer satisfaction can lead to positive reviews and recommendations from customers. This contributes significantly to the growth of "Thue Xe Huynh Gia" by attracting new customers and building a trustworthy brand image. By focusing on delivering a smooth and enjoyable car rental experience, the company can foster customer loyalty and gain a competitive advantage in the car rental industry.</p>	<p>processes, deploy smart management technologies, and establish effective driver management processes.</p>
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In conclusion, "Thue Xe Huynh Gia" has strengths in SEO optimization, a diverse range of vehicles, high-quality service, and professional staff. However, it faces weaknesses in social media presence, a complex booking process, limited payment options, uncompetitive pricing, and an unattractive website design. There are opportunities in the growing car rental market and expanding customer base, but also threats from competition and fluctuating fuel prices. To succeed, the company should address weaknesses, leverage opportunities, and prioritize customer satisfaction.

Table 2-3: TOWS MATRIX

SO	ST
<ul style="list-style-type: none"> • Utilize strong SEO to leverage the opportunity of increasing online car rental search trends. • Utilize the wide network and professional service to expand the 	<ul style="list-style-type: none"> • Leverage strong SEO to compete with rivals in the car rental industry. • Enhance professional service and quality to compete with other car rental providers.

<p>customer base and attract international customers.</p> <ul style="list-style-type: none"> • Enhance professional service and quality to generate customer satisfaction and attract positive reviews. 	<ul style="list-style-type: none"> • Utilize the wide network to provide car rental services for multiple locations and compete with other rental companies.
WO	WT

TOWS analysis of "Thue Xe Huynh Gia" has provided important strategies to take advantage of strengths, overcome weaknesses, exploit opportunities and cope with challenges in the car rental industry. Strategies include using powerful SEO to enhance online search trends, expand customer markets and attract international customers, improve professional service and quality, and compete with competitors in the industry. industry and leverage customer feedback to build trust and positive reviews. These strategies will help "Thue Xe Huynh Gia" grow and succeed in the industry.

CHAPTER 3 . ANALYSIS THE INDICATORS OF THE “THUE XE HUYNH GIA” WEBSITE

3.1 ANALYZE HUYNH GIA THUE XE WEBSITE PERFORMANCE:

To analyze Thue Xe Huynh Gia Website performance, we will use Google PageSpeed Insights. This is an online tool provided by Google to analyze the performance of a website on both computers and mobile devices. Here are some key points that PageSpeed Insights analyzes for websites:

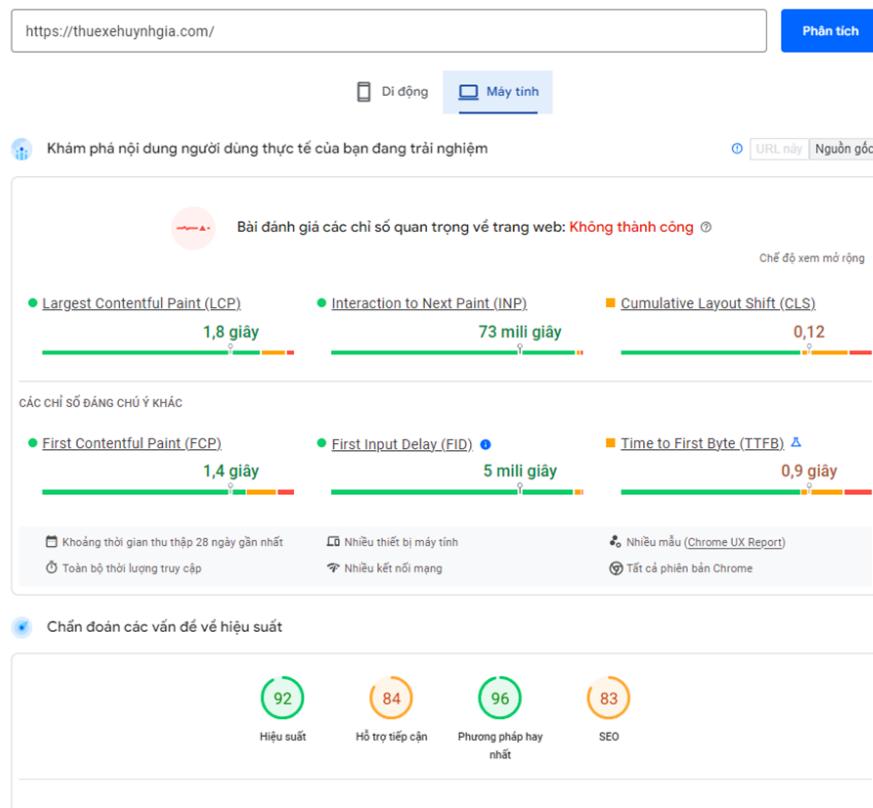


Figure 3-1: Evaluation table of important website indicators

Currently, the performance metrics on Google PageSpeed Insights are at a good level, which may indicate that the site has some positive points.

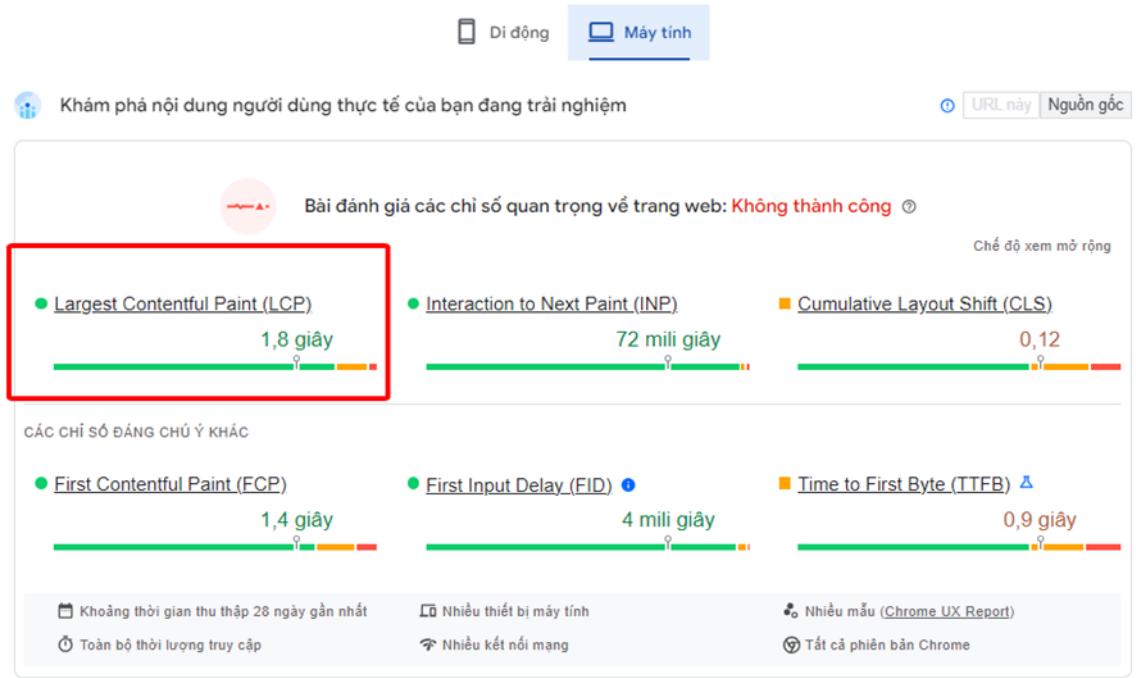


Figure 3-2: Indicator of Largest Contentful Paint (LCP)

Largest Contentful Paint (LCP) is a stable web vitals metric that measures expected loading speed. LCP is also a measure of how long the largest and most important element on a web page (like a large image, video, or main text element) is completely visible on the user's screen.

When the website's Largest Contentful Paint (LCP) reached 1.8 seconds, it shows that Thue Xe Huynh Gia's website has a remarkably fast homepage load time. This is considered a good level, improving user experience.

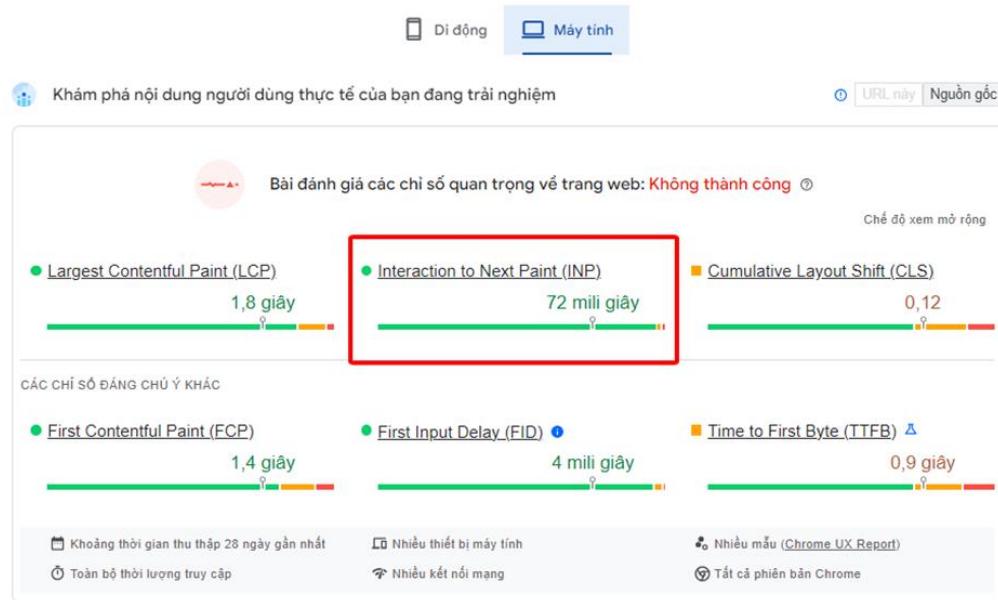


Figure 3-3: Indicator of Interaction to Next Paint (INP)

Interaction to Next Paint (INP) is an index that evaluates the responsiveness of a website. INP tracks the latency of all click interactions with a page over its lifetime. Low INP means the page can always respond quickly to the majority of user interactions.

The INP index at 73 milliseconds proves that the website is able to respond quickly to most user interactions. This level is generally considered very good, as users will have a better experience when the website responds quickly and smoothly.

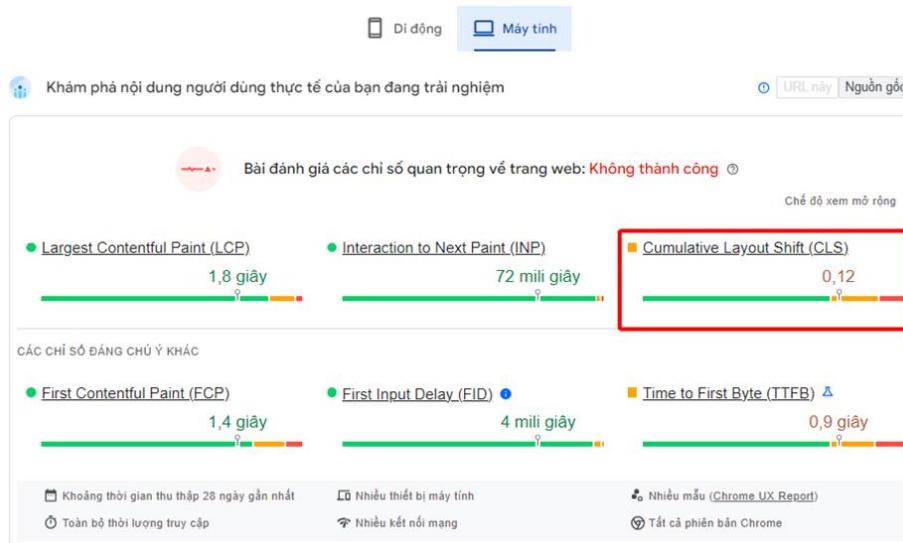


Figure 3-4: Indicator of Cumulative Layout Shift (CLS)

Cumulative Layout Shift (CLS) is a parameter that represents the time needed for the page's layout to be completely loaded. A CLS level of 0.12 indicates that the site has a small amount of unwanted movement during loading, however, these movements may not affect the user experience too much. But CLS=0.12 is not a huge number, but it is also not the best. The goal is to minimize CLS as much as possible, to provide a smooth and stable website experience for users.

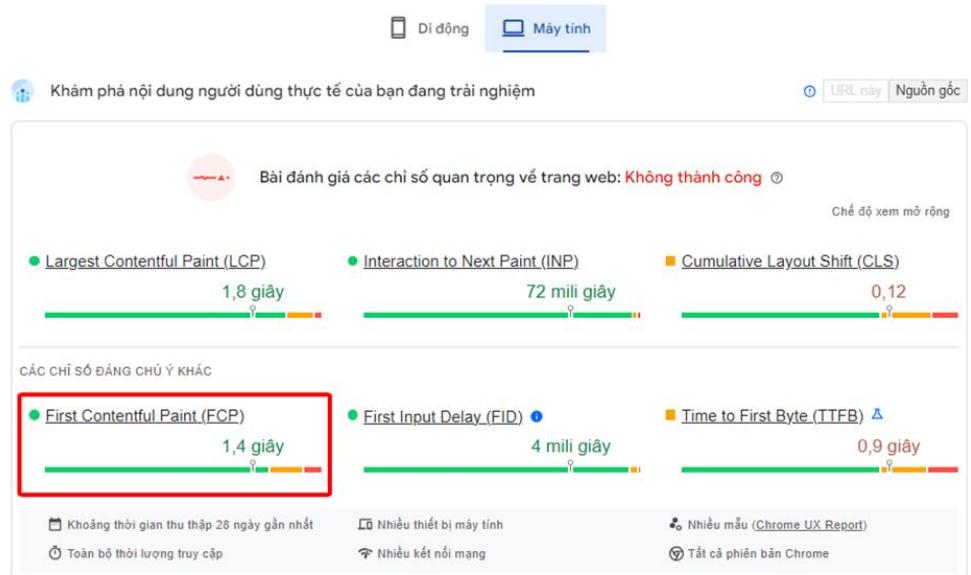


Figure 3-5: Indicator of First Contentful Paint (FCP)

First Contentful Paint (FCP) is the time when the first content on a website appears after you visit the page. To provide a good user experience, websites must have an FCP of 1.8 seconds or less. Currently, Thue Xe Huynh Gia Website is reaching FCP=1.4 seconds, showing that the first content on the website appears quite quickly after users access the page.

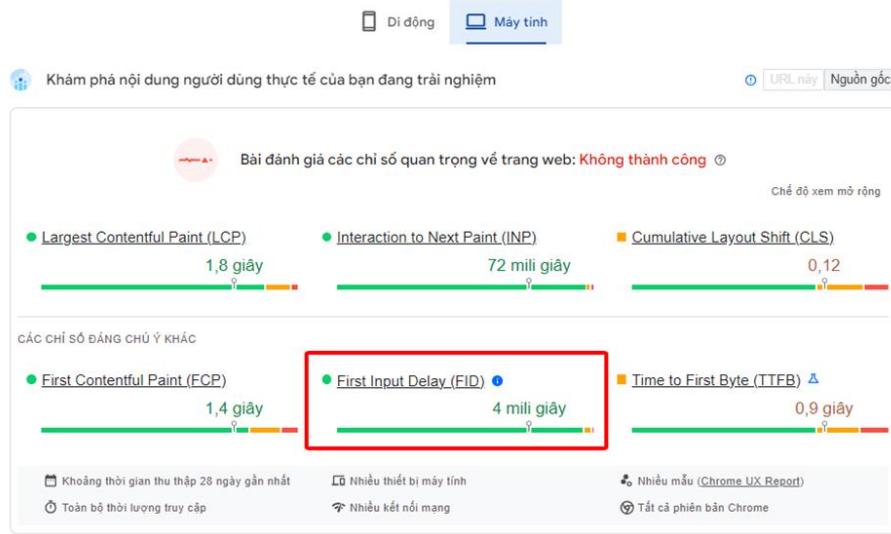


Figure 3-6: Indicator of First Input Delay (FID)

First Input Delay (FID) is an index that shows the interactivity of a page, measuring the amount of time (in ms) from the first time a user interacts with the page such as clicking, tapping on the page, entering a key,... FID = 4 milliseconds this means the website responds very quickly after user interaction.

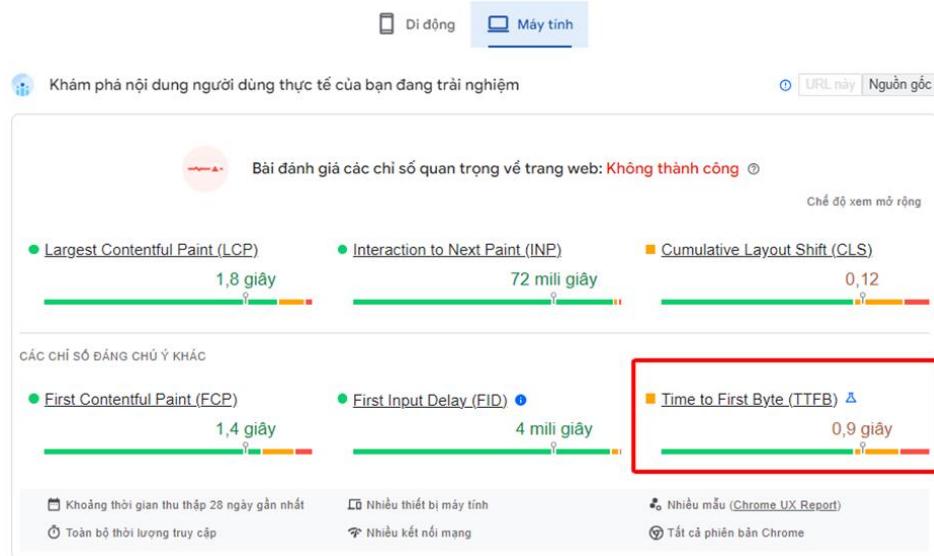


Figure 3-7: Indicator of Time to first byte (TTFB)

Time to first byte (TTFB) is a measurement index that indicates the time from the start of a resource download request until the first byte of response is received from the server. The lower the TTFB index, the faster the response speed from the

server. The current TTFB index on the web at 0.9 seconds shows that the server of Thue Xe Huynh Gia website responds quickly and effectively to requests from users.

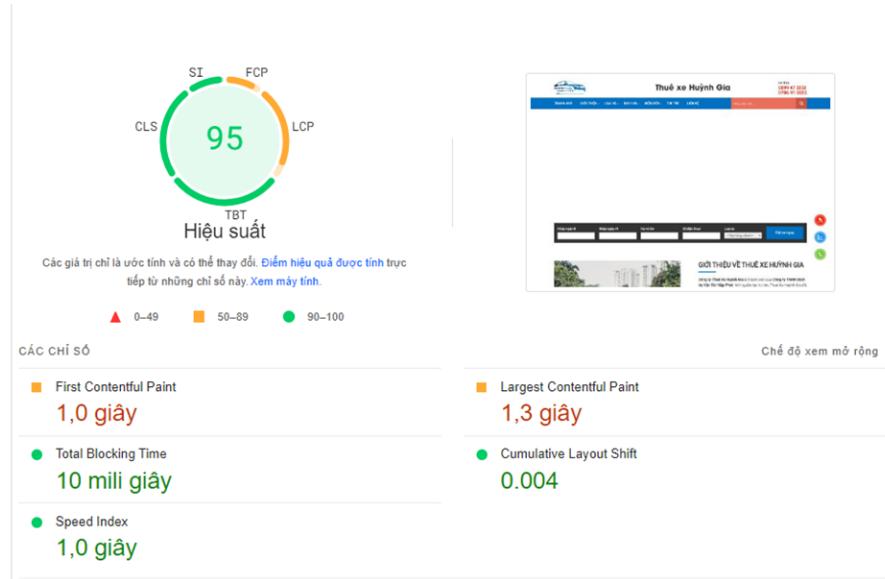


Figure 3-8: Website performance metrics

"Thue Xe Huynh Gia" website has very good performance with a performance score of 95. FCP, LCP, TBT, CLS and Speed Index are all in the good or very good range. This shows that the website loads quickly, smoothly and brings a good experience to users.

Detailed analysis:

- FCP: 1.0 seconds is quite a fast time to display the first content of the website.
- LCP: 1.3 seconds is a good time to display the main content of the website.
- TBT: 10 milliseconds is a very short time that users have to wait before the website can interact.
- CLS: 0.004 is a very low level, showing that the website has a stable layout when loading the page.
- Speed Index: 1.0 seconds is quite a fast time for the website to fully load the content.

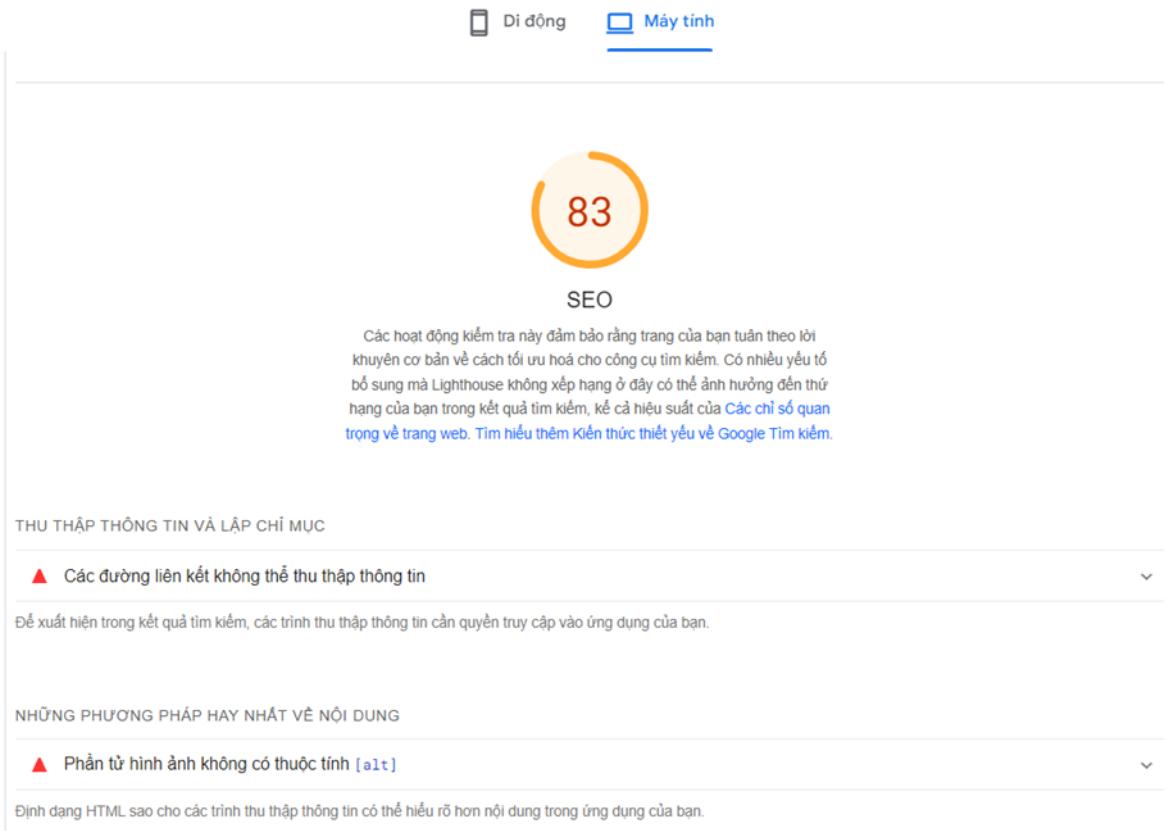


Figure 3-9: SEO score on Thue Xe Huynh Gia website

Currently, "Thue Xe Huynh Gia" website has an SEO score of 83. This is a quite high score, showing that the website has been well optimized for search engines. However, there are some issues that affect SEO, specifically:

- Some links on the website cannot be crawled, this problem affects the website's visibility in search results.
- Some figures on the website lack alt attributes, making it difficult for crawlers to understand the content of the figure.

3.2 APPLY GOOGLE ANALYTICS TO ANALYZE INTERNAL INDICATORS:

3.2.1 Home page:

Below are the overall evaluation indicators of the website Home page measured by Google Analytic:

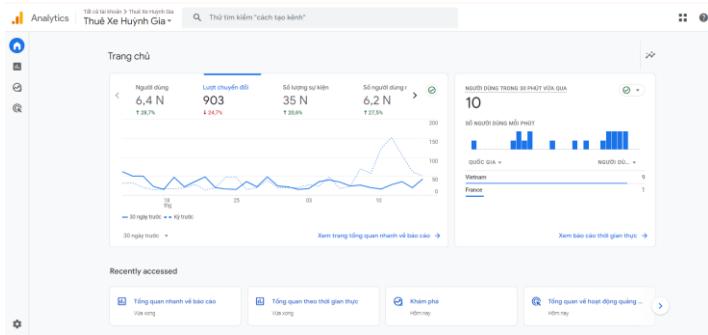


Figure 3-10: Indicators of the website Homepage

Users represent the number of users accessing the website in a certain period of time. According to reported data, in the past 30 days there have been 6.4N users accessing the website, an increase of 28.7%. The website is attracting a large number of new users at 6.2N.

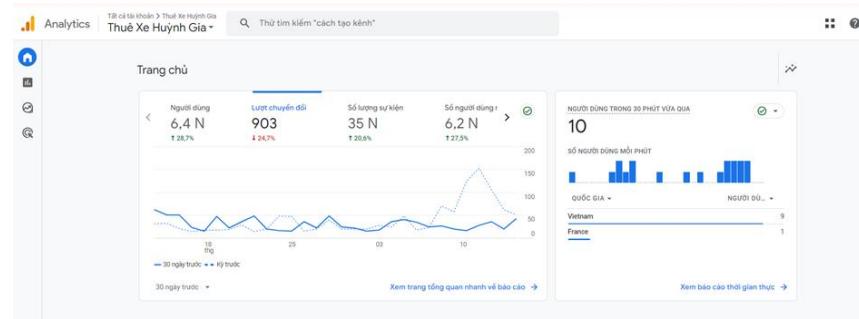


Figure 3-11: Number of conversions on the home page

Conversions refer to the number of times a user performs a certain action on the “Thue Xe Huynh Gia” website, such as chatting on Zalo, calling or filling out a form,... Currently, by number The latest data had 903 conversions on the website and decreased 24.7% compared to 30 days ago.

Statistics on the number of users accessing the web in real time. According to data from Google Analytics, there are currently 10 users in the past 30 minutes, of which 9 are accessing the web in Vietnam, 1 is in France

3.2.2 Report:

Most metrics can be measured, but we won't analyze “Revenue” because the website hasn't assigned a “purchase” conversion for measurement.

Nhóm kênh chính...kênh mặc định)	Phiên	Số phiên tương tác	Thời gian tương tác trung bình/phép	Số phiên tương tác trên mỗi người dùng	Số sự kiện trên mỗi phiên hoạt động	Tỷ lệ tương tác	Số lượng sự kiện	Lượt chuyển đổi	Tổng doanh thu
						Tất cả các sự kiện			
3	12.471	7.159	41 giây	0,71	4,73	57,41%	58.968	0,00	0 ₫
5	so với 7.975	so với 4.784	so với 42,90	so với 0,76	so với 5,85	so với 59,99%	so với 46.636	so với 0,00	so với 0 ₫
6	↑ 56,38%	↑ 49,64%	↓ -4,07%	↓ -6,4%	↓ -19,14%	↓ -4,3%	↑ 26,44%		
1 Organic Search	10.115	6.374	43 giây	0,77	4,53	63,02%	45.803	0,00	0 ₫
2 Referral	1.231	347	32 giây	0,35	6,90	28,19%	8.496	0,00	0 ₫
3 Direct	962	384	29 giây	0,48	4,15	39,92%	3.991	0,00	0 ₫
4 Organic Social	163	64	18 giây	0,66	3,75	39,26%	611	0,00	0 ₫
5 Unassigned	7	0	2 phút 09 giây	0,00	9,57	0%	67	0,00	0 ₫
6 Paid Search	0	0	0 giây	0,00	0,00	0%	0	0,00	0 ₫

Figure 3-12: “purchase” conversion and revenue of session default channel group

The “purchase” conversion and revenue from all channels of the session default channel group are 0 because the website has not assigned the “purchase” conversion for measurement.

3.2.2.1 Quick overview of the report:

According to the statistical report, the number of users grew strongly at 59.9%, specifically 10N users accessed the website, this is also the number of new users accessing the website. The highest number of users increased on December 2, 2024 compared to December 13, 2023, specifically 410 visitors, an increase of 262.8%.

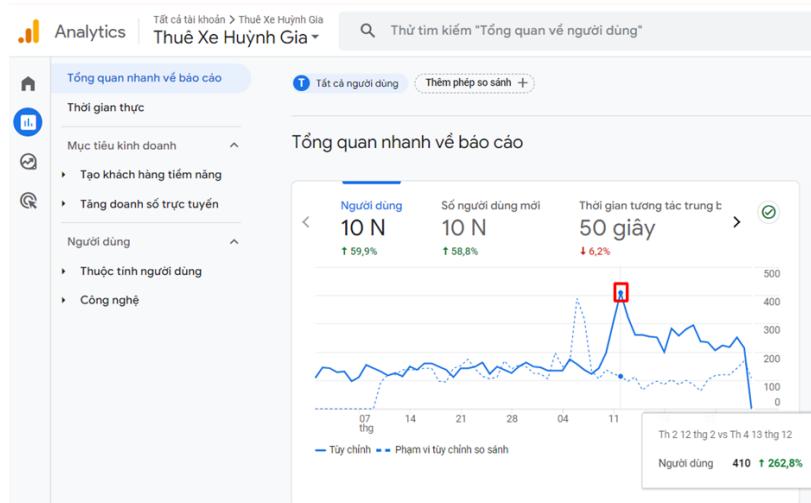


Figure 3-13: Overview of the report

The average interaction time at 50 seconds shows that “Thue Xe Huynh Gia” website provides a positive user experience, ease of use, engaging and diverse content. Users can easily find information about the service, car rental price list,

available vehicle types, and current incentives, creating a good experience when using the services of this website.

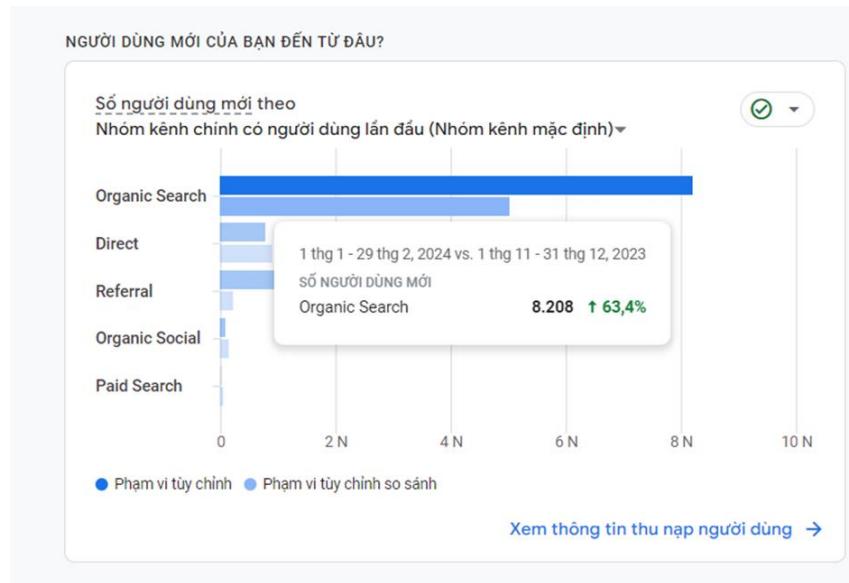


Figure 3-14: New user metrics from Organic Search

Comparison between the last two months of 2023 and the first two months of 2024 shows that the majority of new users, about 8.2N, come from Organic Search, that is, from natural search results on search engines. such as Chrome, Safari, Coc Coc,... The increase in new users from this source shows that the “Thue Xe Huynh Gia” website is ranked high in search results and attracts a significant number of new users.

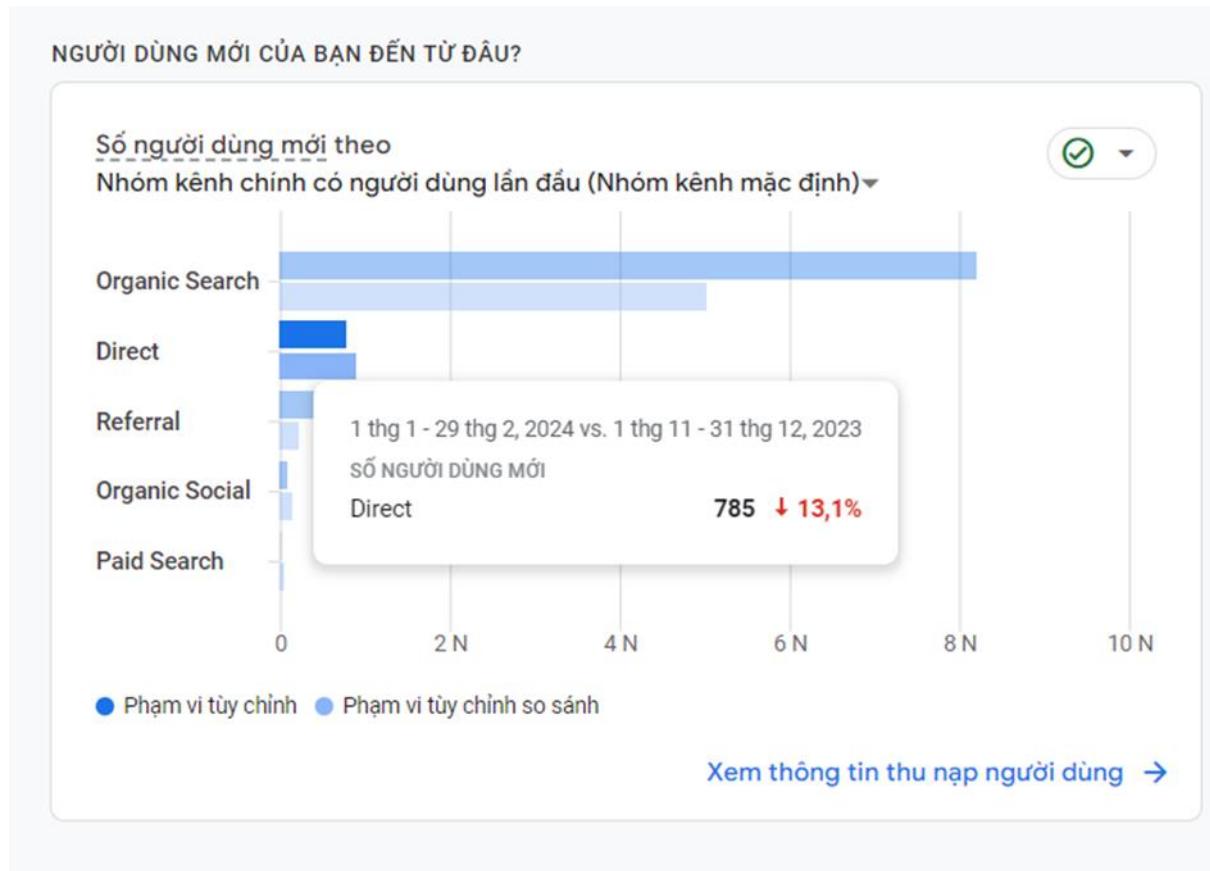


Figure 3-15: New user metrics from Direct Search

However, comparing these two times, Direct Search traffic is showing signs of decreasing by 13.1% and is only at 785. Thus, there has been a significant decrease in the number of users accessing the website directly “Thue Xe Huynh Gia”. The reason may be due to competition from competitors, causing users to switch to other websites to access information about car rental services.

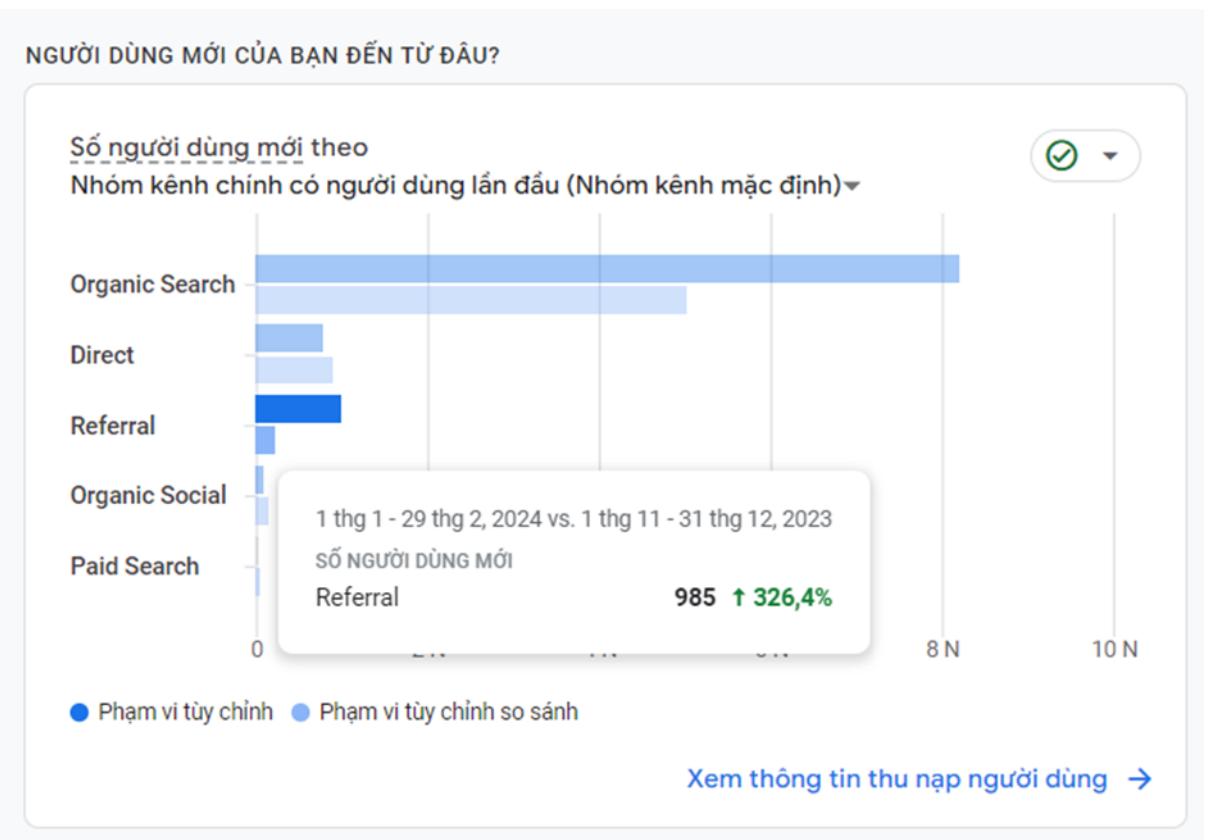


Figure 3-16: New user metrics from Referral

Also at these two times, the amount of Referral Traffic increased by 326.4%. Thus, “Thue Xe Huynh Gia” has achieved a lot of traffic through reliable websites. This is an opportunity to easily reach an expanded customer base, while also helping Huynh Gia strengthen its position and reputation in the car rental industry.

NGƯỜI DÙNG MỚI CỦA BẠN ĐẾN TỪ ĐÂU?

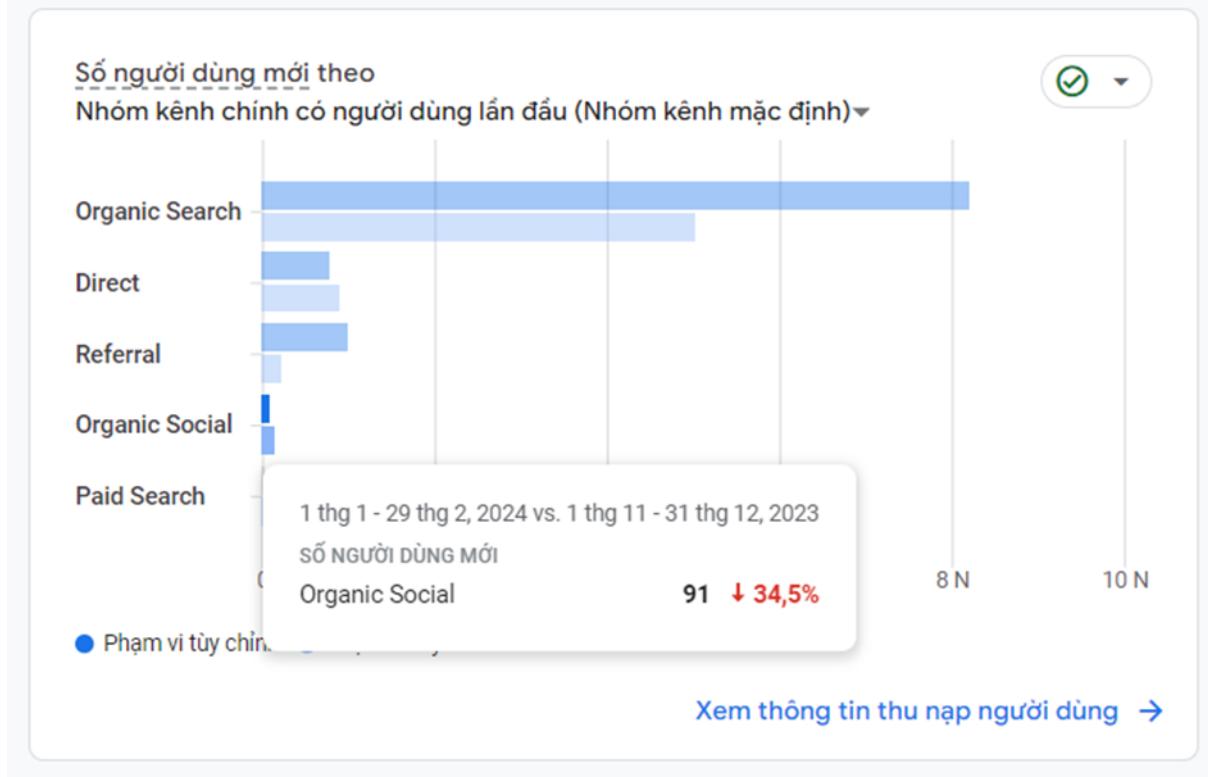


Figure 3-17: New user metrics from Organic Social

The significant decrease in Organic Social volume, down to 34.5%, may reflect some issues or changes in the strategy of operating on “Thue Xe Huynh Gia's” social networking platforms. Obviously, Huynh Gia is only focusing on website SEO, lacking investment and care in social networking platforms.

NGƯỜI DÙNG MỚI CỦA BẠN ĐẾN TỪ ĐÂU?

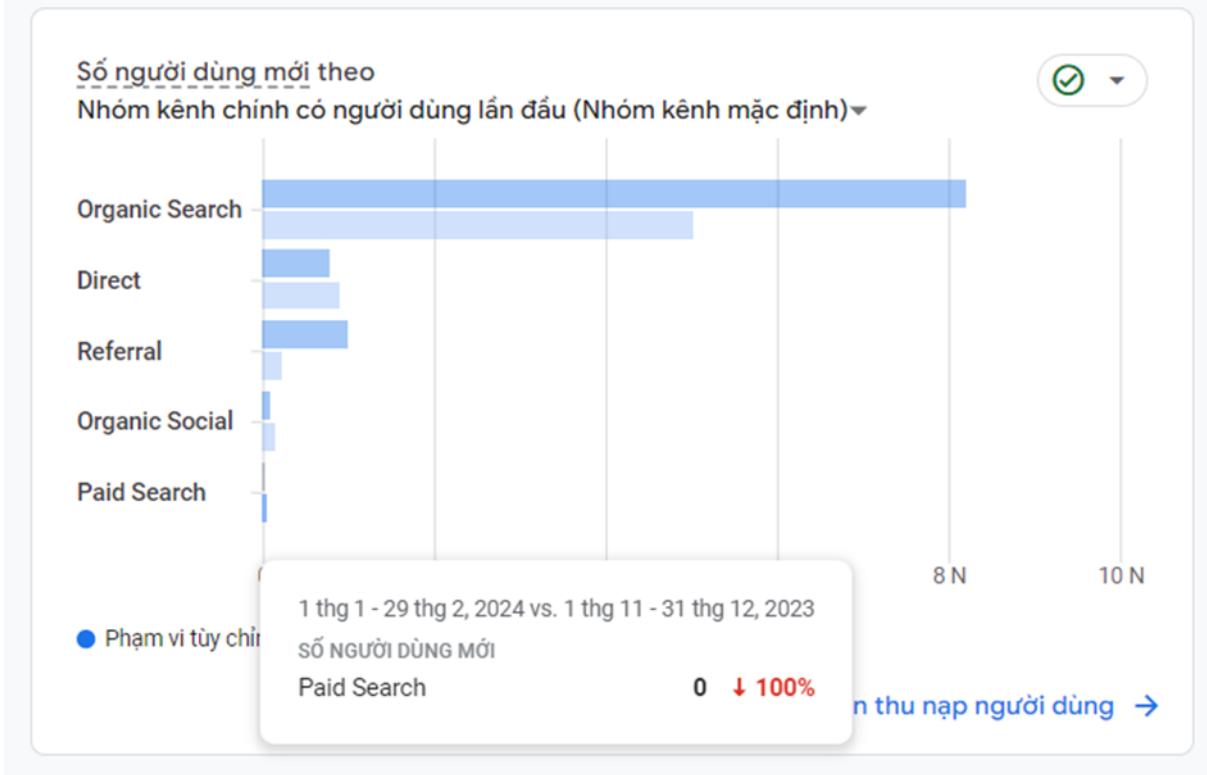


Figure 3-18: New user metrics from Paid Search

The amount of Paid Search at all times was zero, proving that Huynh Gia decided not to invest in paid advertising campaigns on search platforms like Google Ads. However, the decision not to invest in Paid Search can also affect your ability to reach and interact with a portion of your potential customer audience.

NHỮNG CHIẾN DỊCH NÀO LÀ CHIẾN DỊCH HÀNG ĐẦU CỦA BẠN?

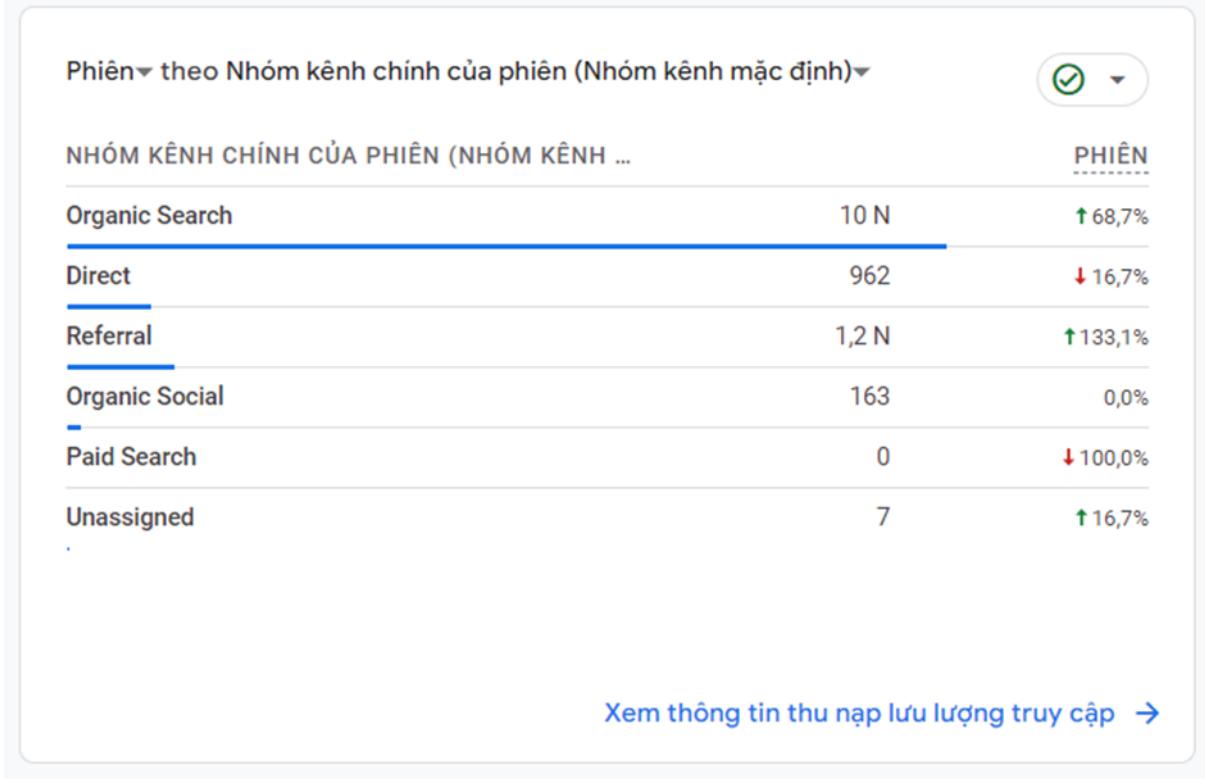


Figure 3-19: Session by Session default channel group

Session by session parent channel group shows the channels where users started a session including: Organic Search, Direct, Referral, Organic Social, Paid Search and Unassigned. In there:

- Organic Search is at 10N, growing 68.7% compared to 2 months ago, showing that user interest and usage of Organic Search has increased significantly during that period. This can indicate that an organization or website's SEO (Search Engine Optimization) strategy is working.
- The number of sessions in the Direct channel is at 962 and is trending down 16.7%. However, the number of sessions from the Referral channel grew very well, about 133.1%.

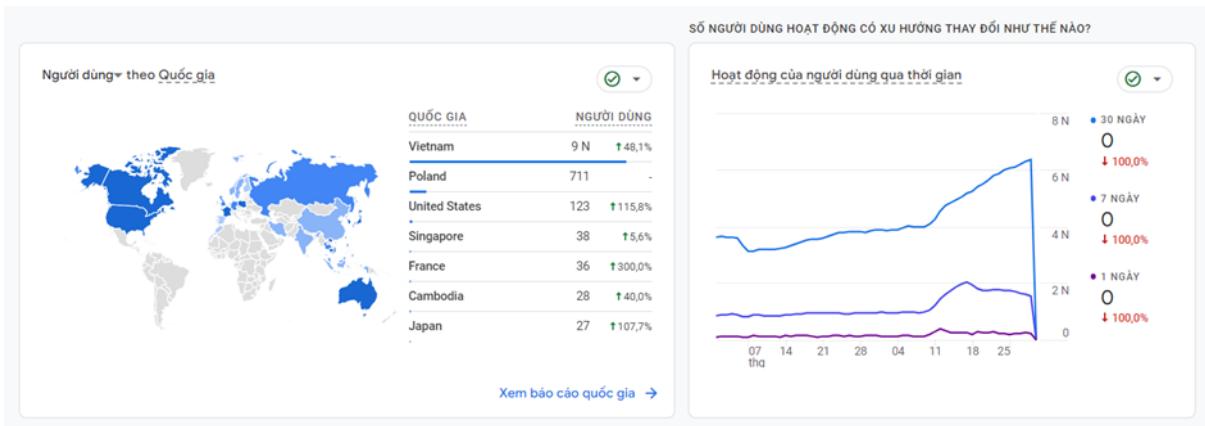


Figure 3-20: Overview of Users by country and User activity over time

“Thue Xe Huynh Gia” is a car rental service targeting customers from Vietnam. Therefore, data from the user table by country shows that the majority of users accessing the web come from Vietnam, about 9 thousand and an increase of 48.1%.

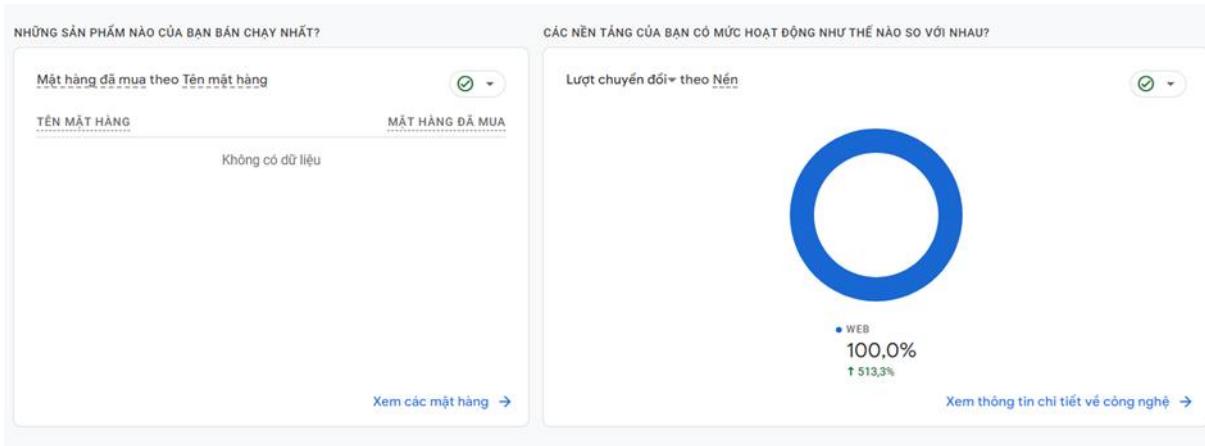


Figure 3-21: Items purchased by Item name and Conversions by platform

The image above shows that conversions on the website platform were also quite good when they increased dramatically to 513.3%.

3.2.2.2 Real time:

A real-time report will update data right at the time the report is being viewed. This report is continuously updated and each visit is reported immediately. Some metrics that the real-time report displays include: the number of website visitors, access sources, locations,...

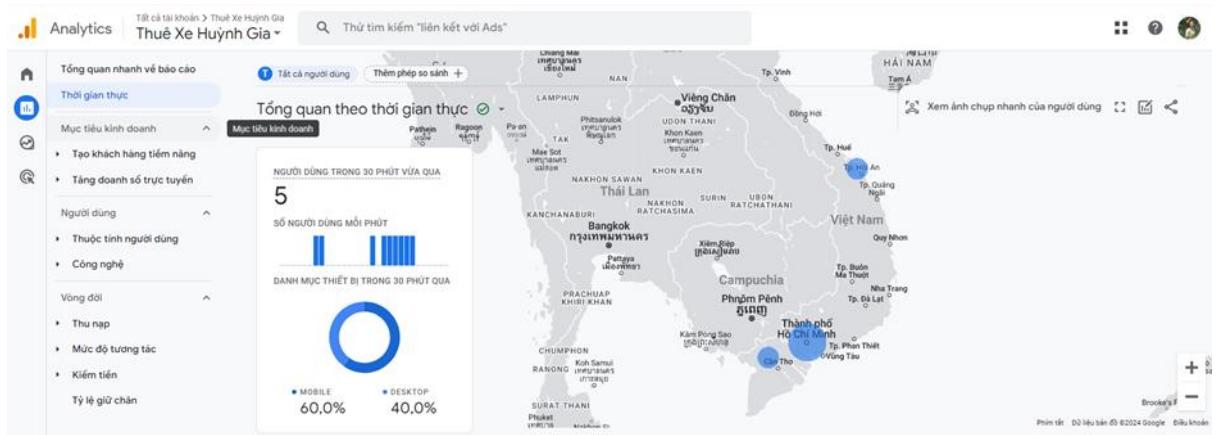


Figure 3-22: Real-time overview

As we can see, the number of users in the past 30 minutes is 5 people. Of these, the majority of them use phones to access websites, accounting for 60%, with only 40% of users accessing the web using computers. Specifically, the locations that those 5 users accessed were in Ho Chi Minh City, Can Tho and Hoi An City. This shows that the website is popular and attracts diverse users from different regions.

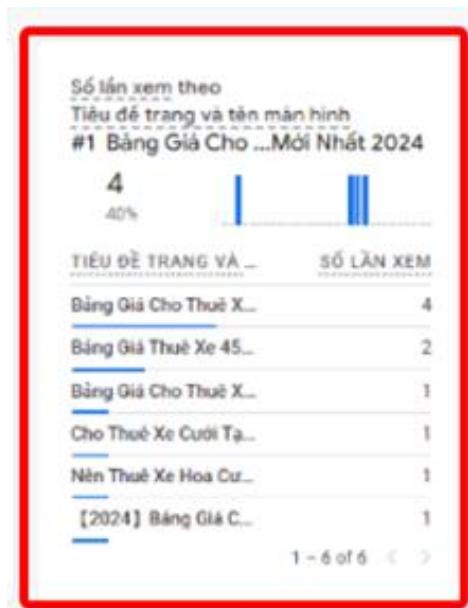


Figure 3-23: Views by Page title and screen name

Thus, the above 5 users accessed articles such as: “Bang gia thue xe 7 cho moi nhat nam 2024”, “Bang gia thue xe 45 cho”, “Thue xe cuoi tai TP.HCM”,.... However, the article with the title “Bang gia thue xe 7 cho 2024” has 4 clicks to view.

There are many factors that help explain why this article "Bang gia thue xe 7 cho moi nhat nam 2024" receives more clicks than other articles. Some of those

factors are: the article's information is trustworthy and stated in detail, the title is attractive, the keyword phrase "thue xe 7 cho" is well optimized on search engines. The factors mentioned are showing that Huynh Gia's SEO team is doing very well. Businesses should apply these factors to other articles. In addition, there may also be some other factors that help the article receive more visits.

3.2.3 USERS OF HUYNH GIA:

3.2.3.1 Target audience:

- **Demographic:**
 - Age: 35 – 50.
 - Gender: Male.
 - Characteristic: Likes to travel and experience.
- **Geographic:** Ho Chi Minh City and neighboring provinces.

Ho Chi Minh City has many tourist attractions inside and outside the city. Therefore, the large number of tourists coming to Ho Chi Minh City is an advantage for businesses.

- **Psychographic:**
 - Don't have a car yet but want to try it out.
 - Have a driver's license but cannot afford to buy a car.
- **Behavioural:**
 - Search information on the internet.
 - Rent a car via Zalo or call.

3.2.3.2 User data by city:

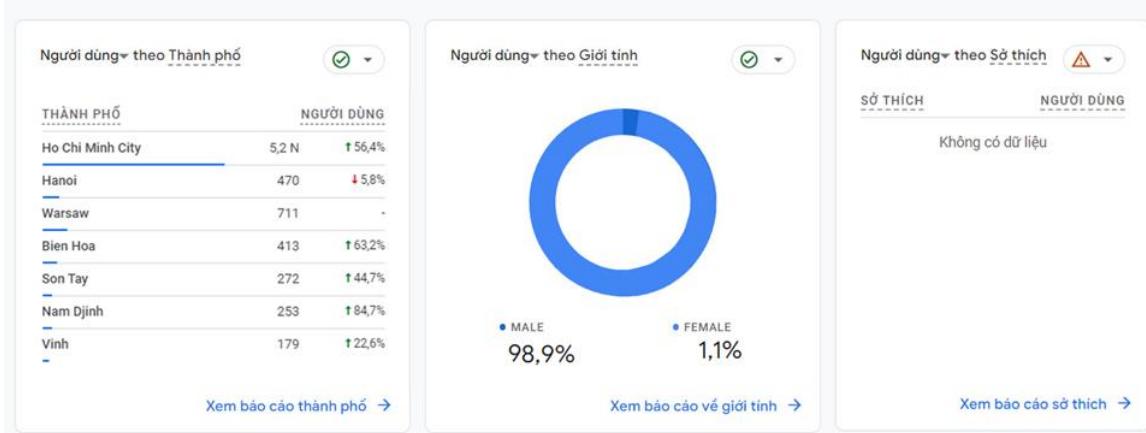


Figure 3-24: User data by city and gender

Table 3-1: User by city and gender

City	Users	Male	Female	Gender ratio (male/female)
Ho Chi Minh City	5200	5142	58	88.6
Hanoi	470	464	6	77.3
Warsaw	711	703	8	87.8
Bien Hoa	413	408	5	81.6
Son Tay	272	269	3	89.6
Nam Dinh	253	250	3	83.3
Vinh	179	177	2	88.5

Men tend to visit car rental websites more than women (accounting for 98.9% of users) showing a gender gap in usage habits. Users accessing in Ho Chi Minh City account for the highest percentage, but there are still a number of other domestic and

foreign provinces. This is a good sign for businesses to expand their markets in the future.

3.2.3.3 User data by language:

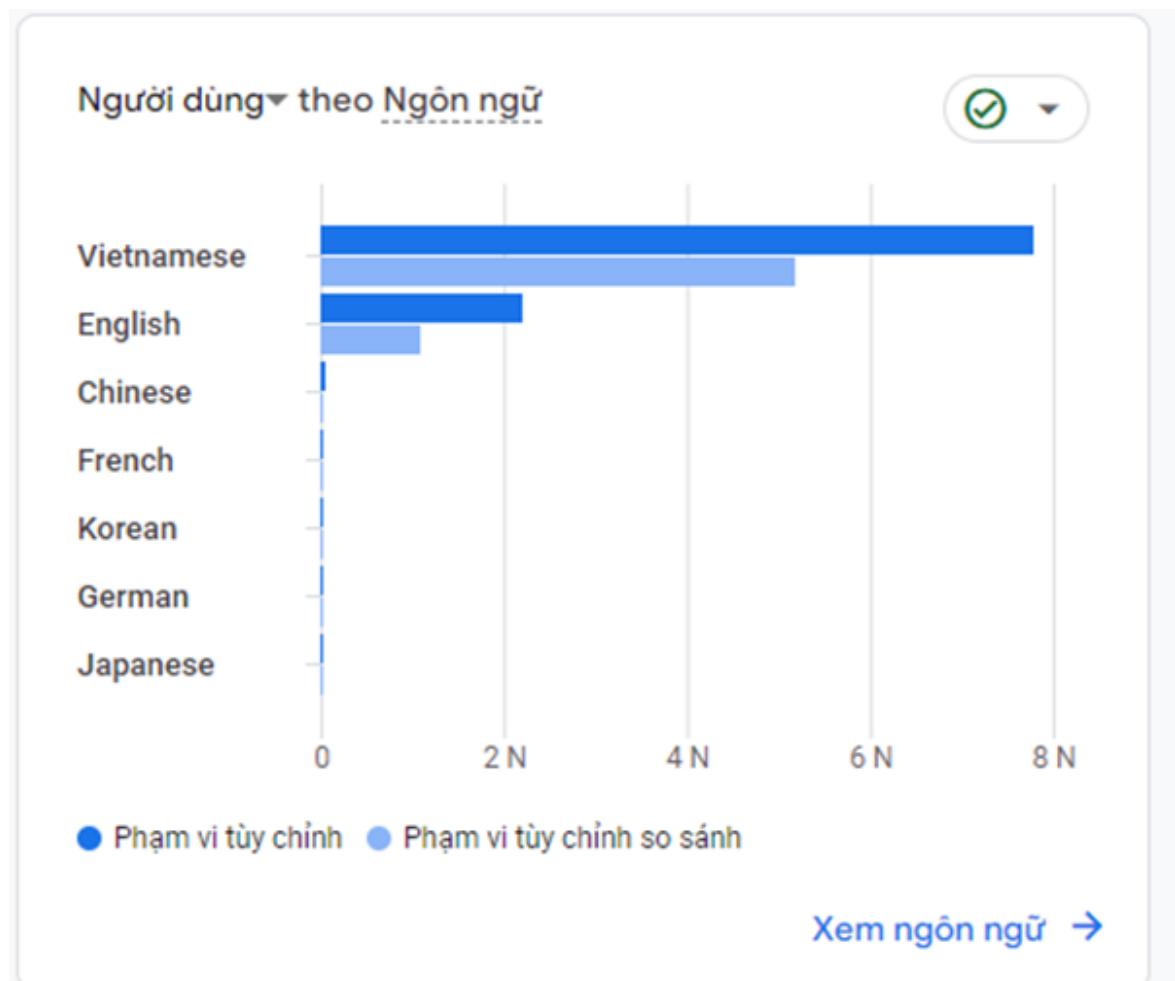


Figure 3-25: User chart by language

Based on the chart, it can be seen that Vietnamese and English are two popular languages. Vietnamese is the most popular language among users. Furthermore, the number of Vietnamese users increased sharply within 4 months from November to the end of February with growth from 4.5 thousand users to 7.8 thousand users. In addition, the number of people using English also increased significantly, from 1.6 thousand people to 2.3 thousand people. Other languages still exist but do not account for a large number. From the chart above, it shows that businesses can develop other languages for their websites, especially English to attract foreign users.

3.2.3.4 User by country:

In February 2024, Vietnam had the highest number of users accessing the website, followed by Poland, the United States, Singapore and South Korea.

The number of users from Vietnam peaked in February specifically at 407 users, Poland and the United States are increasing over time. The number of users from Singapore and France is increasing slightly by an average of about 30 people.

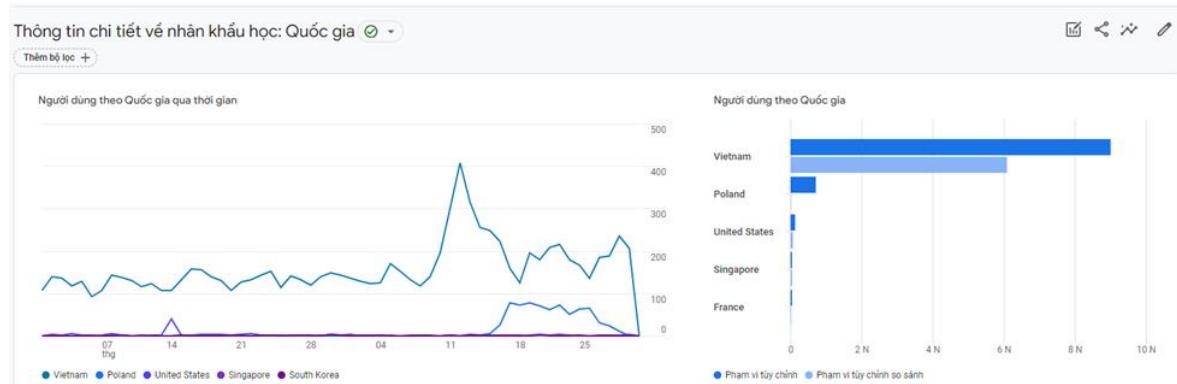


Figure 3-26: Detail demographic by country

Conclude:

Vietnam is the largest market for this website with about 9,000 users from November to February.

The number of users from Vietnam and other countries is increasing, which is a good sign that the site is attracting more users.

3.2.4 Technology:

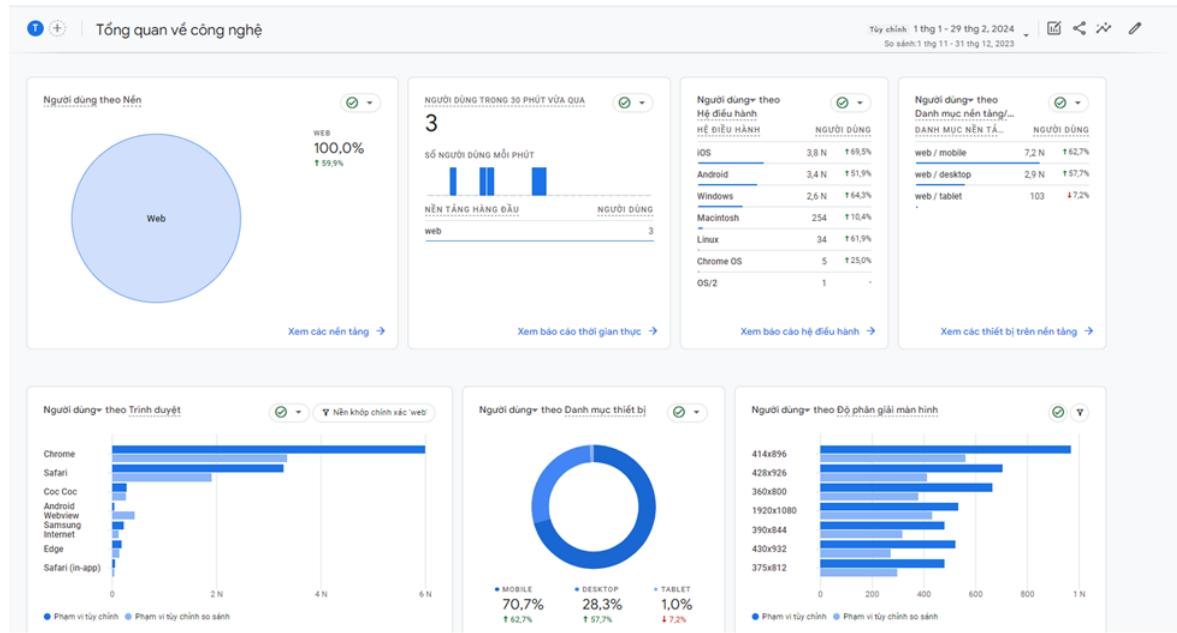


Figure 3-27: Overall analysis about technology

- **Device:**

- Mobile is the most popular platform, accounting for more than 70% of total users and increasing by 62.7%.
- Desktop accounts for 28.3% of total users and increased by 57.7%.
- Tablets account for only 1% of total users. Although mobile and desktop increased, tablets decreased by 7.2%.

3.2.5 Business objectives:

In business goals we analyze the reports in the lead generation section (Generate leads).

3.2.5.1 Overview:

An overview includes charts, summarized data related to new users, returning users, users, and conversion rates.

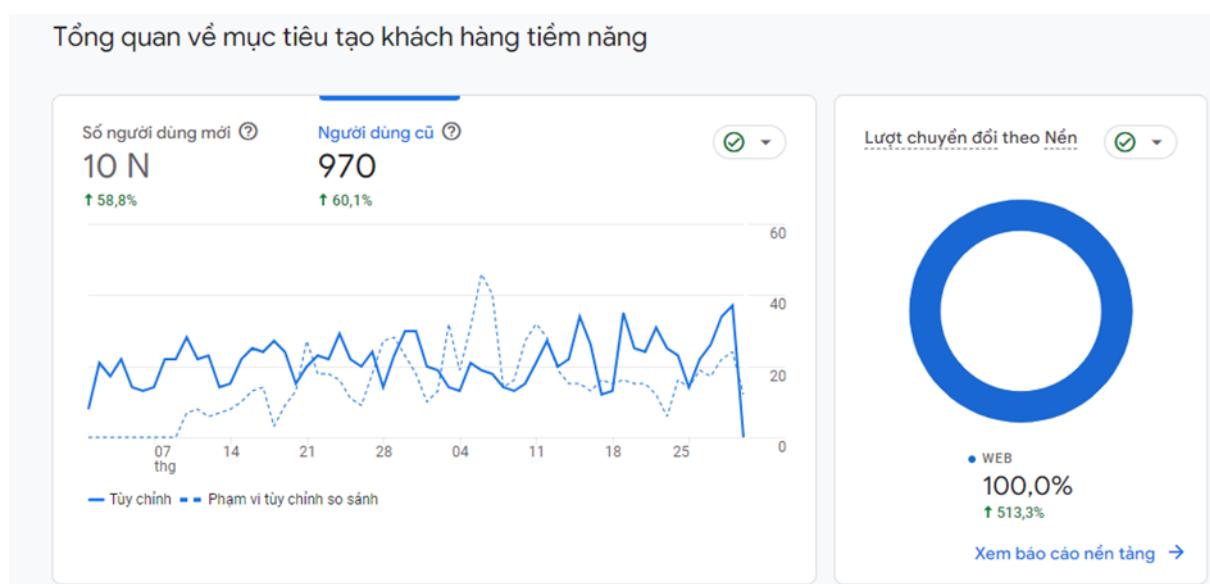
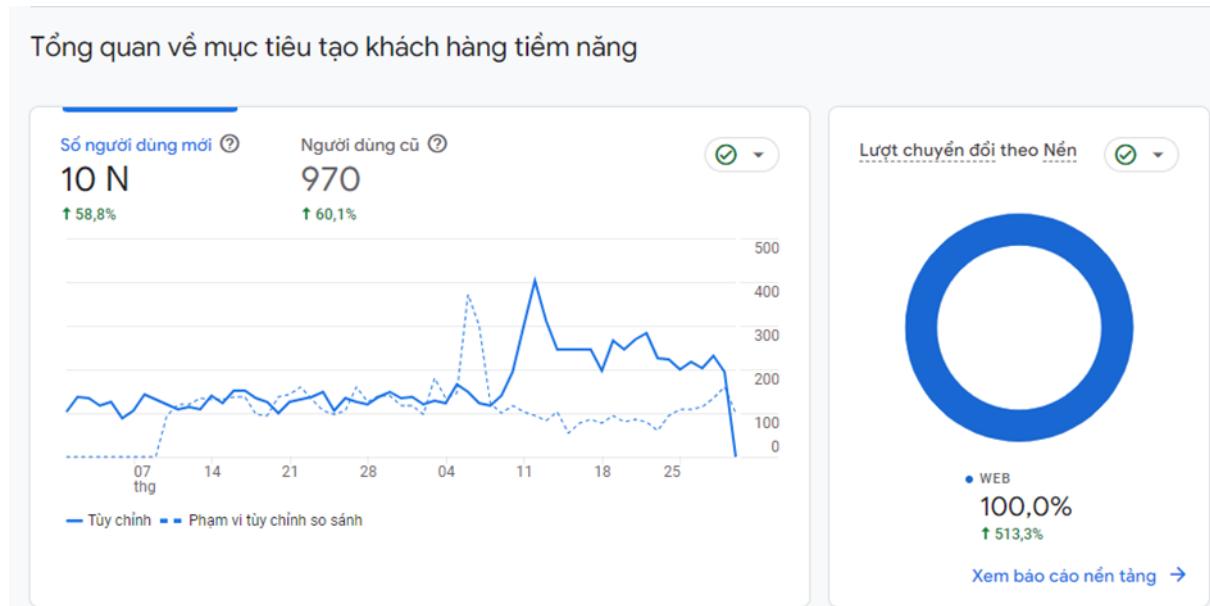


Figure 3-28: Overview of New users by first user default channel group

Based on comparative data, the number of new users and returning users both grew quite well. New users are about 10 thousand and increased by 58.8%, returning users are about 970 and increased by 60.1%.

Conversions by platform increased sharply.

Retention shows user activity by cohort. Starting to measure for 6 weeks from January 28, 2024, the data shows that the website is not really good at retaining users when the rate is only about 1% or less.

Although users by audience name increased by 59.9% with a total of about 10 thousand people.

Users by city show that Ho Chi Minh City is the highest with about 5.2 thousand people and is on the rise, ranked second is Hanoi and followed by other domestic and foreign cities.

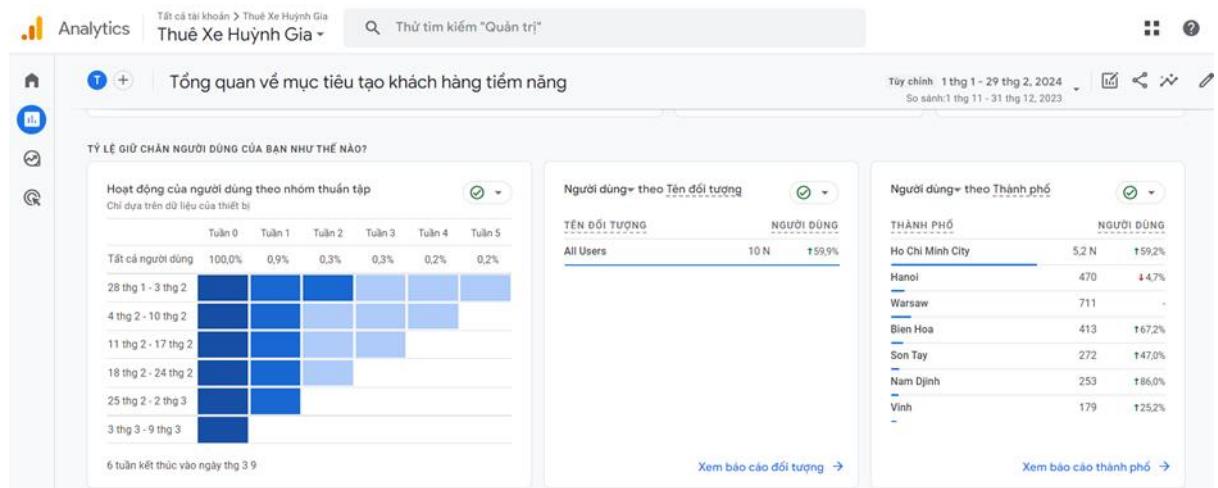


Figure 3-29: Overview of user activity by cohort, users by audience name and users by city

Based on the above charts and data, it shows that the search engine optimization of the business's website is quite good, both new and returning users are growing well. However, the website is not really good at retaining users.

3.2.5.2 Audience:



Figure 3-30: Chart and metric of Audiences

The current objects have not been specifically created, but based on the chart, it shows that users tend to increase gradually but increase and decrease unevenly. In there:

Table 3-2: Metrics of Audiences:

Metric	Quantity (from 01/01/2024 - 02/29/2024)	% change (compared to 11/01/2023 - 31/12/2023)
Users	10,128	Increased by 59.87%
New users	10,069	Increased by 58.84%
Bounce rate	42.59%	Increased by 6.45%
View per session	1.44	Decreased by 27.56%
Average session duration	2 minutes 46 seconds	Decreased by 36.06%

The above metrics show:

- The website is developing quite well with users, new users and sessions all increasing.
- The bounce rate is quite good (below 60%) because Huynh Gia is a small and medium enterprise. However, this ratio needs to be reduced because it is on an increasing trend.
- Although the average session duration metric does not clearly show the level of user engagement, it is still quite good (in the range of 2-4 minutes) despite a decreasing trend.
- Views per session are quite low and decreasing. Views per session and average session duration need to be improved because this metric shows the relevance and attractiveness of information to users.

3.2.5.3 User acquisition:

The user acquisition report can use to get insights into how new users find the website or app for the first time.

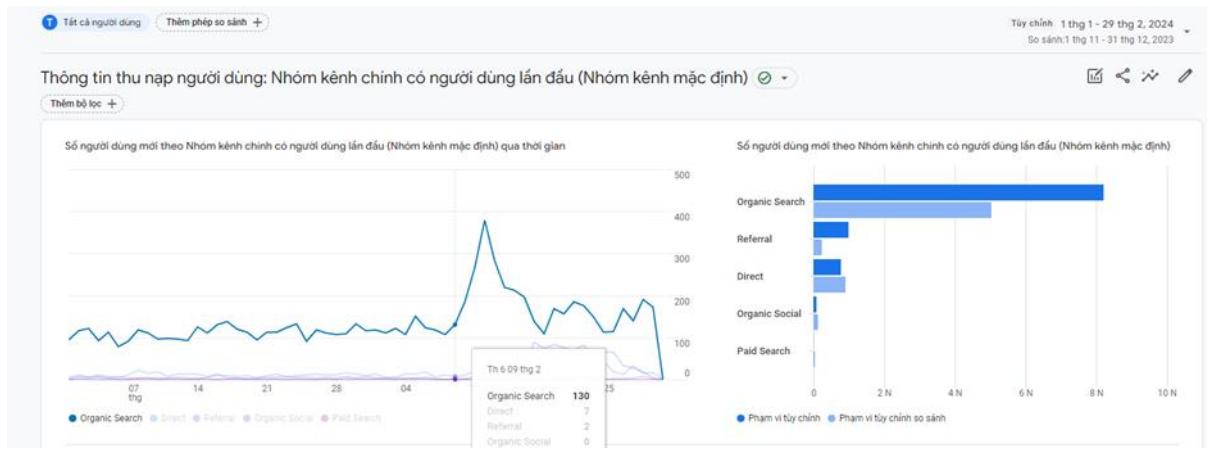


Figure 3-31: Overview of 3.2.5.3 User acquisition

The chart of new users by first user default channel group over time shows that new users mainly come from the Organic Search channel. In addition, the chart shows that the number of new users increased sharply from 02/08/2024 to 02/12/2024 (Lunar New Year 2024). This index shown on the chart can help analysts conclude that on holidays and Tet, the number of new users has a higher need to rent a car.



Figure 3-32: The first user source of the Organic Social channel mainly comes from Zalo

The business is less widely known on social networking platforms because currently the Organic Social channel only includes Zalo.

Nhóm kênh chính...kênh mặc định)		Số người dùng mới	Số phiên tương tác	Tỷ lệ tương tác	Số phiên tương tác trên mỗi người dùng	Thời gian tương tác trung bình	Số lượng sự kiện	Lượt chuyển đổi	Tổng doanh thu
	Nhóm kênh chính có người dùng lần đầu (Nhóm kênh mặc định)	10.069 so với 6.339 ↑ 58,84%	7.159 so với 4.784 ↑ 49,64%	57,41% so với 59,99% ↓ -4,3%	0,71 so với 0,76 ↓ -6,4%	50 giây so với 54,00 ↓ -6,1%	58,968 so với 46.636 ↑ 26,44%	1.981,00 so với 323,00 ↑ 513,31%	0 ₫ so với 0 ₫
1	Organic Search	8.208	6.350	63,11%	0,77	53 giây	45.653	1.782,00	0 ₫
	1 thg 1 - 29 thg 2, 2024								
	1 thg 11 - 31 thg 12, 2023	5.023	3.825	64,57%	0,76	49 giây	29.963	286,00	0 ₫
	% change	63,41%	66,01%	-2,26%	1,25%	8,12%	52,36%	523,08%	0%
2	Referral	985	275	24,36%	0,28	35 giây	7.787	15,00	0 ₫
	1 thg 1 - 29 thg 2, 2024								
	1 thg 11 - 31 thg 12, 2023	231	235	63,86%	1,02	2 phút 14 giây	5.304	8,00	0 ₫
	% change	326,41%	17,02%	-61,86%	-72,73%	-73,63%	46,81%	87,5%	0%
3	Direct	785	479	43,39%	0,60	43 giây	4.922	157,00	0 ₫
	1 thg 1 - 29 thg 2, 2024								
	1 thg 11 - 31 thg 12, 2023	903	647	45,76%	0,71	1 phút 06 giây	10.659	23,00	0 ₫
	% change	-13,07%	-25,97%	-5,18%	-16,37%	-34,37%	-53,82%	582,61%	0%
4	Organic Social	91	63	39,62%	0,68	30 giây	602	27,00	0 ₫
	1 thg 1 - 29 thg 2, 2024								
	1 thg 11 - 31 thg 12, 2023	139	31	20,39%	0,22	6 giây	524	6,00	0 ₫
	% change	-34,53%	103,23%	94,28%	203,75%	370,42%	14,89%	350%	0%
5	Paid Search	0	1	100%	1,00	1 phút 47 giây	4	0,00	0 ₫
	1 thg 1 - 29 thg 2, 2024								
	1 thg 11 - 31 thg 12, 2023	43	23	47,92%	0,53	39 giây	186	0,00	0 ₫
	% change	-100%	-95,65%	108,7%	86,96%	170,49%	-97,85%	0%	0%

Figure 3-33: Details about user acquisition

Based on the data (image: Details on user acquisition information), it shows that most of the metrics increased. A “Metrics of User acquisition” table will analyze more clearly.

Table 3-3: Metrics of User acquisition

Metric	Quantity (from 01/01/2024 - 02/29/2024)	% change (compared to 11/01/2023 - 31/12/2023)
Engagement rates	57.41%	Decreased by 4.3%
Engaged sessions per user	0.71	Decreased by 6.4%
Average engagement time	50s	Decreased by 6.17%
Event count	58,968	Increased by .26.44%
Conversions	1,981	Increased by .513.31%

The user acquisition report is a report focused on new users. Therefore, some metrics that should be focused on for analysis include:

- Engagement rates and engaged sessions per user are trending down. The higher these two metrics are, the more beneficial it is for the website.
- The average engagement time metric is quite good at about 50 seconds. Average engagement time is a very meaningful metric for businesses, it represents the actual interaction time of users on the website. Therefore, the higher this index, the more it shows that the website brings value to users and the information the website provides is attractive.
- Conversions currently has only 2 conversions that can be calculated: “Call_Hotline_GA4” (Zalo button on the website) and “Chat_Zalo_GA\$” (Call button on the website). The remaining is a “purchase” conversion, but currently this “purchase” event has not been assigned so it can not be measured.

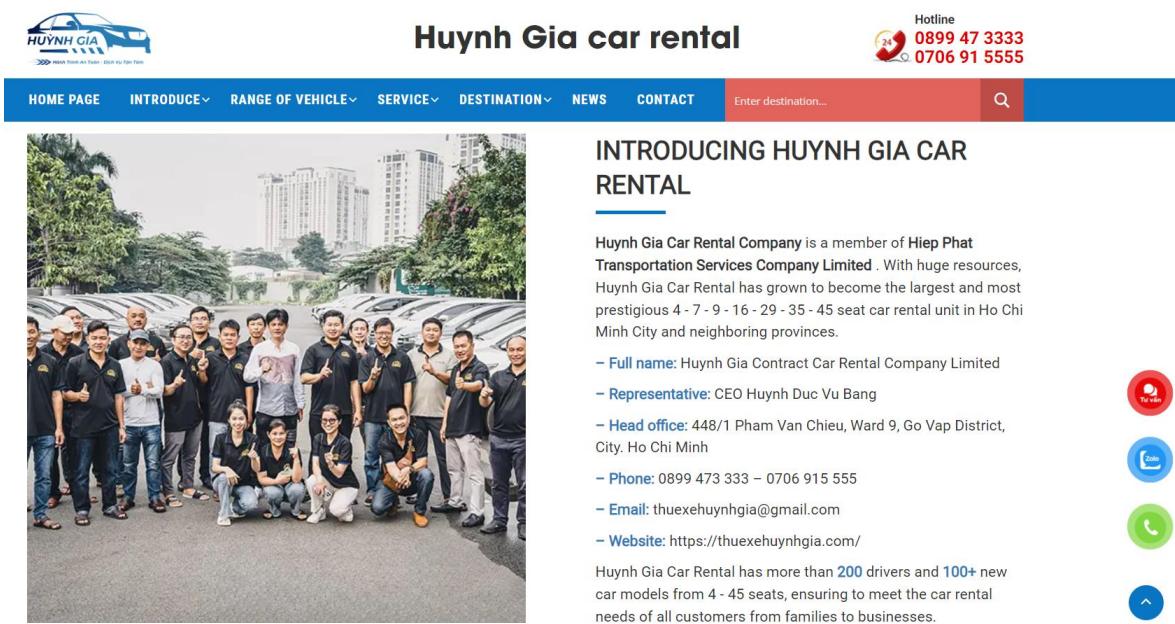


Figure 3-34: Event "Call_Hotline_GA4" and "Chat_Zalo_GA\$" of the website

3.2.5.4 Traffic acquisition:

The Traffic Acquisition report shows specifically where new and returning users come from.

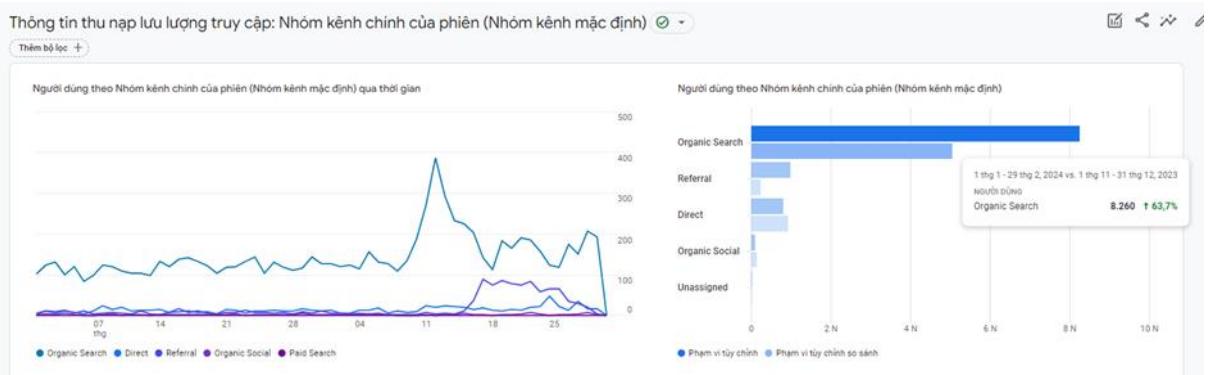


Figure 3-35: Chart of traffic acquisition by session default channel group

Users by session default channel group shows that the users also come mainly from the Organic Search channel, followed by Referral, Direct, Organic Social, Unassigned.

Nhóm kênh chính...kênh mặc định)		Người dùng	Phiên	Số phiên tương tác	Thời gian tương tác trung bình/phiên	Số phiên tương tác trên mỗi người dùng	Số sự kiện trên mỗi phiên hoạt động	Tỷ lệ tương tác	Số lượng sự kiện	Lượt chuyển đổi	Tổng doanh thu
	Nhóm kênh chính của phiên (Nhóm kênh mặc định)										
1	Organic Search										
	1 thg 1 - 29 thg 2, 2024	8.260	10.115	6.374	43 giây	0,77	4,53	63,02%	45.803	1.790,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	5.046	5.995	3.892	41 giây	0,77	5,05	64,92%	30.292	285,00	0 ₫
	% change	63,69%	68,72%	63,77%	-4,07%	4,11%	0,05%	-10,38%	-2,94%	51,2%	528,07%
2	Referral										
	1 thg 1 - 29 thg 2, 2024	996	1.231	347	32 giây	0,35	6,90	28,19%	8.496	15,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	239	528	371	1 phút 35 giây	1,55	16,22	70,27%	8.563	8,00	0 ₫
	% change	316,74%	133,14%	-6,47%	-65,94%	-77,56%	-57,44%	-59,88%	-0,78%	87,5%	0%
3	Direct										
	1 thg 1 - 29 thg 2, 2024	802	962	384	29 giây	0,48	4,15	39,92%	3.991	149,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	921	1.155	449	32 giây	0,49	6,06	38,87%	6.997	21,00	0 ₫
	% change	-12,92%	-16,71%	-14,48%	-8,64%	-1,79%	-31,52%	2,68%	-42,96%	609,52%	0%
4	Organic Social										
	1 thg 1 - 29 thg 2, 2024	97	163	64	18 giây	0,66	3,75	39,26%	611	26,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	143	163	35	8 giây	0,24	3,60	21,47%	587	9,00	0 ₫
	% change	-32,17%	0%	82,86%	116,49%	169,57%	4,09%	82,86%	4,09%	188,89%	0%
5	Unassigned										
	1 thg 1 - 29 thg 2, 2024	6	7	0	2 phút 09 giây	0,00	9,57	0%	67	1,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	6	6	0	45 giây	0,00	1,83	0%	11	0,00	0 ₫
	% change	0%	16,67%	0%	185,93%	0%	422,08%	0%	509,09%	0%	0%
4	Organic Social										
	1 thg 1 - 29 thg 2, 2024	97	163	64	18 giây	0,66	3,75	39,26%	611	26,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	143	163	35	8 giây	0,24	3,60	21,47%	587	9,00	0 ₫
	% change	-32,17%	0%	82,86%	116,49%	169,57%	4,09%	82,86%	4,09%	188,89%	0%
5	Unassigned										
	1 thg 1 - 29 thg 2, 2024	6	7	0	2 phút 09 giây	0,00	9,57	0%	67	1,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	6	6	0	45 giây	0,00	1,83	0%	11	0,00	0 ₫
	% change	0%	16,67%	0%	185,93%	0%	422,08%	0%	509,09%	0%	0%
6	Paid Search										
	1 thg 1 - 29 thg 2, 2024	0	0	0	0 giây	0,00	0,00	0%	0	0,00	0 ₫
	1 thg 11 - 31 thg 12, 2023	43	48	23	35 giây	0,53	3,88	47,92%	186	0,00	0 ₫
	% change	-100%	-100%	-100%	-100%	-100%	-100%	-100%	-100%	0%	0%

Figure 3-36: Details about traffic acquisition: session default channel group

Metrics of Traffic acquisition table shows the change of metrics data:

Table 3-4: Metrics of Traffic acquisition

Metric	Quantity (from 01/01/2024 - 02/29/2024)	% change (compared to 11/01/2023 - 31/12/2023)
Users	10,128	Increased by 59.87%
Average engagement time per session	41s	Decreased by 4.07%
Engaged sessions per user	0.71	Decreased by 6.4%

The traffic acquisition report focuses on both new and returning users. Therefore, some noteworthy metrics are:

- Users increased nearly 60% compared to 2 months ago. This proves that the website is getting more and more traffic
- Although average engagement time per session has decreased, this metric is still at a good level, showing that the website is suitable, easy to use or the content is valuable to users.
- Engaged sessions per user is currently not really good and tends to decrease. This metric would be better if equal to or greater than 1.

3.2.5.5 Landing page:

The Landing Page report helps Huynh Gia understand how visitors interact with their website. Through this report, we can see the first page a user visits on business's website, and how many users visit each page. This information can help us determine which pages are performing well and which pages need improvement.

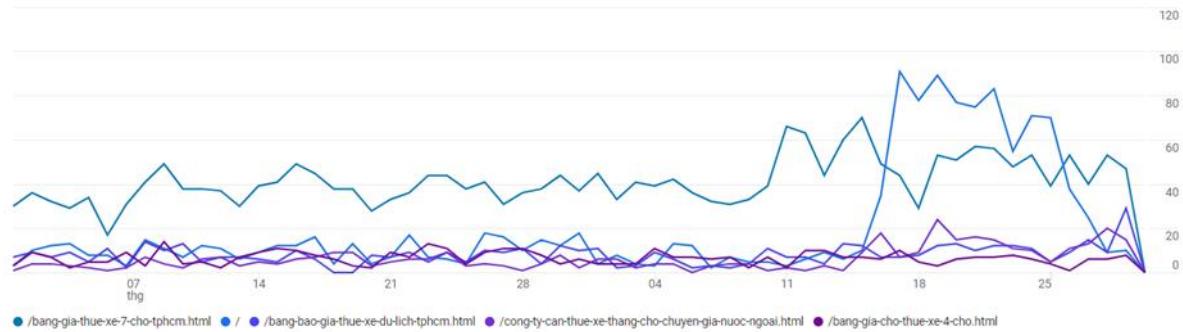


Figure 3-37: Chart of sessions by landing page over time

According to the chart, the homepage is the most visited and starts to increase sharply from 02/16/2024 and starts to decrease on 02/26/2024 (during and after Lunar New Year 2024). Therefore, we speculate that customers may rent cars for travel, weddings or other events. According to the lunar calendar and Vietnamese people's thinking, during this period there are many good days to organize events.

The chart also shows that the page `/bang-gia-thue-xe-7-cho-tphcm.html` is the second page after the home page in terms of visits and increases and decreases unevenly.

Trang đích	+	↓ Phiên	Người dùng	Tỷ lệ thoát	Số người dùng mới	Thời gian tương tác trung bình/phiên	Lượt chuyển đổi	Tổng doanh thu
						Tất cả các sự kiện		
HIỂN TẤT CẢ HÀNG								
1 <code>/bang-gia-thue-xe-7-cho-tphcm.html</code>		12.471 so với 7.975 ↑ 56,38%	10.128 so với 6.335 ↑ 59,87%	42,59% so với 40,01% ↑ 6,45%	10.069 so với 6.339 ↑ 58,84%	41 giây so với 42,90 ↓ -4,07%	1.981,00 so với 322,00 ↑ 513,31%	0 ₫ so với 0 ₫
1 thg 1 - 29 thg 2, 2024		2.492	2.039	40,29%	1.985	53 giây	389,00	0 ₫
1 thg 11 - 31 thg 12, 2023		1.124	992	38,43%	969	51 giây	95,00	0 ₫
% change		121,1%	105,54%	4,83%	104,85%	4,54%	309,47%	0%
2 <code>/</code>								
1 thg 1 - 29 thg 2, 2024		1.216	1.076	73,27%	1.021	21 giây	56,00	0 ₫
1 thg 11 - 31 thg 12, 2023		1.106	735	51,18%	715	46 giây	20,00	0 ₫
% change		9,95%	46,39%	43,18%	42,8%	-53,33%	180%	0%
3 <code>/bang-bao-gia-thue-xe-du-lich-tphcm.html</code>								
1 thg 1 - 29 thg 2, 2024		486	413	37,65%	393	53 giây	138,00	0 ₫
1 thg 11 - 31 thg 12, 2023		237	206	34,18%	186	59 giây	20,00	0 ₫
% change		105,06%	100,49%	10,17%	111,29%	-9,65%	590%	0%
4 (not set)								
1 thg 1 - 29 thg 2, 2024		462	357	95,67%	0	4 giây	16,00	0 ₫
1 thg 11 - 31 thg 12, 2023		350	266	96,29%	0	8 giây	0,00	0 ₫
% change		32%	34,21%	-0,64%	0%	-50,21%	0%	0%

5	/bang-gia-cho-thue-xe-4-cho.html							
	1 thg 1 - 29 thg 2, 2024	394	348	39,09%	328	32 giây	53,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	136	119	33,82%	110	38 giây	10,00	0 ♂
	% change	189,71%	192,44%	15,56%	198,18%	-15,94%	430%	0%
6	/cong-ty-can-thue-xe-thang-cho-chuyen-gia-nuoc-ngoai.html							
	1 thg 1 - 29 thg 2, 2024	380	342	30%	333	48 giây	40,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	168	159	33,93%	155	35 giây	0,00	0 ♂
	% change	126,19%	115,09%	-11,58%	114,84%	37,73%	0%	0%
7	/thue-xe-cuoi.html							
	1 thg 1 - 29 thg 2, 2024	218	177	33,03%	169	51 giây	37,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	103	95	33,01%	94	38 giây	8,00	0 ♂
	% change	111,65%	86,32%	0,05%	79,79%	33,74%	362,5%	0%
8	/thue-xe-9-cho.html							
	1 thg 1 - 29 thg 2, 2024	190	165	29,47%	162	51 giây	38,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	13	12	30,77%	10	59 giây	0,00	0 ♂
	% change	1.361,54%	1.275%	-4,21%	1.520%	-13,25%	0%	0%
9	/thue-xe-16-cho.html							
	1 thg 1 - 29 thg 2, 2024	182	152	38,46%	138	1 phút 01 giây	54,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	56	44	37,5%	34	1 phút 32 giây	6,00	0 ♂
	% change	225%	245,45%	2,56%	305,88%	-33,24%	800%	0%
10	/thue-xe-tet.html							
	1 thg 1 - 29 thg 2, 2024	142	126	38,03%	118	44 giây	13,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	3	2	0%	1	47 giây	0,00	0 ♂
	% change	4.633,33%	6.200%	0%	11.700%	-5,66%	0%	0%
11	/thue-xe-di-tp-soc-trang.html							
	1 thg 1 - 29 thg 2, 2024	136	125	42,65%	117	38 giây	19,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	37	36	24,32%	35	48 giây	0,00	0 ♂
	% change	267,57%	247,22%	75,33%	234,29%	-20,76%	0%	0%
12	/thue-xe-di-long-khanh.html							
	1 thg 1 - 29 thg 2, 2024	131	125	32,06%	125	40 giây	27,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	67	66	20,9%	64	45 giây	3,00	0 ♂
	% change	95,52%	89,39%	53,44%	95,31%	-10,75%	800%	0%
13	/thue-xe-di-tp-vung-tau.html							
	1 thg 1 - 29 thg 2, 2024	129	120	36,43%	114	53 giây	10,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	57	48	26,32%	44	38 giây	6,00	0 ♂
	% change	126,32%	150%	38,45%	159,09%	37,15%	66,67%	0%
14	/thue-xe-di-dinh-quan.html							
	1 thg 1 - 29 thg 2, 2024	103	94	27,18%	94	38 giây	12,00	0 ♂
	1 thg 11 - 31 thg 12, 2023	46	42	39,13%	42	37 giây	0,00	0 ♂
	% change	123,91%	123,81%	-30,53%	123,81%	2,12%	0%	0%

Figure 3-38: Details about metrics of landing pages

Table 3-5: Metrics of Landing page

Metric	Quantity (from 01/01/2024 - 02/29/2024)	% change (compared to 11/01/2023 - 31/12/2023)
Users	10,128	Increased by 59.87%
Bounce rate	42,59%	Increased by 6,45%
New users	10,069	Increased by 58.84%
Average engagement time per session	41s	Decreased by 4.07%

According to the data in the figure and table above, it shows:

- Bounce rate is trending up. This negatively affects business websites and businesses need to update their websites to reduce this metric.
- Average engagement time per session is quite good because this metric shows that the average time users actually focus on the website per session is 41 seconds.
- New users and users tend to visit a lot of pages such as: car rental price list, tourist car rental in Ho Chi Minh City. Landing pages with less traffic include: car rental to transport staff and experts, wedding car rental, 9-seat car rental, 16-seat car rental, Tet car rental, car rental to other provinces, etc. .. Among them, the 7-seat car rental page is occupying the highest position, from here you can add events to increase conversion rates and write related articles.
- Landing pages about tourism in Ho Chi Minh City, car rental to transport staff and experts, and wedding car rental are getting a good number of hits, showing that users are quite interested in these topics. Therefore, businesses can create more related articles to increase traffic.

3.3 CONCLUSION AND PROPOSED IDEAS:

3.3.1 Conclusion:

Based on the current website status and analysis data above, we find that Huynh Gia website has the following advantages and disadvantages:

Table 3-6: Advantages and disadvantages

Advantages	Disadvantages
<ul style="list-style-type: none"> • Bounce rate is low. • Landing page ranks high on search engines. • During holidays, the website has more traffic and users have high demand for car rental. 	<ul style="list-style-type: none"> • Lack of ordering service on the website. • Activity on social networking platforms is poor.

3.3.2 Ideas for improvement and development:

- Increase convenience:**

Customers can rent a car on the website instead of having to call a phone number or text the business. Because this can reduce conversion rates and business revenue.

- Increase brand awareness:**

Businesses need to focus on developing activities on social networking platforms. When more people know about the business, it will be helpful in increasing traffic and conversion rates of the website. In addition, increasing brand awareness also helps Huynh Gia expand more easily in the future.

- Increase conversion rate and revenue:**

Based on the above analysis data, the website will often have a large number of visitors on holidays and New Year. Therefore, businesses can create activities and events on these occasions to increase conversion rates and revenue.

CHAPTER 4 . SOLUTION

Based on data collected after analyzing Huynh Gia's website. The solution we propose is divided into 2 parts including: "Online car booking and payment solution on the web" and "Develop more social platforms".

4.1 ONLINE CAR BOOKING AND PAYMENT SOLUTION ON THE WEB:

4.1.1 Reason why have this solution:

There is a lot of data showing that page dwell time has a positive correlation with car rental likelihood and SEO scores. In Google Analytics, dwell time can be determined by looking at "Average Session Duration", which tells business how long visitors are staying on a website on average.

Ahrefs conducted a study on the relationship between page dwell time, conversion rates, and SEO rankings. This research was conducted based on data from more than 1 billion keywords and 100 million websites.

- Increasing page dwell time by 10% can lead to an 11% increase in conversion rate. (Ahrefs 2023).
- Increasing conversion rate by 10% can lead to an increase in SEO ranking by 1 position. (Ahrefs 2023).
- 66% of customers said they would buy a product or service from a website that provided complete and detailed information. (Forrester Research: URL Forrester Research).
- 70% of customers say they will return to a website that provides all the information they need. (Clutch Research 2023).

Therefore, Huynh Gia needs a solution to help customers stay on the website longer to increase conversion rates, SEO rankings and the ability of users to return to the website.

4.1.2 Objective:

- Increase average engagement time per session by 10%.
- Increase conversion rate by 15%.
- Increase the number of new users by 20%.
- Increase the number of returning users by 5%.

From the research data and objectives above, the solution we propose for this section is to provide a convenient and quick car booking solution for customers, allowing customers to pay online safely and securely. and increase business efficiency.

4.1.3 Detailed solution:

4.1.3.1 Rent car online easily and quickly:

- **Criteria of rent car online:**
 - Intuitive, easy-to-use web interface.
 - Provide complete information about vehicle type, price and expected delivery time.
 - Allows customers to book a car in advance or call a car immediately (Call today, get it tomorrow)
 - When the customer has finished booking the car, there will be a notification about the driver's information and driver's phone number via email or phone number sent to the customer.

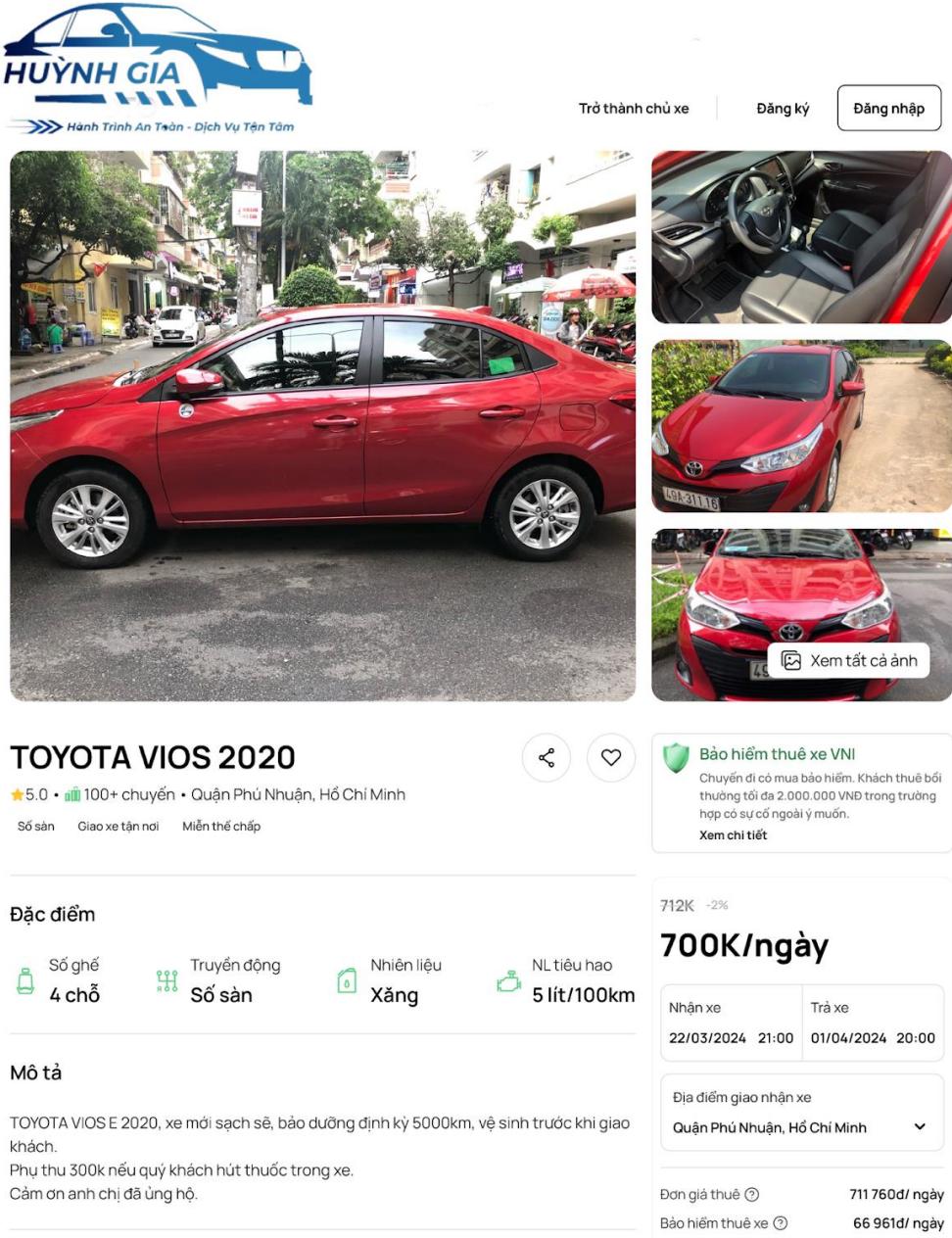


Figure 4-1: Detailed information about the vehicle, pick-up date, return date, price and pick-up location

4.1.3.2 Online payment system:

4.1.3.2.1 Criteria of online payment system:

- Supports payment by popular methods such as bank cards, e-wallets, QR code payments.
- Ensure safety and security of customer payment information.

- Send successful payment information to customers and VAT if applicable.

4.1.3.2.2 Benefit:

- **For customers:**

- Convenience: Book a car at any time, even at night (More than many other competitors because it takes a long time for the staff to quote a price before rent)
- Compare prices easily: Customers can compare prices on other pages and their pages, to know which price will be okie and suit the needs of customers
- Fast payment: Pay online using many popular methods.
- Travel with peace of mind: Have complete information about the driver and vehicle.

- **For Huynh Gia:**

- Increase the number of customers: Customers can book a car at any time, increasing the ability to reach potential customers.
- Improve operational efficiency: Manage orders easily, save time and costs because of order reports. We will ask the IT department to help create this management tool. Below are some images of management tools.

DƠN HÀNG MỚI	DÃ XÁC NHẬN	DÃNG VĂN CHUYỂN	HOÀN TẤT
Tổng đơn hàng: 0 Tổng tiền: 0đ	Tổng đơn hàng: 54 Tổng tiền: 65.400.000đ	Tổng đơn hàng: 3 Tổng tiền: 2.750.000đ	Tổng đơn hàng: 492 Tổng tiền: 506.720.000đ
<input type="button" value="Chọn tác vụ"/> <input type="button" value="Áp dụng"/> <input type="button" value="Lọc theo ngày"/> <input type="button" value="Tất cả"/> <input type="button" value="Nhập từ khóa..."/> <input type="button" value="Xuất file"/>			
Đơn hàng	Khách hàng	Dịch vụ	Tổng tiền
<input type="checkbox"/> HUYNHGLIA0909 19/03/2024 7:14:26	Trần Đức Long Điện thoại: 0943216996	Thuê xe 16 chỗ	2.300,000
<input type="checkbox"/> HUYNHGLIA0908 17/03/2024 12:35:26	Hà Đức Điện thoại: 0948457518	Thuê xe 4 chỗ	750,000
<input type="checkbox"/> HUYNHGLIA0907 15/03/2024 20:22:04	Vũ Hoài Nam Điện thoại: 0975331186	Thuê xe 45 chỗ	4.300,000
<input type="checkbox"/> HUYNHGLIA0906 11/03/2024 12:45:20	Lê Ngọc Long Điện thoại: 0941158129	Thuê xe theo tháng - Xe 4 chỗ	25.000.000

Figure 4-2: Overview interface of the management tool

The screenshot shows a dashboard titled "Tổng quan đơn hàng" (General Order Overview). It includes a search bar, date filters (Mon 6, Tue 7, Wed 8), and a list of orders. A detailed modal window for order #9538 is open, displaying information such as vehicle type, customer name, and rental dates.

Đơn	Mô tả
9538	Đang xử lý
Dòng xe	[2020 Ford 250 Super Duty]
Người đặt	Tân Phước
Ngày đặt	05/03/2024 9:30 PM
Ngày xác nhận đơn	06/03/2024 08:30 AM
Ngày nhận xe	07/03/2024 09:15 AM
Ngày trả xe	24/04/2024 08:30 AM

Figure 4-3: General information about car rental orders

- Improve service quality: Enhance customer satisfaction.
- Increase revenue: Increase conversion rate.

- Increase web rankings: Increase average engagement time and customer interaction rate.
- Save operating costs: Know the number of passenger cars booked so you can arrange cars and drivers
- When customers pay online, there will be a lower cancellation rate.

The solution of online car booking and direct payment on the web brings many benefits to both customers and Huynh Gia. This solution helps Huynh Gia increase the number of customers, improve operational efficiency, improve service quality and increase revenue.

4.1.4 Car rental process:

4.1.4.1 Steps to rent a car for customers:

- **Choose a car:**

- Customers can book a car in advance, so there is no need to worry about finding a car at the last minute.

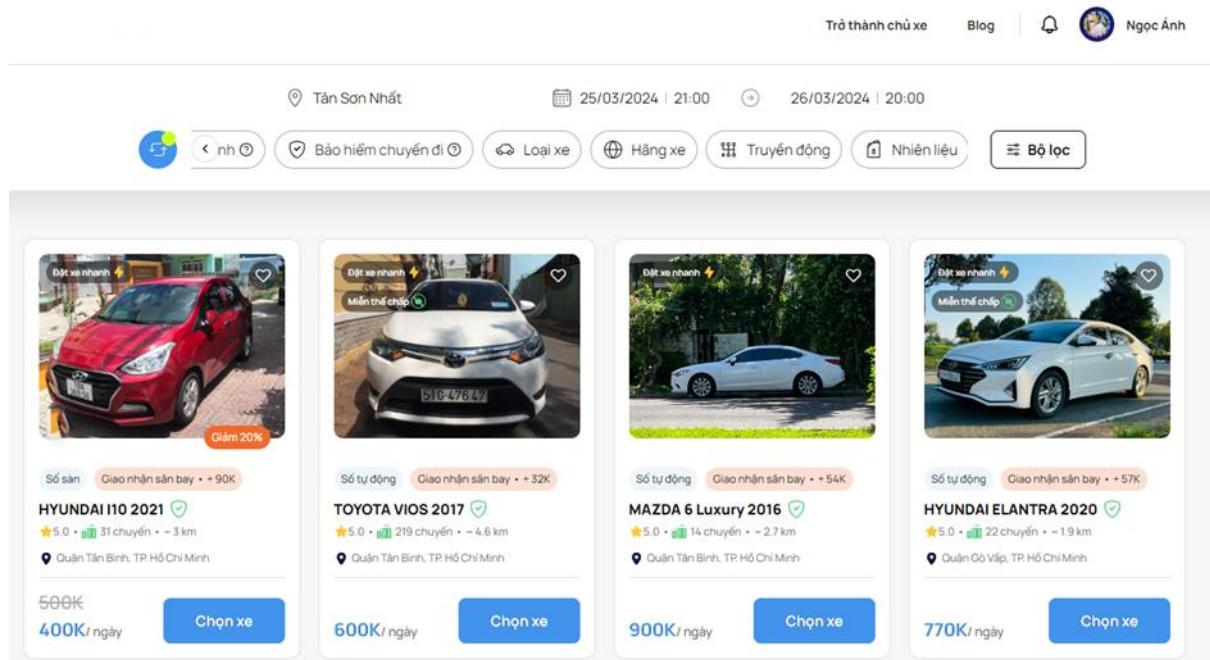


Figure 4-4: Vehicle selection interface

- **Choose pick-up and return time:**

- Customers can choose the pick-up and drop-off time and location that best suits their needs.
- Customers can be sure that they will have a car to travel on schedule.

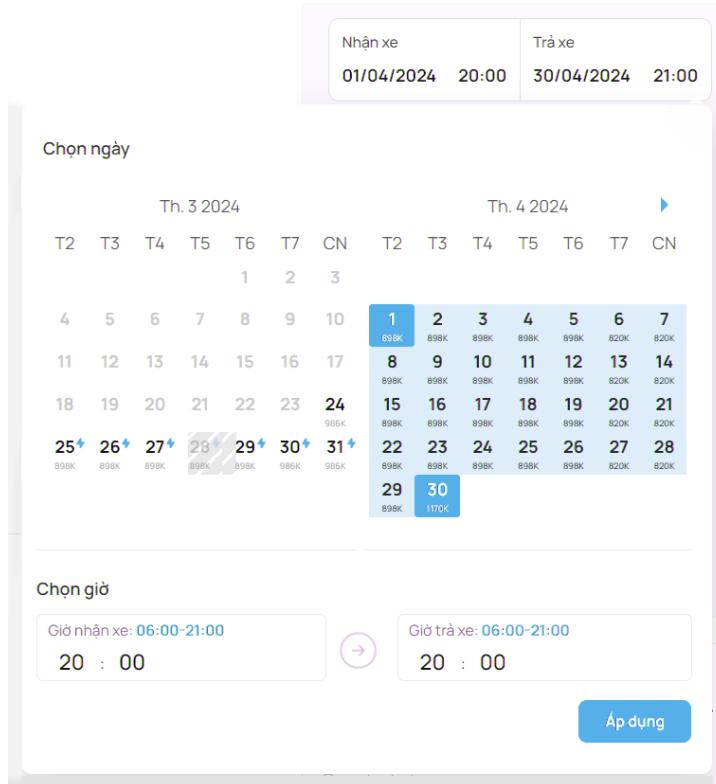


Figure 4-5: Interface to select pick-up and return dates

- **Check vehicle availability:**

- Customers can see which days the car is not available, allowing them to plan ahead and book a different car if necessary.
- The company can estimate the number of cars and customer demand over a certain period of time, allowing them to add more cars if there is high demand for rentals.



Figure 4-6: Interface to check vehicle availability

- See price after completing the car selection process, pick-up date and time:

Đơn giá thuê ⓘ	898 000đ/ ngày
Phí dịch vụ ⓘ	132 904đ/ ngày
Phí bảo hiểm ⓘ	92 495đ/ ngày
Tổng phí thuê xe	1 123 399đ x 1 ngày

Sử dụng mã khuyến mãi

Tổng cộng 1 123 399đ

ĐẶT XE

Figure 4-7: Price viewing interface

- Apply promotional code (if available):

Đơn giá thuê	494 287đ/ ngày
Giảm giá	508 572đ/ ngày
Phí dịch vụ	75 269đ/ ngày
Phí bảo hiểm	54 926đ/ ngày
Tổng phí thuê xe	624 482đ x 7 ngày
Sử dụng mã khuyến mãi	
Tổng cộng	4 371 374đ
ĐẶT XE	

Mã khuyến mãi


ACCENT
 Giảm 10% (tối đa 100K) Chi tiết
(Hết hạn sau 2 ngày)

[Áp dụng](#)


ACCENT
 Giảm 10% (tối đa 100K) Chi tiết
(Hết hạn sau 2 ngày)

[Áp dụng](#)


ACCENT
 Giảm 10% (tối đa 100K) Chi tiết
Hạn đến 31/12/2022

[Áp dụng](#)

Figure 4-8: Voucher viewing interface

After the customer orders a car, all information will be transferred to the business's management tool.

4.1.4.2 Cancellation policy:

Chính sách huỷ chuyến

Miễn phí hủy chuyến trong vòng 1 giờ sau khi đặt cọc

Thời Điểm Hủy Chuyển	Khách Thuê Hủy Chuyển	Chủ Xe Hủy Chuyển
Trong Vòng 1h Sau Giữ Chỗ	Hoàn tiền giữ chỗ 100%	Không tốn phí (Đánh giá hệ thống 3*)
Trước Chuyển Đi > 7 Ngày	Hoàn tiền giữ chỗ 70%	Đến tiền 30% (Đánh giá hệ thống 3*)
Trong Vòng 7 Ngày Trước Chuyển Đi	Không hoàn tiền	Đến tiền 100% (Đánh giá hệ thống 2*)

* Khách thuê không nhận xe sẽ không được hoàn tiền giữ chỗ

* Chủ xe không giao xe sẽ hoàn & đến 100% tiền giữ chỗ cho bạn

* Tiền giữ chỗ & bồi thường cho chủ xe hủy chuyến (nếu có) sẽ được Miato hoàn trả đến bạn bằng chuyển khoản hàng trong vòng 1-3 ngày làm việc. ⓘ

Figure 4-9: Cancellation policy interface

- **Benefits:**

Forrester, a market research company, had similar results. Businesses that apply flexible cancellation policies have a 15% higher customer retention rate than businesses that do not apply this policy.

- **For Customers:**

- Eligible for a 100% refund if canceled before the deadline: The transparent cancellation policy allows customers to cancel their car and receive a full refund if they cancel before the deadline.

- **For Huynh Gia:**

- Minimizes the risk of lost revenue: The cancellation policy helps Huỳnh Gia minimize the risk of lost revenue due to last-minute cancellations. This helps the business predict revenue more accurately and manage finances more effectively.
- Arranges car rental schedules more efficiently: Knowing the number of cars booked and held, Huỳnh Gia can arrange car rental schedules more efficiently. This helps optimize car usage, avoiding shortages or surpluses.

The cancellation policy is a useful tool for both customers and Huỳnh Gia. It helps customers book responsibly, while helping Huỳnh Gia manage car rentals more effectively.

4.1.4.3 Report data:

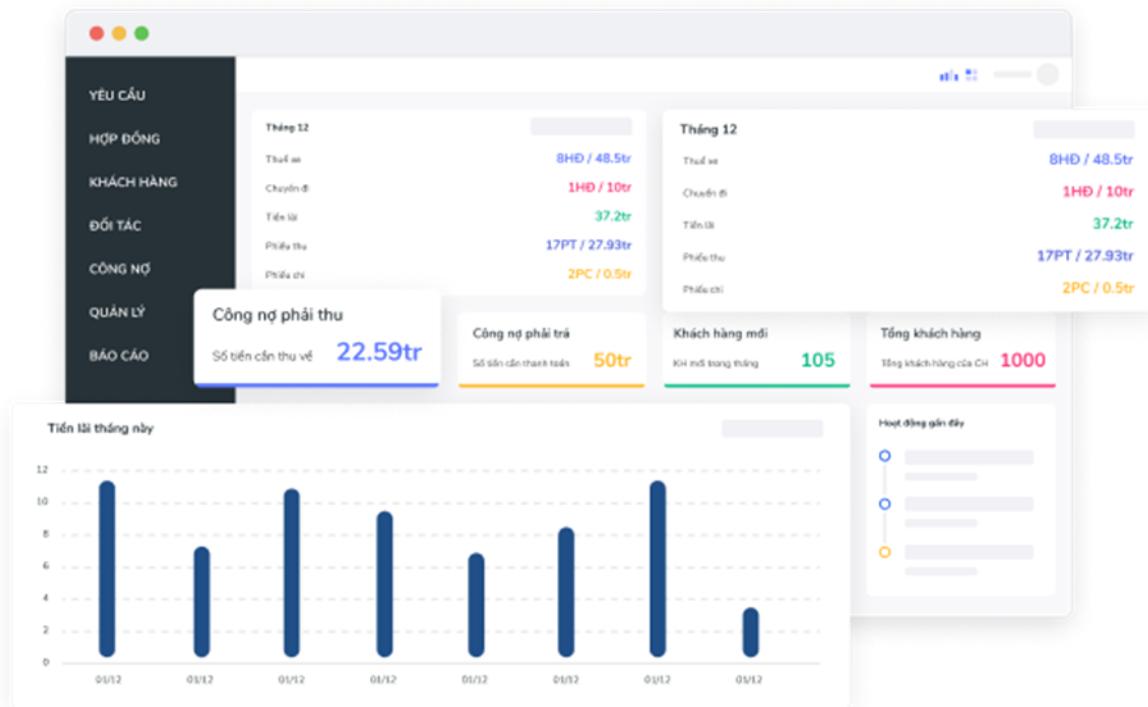


Figure 4-10: Overview report interface of rental car order management tool



Figure 4-11: Sales comparison interface

The revenue reporting function helps businesses:

- Provides information: number of customers, rental days, revenue, profits,...
- Compares business results: with previous months or the same period last year.
- Identifies trends: makes informed business decisions.
- Evaluates business performance: within 1 month.
- Creates effective business plans: for the following months.
- Predicts market demand: makes decisions about investing in car purchases, repairs, and recruitment.

Revenue reports are an essential tool for businesses of all sizes. They provide valuable insights into a company's financial performance, helping to identify trends, make informed decisions, and optimize operations.

4.2 DEVELOP MORE SOCIAL PLATFORMS:

4.2.1 Purpose of the solution:

Building a brand identification system on social platforms: YouTube, TikTok, Facebook with the purpose of:

- Increase website traffic: Attract users to visit “Thue Xe Huynh Gia” website, learn about the service through social platforms.
- Increase conversion rate: Call to action (CTA) from social platforms, leading users to book a car directly on the website.
- Increase brand awareness & brand identity: Enhance “Thue Xe Huynh Gia” brand identity on social platforms, attracting potential customers.

Therefore, improve online marketing activities on the company's social platforms by: increasing the number of articles, posting some more appropriate video content to attract viewers, and giving promotions to customers on special events, holidays or special days, thereby linking to the website to increase traffic to the website.

4.2.2 New target audience:

4.2.2.1 Geographic:

Focus on the Southern provinces, Ho Chi Minh City and Hanoi.

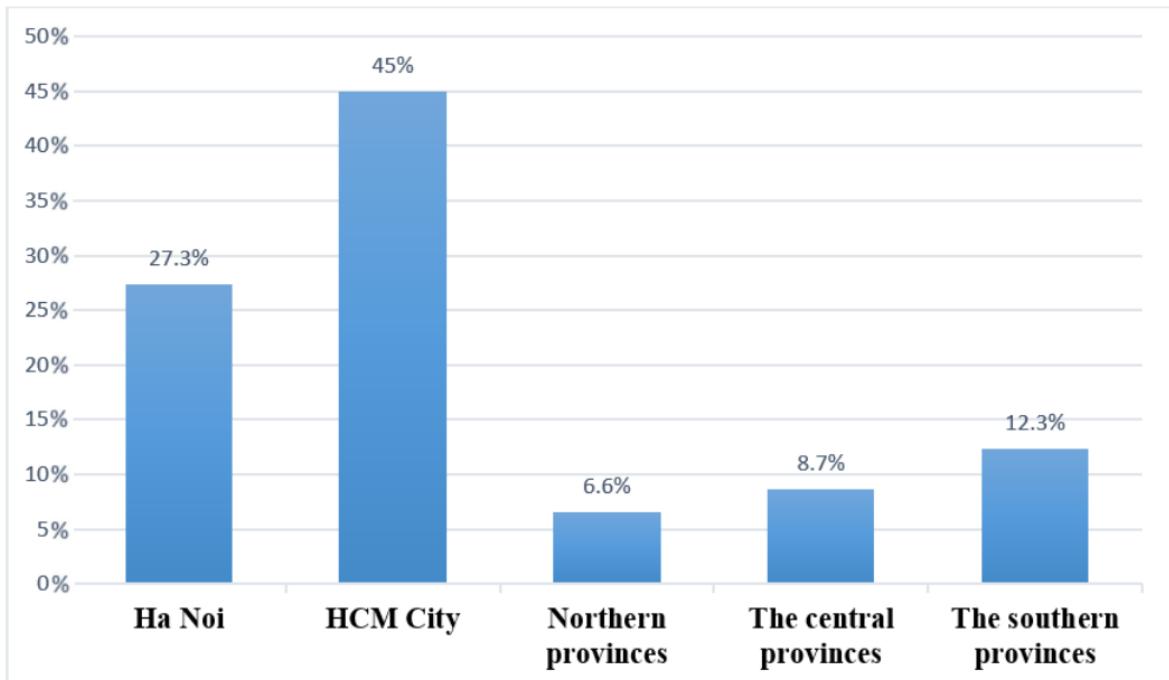
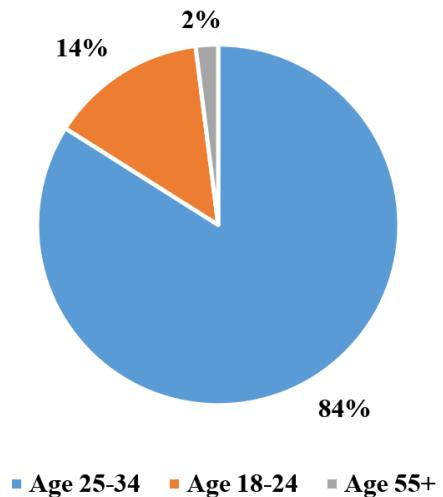


Figure 4-12: Survey chart of tourist destinations in Vietnam (Source: Vov2)

The survey results also show that the Southern provinces, Ho Chi Minh City and Hanoi are large cities and provinces with high population density and great travel demand. Along with that, transportation infrastructure is developed, convenient for traveling by car. The demand for travel and business is high, so Thue Xe Huynh Gia's investment and development opportunities are suitable for customers in the Southern provinces, Ho Chi Minh City and Hanoi.

4.2.2.2 Demographic

- ❖ Age: 18 - 54 years old



*Figure 4-13: Diagram analyzing age visits to "Thue Xe Huynh Gia" website
(Source: yandex.metrika)*

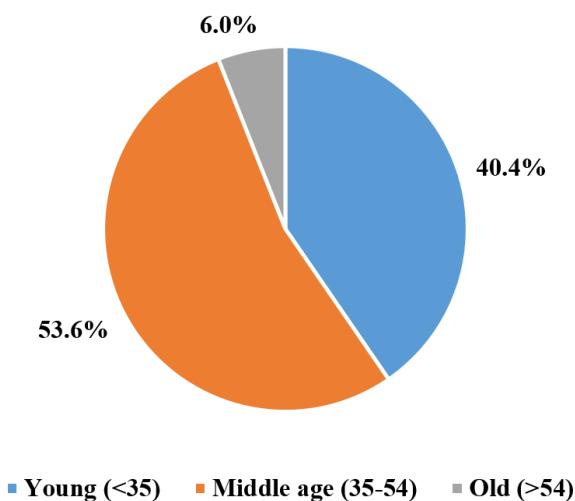


Figure 4-14: Survey of ages who frequently travel in Viet Nam (Source: Vov2)

Based on yandex.metrika data analyzed the previous "Thue Xe Huynh Gia" website, the age of most visitors was 25-34 years old (84%), followed by 18-24 years old (14%) and the rare age of 55 years old or older (only 2% / total visitors).

Besides, according to a survey by the Tourism Advisory Council in collaboration with the Private Economic Development Research Board (Division IV) and VnExpress e-newspaper, the age group from 35-54 years old accounts for the highest rate of 53.6% are middle-aged customers who often spend time traveling and vacationing with their families.

Therefore, the main focus is on attracting and retaining users aged 18-24 and 25-34 years old who regularly access the website, and at the same time propose to

reach a new potential customer file (from 35-54 years old) because this is the age group that often travels with family and has a high need for travel to enhance brand recognition and attract more potential customers.

So, "Thue Xe Huynh Gia" should focus on the following 3 age groups:

- **18 - 24 years old:**

- Characteristics:

- Student, starting to work, earning.
 - Love to travel, explore.
 - High mobility demand.

- **25 - 34 years old:**

- Characteristics:

- Working person, family.
 - High mobility requirements for work, family.
 - Care for the quality of service.

- **35 - 54 years old:**

- Characteristics:

- Entrepreneur, manager.
 - Demand for high mobility, frequent business trips.
 - Concerned about convenience, fast.
 - Travel with family.
 - Concern for comfort, convenience.

❖ **Gender: Male, female:**

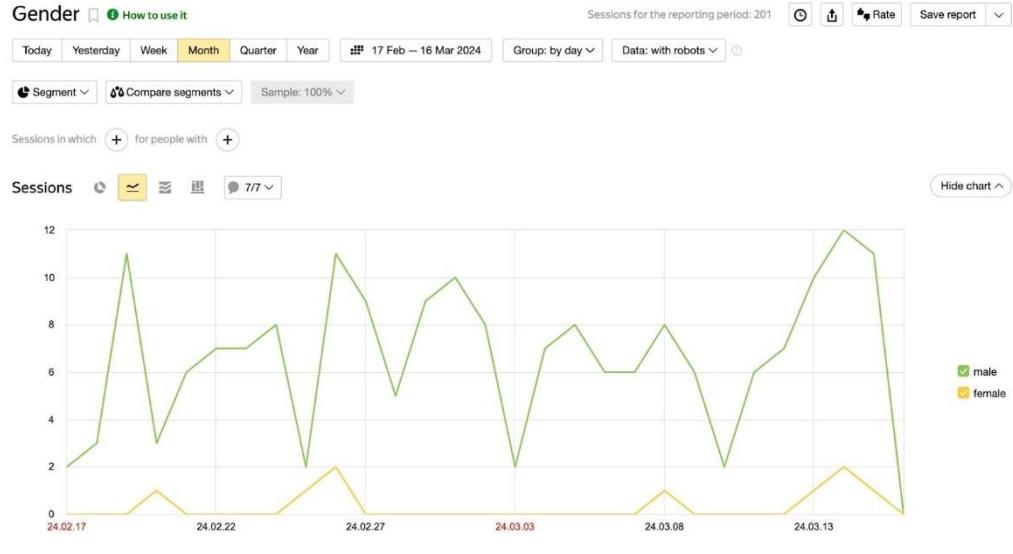


Figure 4-15: Gender chart accessed on "Thue Xe Huynh Gia" website (Source: yandex.metrika)



Figure 4-16: Gender-specific indicators accessed on the "Thue Xe Huynh Gia" website (Source: yandex.metrika)

Based on yandex.metrika data analyzed the “Thue Xe Huynh Gia” website, the number of male users visiting “Thue Xe Huynh Gia” website was 154 people, almost 20 times the amount of female users (only nine). The bounce rate for women (22.2%) is higher than for men (11.5%). But the Time On Site and Page Depth ratio of female customers is higher than that of male customers ($1:19 > 0:57$ and $1.44 > 1.21$) because most female customers often research information carefully and spend more time reading articles reviews, comparing service prices before making a decision to use the service. Male customers often focus on key information and tend to make decisions faster, so the Page Depth difference ratio of men is lower than that of women.

That's why, in the past, men were Thue Xe Huynh Gia's main potential customers. Therefore, in order to increase revenue and increase high website reach,

“Thue Xe Huynh Gia” needs to focus on attracting and retaining both female users, creating website content and advertising that matches the interests of both male and female customers.

4.2.2.3 *Psychographic:*

- Likes to travel and explore.
- Flexible, convenient, safe.
- Like new experiences.
- Reasonable price, good customer service.

4.2.2.4 *Behavior:*

- Regularly visit "Thue Xe Huynh Gia" website and other social networks (Facebook, YouTube, TikTok) for updates, news about services, and offers.
- Care for the quality of service (new car, good quality, professional service, good service attitude).
- Refer to the prices of different suppliers.
- Priority is convenience, speed (procedure, delivery, payment, etc.)

4.2.3 Social channel selection:

- **Facebook:**
 - Post sharing information about car rental services, travel news, car hire experiences,...
 - High quality Figures, videos: Showcase pictures of cars, beautiful sights of travel.
 - Promotions: Show off promotions, discounts, promotional vouchers when booking the car through a website,...
- **YouTube:**
 - Video series introducing “Thue Xe Huynh Gia” service: ""Thue Xe Huynh Gia" - Travel All Countries," "Wedding Car Selection Certificate," "Family Travel Car Review,"...

- Travel Vlog: Share your car rental experience with “Thue Xe Huynh Gia”.
- Review the cars that Huynh Gia rented.
- **TikTok:**
 - Short video capturing trends: Joining viral trends related to travel, vehicles.
 - Car Showcase: A video showcasing the car rental lines of “Thue Xe Huynh Gia”.
 - Travel tips: Provides good tips for traveling by rental car.

4.2.4 Posting schedule:

Table 4-1: Posting schedule for each social channel

Social platform	Posting schedule / week	Posting time
Facebook	3 post	07:00 pm
YouTube	2 - 3 post	12:00 pm, 07:00 pm
TikTok	4 post	12:00 pm, 07:00 pm

4.2.5 KPIs/ Month:

Table 4-2: Table to measure the effectiveness of KPIs from social channels

Social	Reach	Engagement	Conversion rate (CR)	Website traffic (Organic Social)
Facebook	20.000	5.000 - 7.000	30%	500 - 700
YouTube	30.000	5.000 - 7.000	20%	300 - 500
TikTok	30.000	10.000 - 15.000	20%	300 - 500

From the table measuring the effectiveness of KPIs from social channels (Facebook, Youtube, TikTok) in a month from 01/04/2024 - 30/04/2024 above to

evaluate the effectiveness of the marketing campaign and adjust the strategy accordingly. Using a combination of social channels supports Facebook, Youtube and TikTok to reach potential customers, increase website traffic and lead users to book cars directly on the website.

4.2.6 Media plan for each channel:

“Thue Xe Huynh Gia” will use various social media platforms for marketing and promotion. Mainly uses Facebook, TikTok, Youtube platforms to link to the company's official website. Through the approach of social channels, posts on channels will complement brand awareness, drive traffic to the website and ultimately increase sales. Below is the detailed communication plan for each communication channel of “Thue Xe Huynh Gia”:

4.2.6.1 Facebook platform:

- Post formats:
 - Introduction post: Post an introduction to information, car rental services.
 - Posts about news: Posts sharing knowledge (car rental, travel,...), experiences choosing the right car,...
 - Promotional posts: Posts about promotions, discounts, vouchers when booking a car through a website,...
- Post schedule by month (From 01/04/2024 to 30/04/2025):

MONTHLY PLANNING CALENDAR - FACEBOOK							KEY:	Start: 01/04/2024	
01/04/2024		02/04/2024		03/04/2024		04/04/2024	05/04/2024	06/04/2024	07/04/2024
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
Informational post		Shared post		Promotional post					
08/04/2024	09/04/2024	10/04/2024	11/04/2024	12/04/2024	13/04/2024	14/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
Shared post			Informational post				Shared post		
15/04/2024	16/04/2024	17/04/2024	18/04/2024	19/04/2024	20/04/2024	21/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
	Promotional post		Shared post				Informational post		
22/04/2024	23/04/2024	24/04/2024	25/04/2024	26/04/2024	27/04/2024	28/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
	Shared post			Informational post			Shared post		
29/04/2024	30/04/2024	01/05/2024	02/05/2024	03/05/2024	04/05/2024	05/05/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
	Promotional post								

Figure 4-17: Facebook monthly planning calendar

DETAILED SCHEDULE - FACEBOOK						
DAY	DATE	TIME POST	CONTENT TYPE	TITLE	DETAILED DESCRIPTION	
MONDAY						
	01/04/2024	19:00:00	Informational post	Introducing information about Thue xe Huynh Gia	Introducing services (travel car rental, shuttle car rental, contract car rental, car rental with driver, wedding car rental...). CTA: Visit the website for more information and promotions.	
WEDNESDAY						
	03/04/2024	19:00:00	Shared post	Huynh Gia - Providing professional, dedicated service	Share stories about the dedication and professionalism of Huynh Gia staff. Emphasize commitment to service quality and customer satisfaction. CTA: Experience professional and dedicated service at Huynh Gia => Link to website.	
FRIDAY						
	05/04/2024	19:00:00	Promotional post	Promotion - Weekend trip with Huynh Gia	Suggestions for ideal tourist destinations for the weekend. Weekend car rental promotion. CTA: Book a car through the website now and enjoy a fun weekend with Huynh Gia's weekend car rental promotions.	
MONDAY						
	08/04/2024	19:00:00	Shared post	Explore attractive tourist destinations	Share famous tourist destinations. Suggest suitable travel schedules. Provide beautiful images/videos of tourist destinations. CTA: Book a car now for a complete trip.	
THURSDAY						
	11/04/2024	19:00:00	Informational post	Answer questions about car rental services	Answer questions about Huynh Gia's car rental service. Provide contact information to answer any customer questions. CTA: Contact Huynh Gia for 24/7 support.	
SUNDAY						
	14/04/2024	19:00:00	Shared post	The secret to choosing the right car for your trip	Share experiences in choosing a suitable travel car (number of people, travel location, budget). CTA: Contact Huynh Gia for advice and choosing the right car.	
TUESDAY						
	16/04/2024	19:00:00	Promotional post	Thank you and appreciate customers	Thank you for your support in recent times. Introducing loyal customer appreciation programs through web. CTA: Continue traveling with Huynh Gia to receive many promotions.	

Figure 4-18: Detailed calendar of Facebook posts

Although “Thue Xe Huynh Gia” Facebook has a lot of followers (10K followers) and likes on the page (10K likes), they do not have significant traffic or

customer engagement on the posts . “Thue Xe Huynh Gia” posts on Facebook have low reach and the average number of responses is less than 10 per recent post, the number of post shares is almost non-existent. Therefore, Facebook posts during this peak time of 07:00 pm will reach the majority of the target market and will stimulate more interest, while increasing traffic from Facebook to the website, improving the overall performance of “Thue Xe Huynh Gia” website. These posts will include elements of sharing service information, promotions, and calls to action to encourage customers to interact (like, share, comment) to receive vouchers when booking a car through the website.

4.2.6.2 *TikTok platform:*

- Post formats:
 - Video review, car showcase: Video showcasing the rental car line of Huynh Gia.
 - Video sharing tips: Provides tips and tips for traveling by rental car.
 - Short video capturing trends: Joining viral trends related to travel, vehicles.
 - Video parody: Free travel videos with funny, unexpected situations.
 - Video Challenge: Organizing mini-games, trials on TikTok with exciting travel-related awards, encourages users to participate by creating video content, duets, hashtag challenge (#dulichcunghuynhgia #thuexehuynhgia) => Increase interaction and attract new users.
 - Livestream: 2 times/month => Interact directly with customers, answer any questions.
- Post schedule by month (From 01/04/2024 to 30/04/2025):

MONTHLY PLANNING CALENDAR - TIKTOK							KEY:	Start: 01/04/2024	End: 30/04/2024
01/04/2024	02/04/2024	03/04/2024	04/04/2024	05/04/2024	06/04/2024	07/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
Video review, car showcase		Short videos catching trends		Video sharing tips		Video challenge			
08/04/2024	09/04/2024	10/04/2024	11/04/2024	12/04/2024	13/04/2024	14/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
	Video parody		Video review, car showcase		Livestream				
					Short videos catching trends				
15/04/2024	16/04/2024	17/04/2024	18/04/2024	19/04/2024	20/04/2024	21/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
Video sharing tips		Video parody		Short videos catching trends		Video review, car showcase			
22/04/2024	23/04/2024	24/04/2024	25/04/2024	26/04/2024	27/04/2024	28/04/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
	Video sharing tips		Video review, car showcase		Livestream				
					Video parody				
29/04/2024	30/04/2024	01/05/2024	02/05/2024	03/05/2024	04/05/2024	05/05/2024			
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY			
Video challenge	Short videos catching trends								

Figure 4-19: TikTok monthly planning calendar

DETAILED SCHEDULE - TIKTOK						
DAY	DATE	TIME POST	CONTENT TYPE	TITLE	DETAILED DESCRIPTION	
MONDAY						
	01/04/2024	19:00:00	Video review, car showcase	Introduction about 'Thue Xe Huynh Gia'	A short introductory video about Huynh Gia: Service delivery, outstanding advantages, commitment to quality. Use eye-catching images/videos, trendy music to attract attention. Hashtag: #thuexehuynhgia #thuexedulich #dulich #vietnam	
WEDNESDAY						
	03/04/2024	12:00:00	Short videos catching trends	Huynh Gia can handle any trend	Join viral trends related to travel and vehicles. Hashtag: #thuexehuynhgia #thuexedulich #dulich #xuhuong	
FRIDAY						
	05/04/2024	19:00:00	Video sharing tips	Choose the right travel vehicle for every trip	Video sharing experiences choosing travel vehicles based on needs (number of people, location, budget). Introduce the most popular touring cars in Hangua with visual images/videos. Hashtag: #bikithuexe #thuexedulich #dulich	
SUNDAY						
	07/04/2024	12:00:00	Video challenge	Minigame: Together with Huynh Gia, build a tourism community	To organize a tourist photo contest with the theme "Beautiful moments with Huynh Gia". Encourage customers to share their stories and feelings about Connecting the travel community. Hashtag: #minigame #dulichconghuynhgia #thuexehuynhgia #tiktokchallenge	
TUESDAY						
	09/04/2024	19:00:00	Video parody	Travel 'luxurious' with Huynh Gia	Parody travel videos on TikTok with funny, unexpected situations. Suggest unique, little-known tourist locations. Hashtag: #thuexehuynhgia #thuexedulich #dulich #vietnam	
THURSDAY						
	11/04/2024	19:00:00	Video review, car showcase	Huynh Gia - Travel with you to all regions	Video summarizing famous tourist destinations in Vietnam with beautiful images/videos. Each location is introduced briefly, vibrantly and combined with trendy music. Promotion for customers who book cars early. Hashtag: #thuexehuynhgia #thuexedulich #dulich #vietnam	
SATURDAY						
	13/04/2024	19:00:00	Livestream	Weekend trip with Huynh Gia	Interact directly with customers, answer all questions.	

Figure 4-20: Detailed calendar of TikTok posts

Currently, “Thue Xe Huynh Gia” hasn’t deployed communication on the TikTok platform. Realizing the great potential of TikTok in connecting and promoting brands, we decided to exploit this platform to reach potential customers and boost revenue for “Thue Xe Huynh Gia”. Therefore, focus on video reviews, car showcases, sharing tips, following trends combined with challenge videos and livestreams. Additionally, the video intro will be shortened because the majority of viewers leaving the video are in the first 25% of the video and a shorter intro will likely attract viewers and reduce the bounce rate. By effectively taking advantage of TikTok, “Thue Xe Huynh Gia” can reach a large number of potential customers, increase brand awareness and boost revenue.

4.2.6.3 YouTube platform:

- Post formats:
 - Video series introduction: Share information about car rental services, update on new news about existing car hire services.
 - Travel Vlog: Share car rental experience with “Thue Xe Huynh Gia”.
 - Review of the car line: Family travel car review, wedding questions, selection of car according to demand, price.
- Post schedule by month (From 01/04/2024 to 30/04/2025):

MONTHLY PLANNING CALENDAR - YOUTUBE							KEY:	Start: 01/04/2024
01/04/2024	02/04/2024	03/04/2024	04/04/2024	05/04/2024	06/04/2024	07/04/2024		End: 30/04/2024
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
Video series introduction			Travel vlogs			Reviews of cars		
08/04/2024	09/04/2024	10/04/2024	11/04/2024	12/04/2024	13/04/2024	14/04/2024		
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
	Video series introduction			Travel vlogs				
15/04/2024	16/04/2024	17/04/2024	18/04/2024	19/04/2024	20/04/2024	21/04/2024		
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
	Reviews of cars		Video series introduction					
22/04/2024	23/04/2024	24/04/2024	25/04/2024	26/04/2024	27/04/2024	28/04/2024		
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
Travel vlogs		Video series introduction			Reviews of cars			
29/04/2024	30/04/2024	01/05/2024	02/05/2024	03/05/2024	04/05/2024	05/05/2024		
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
	Travel vlogs							

Figure 4-21: YouTube monthly planning calendar

DETAILED SCHEDULE - YOUTUBE						
DAY	DATE	TIME POST	CONTENT TYPE	TITLE	DETAILED DESCRIPTION	
MONDAY						
	01/04/2024	19:00:00	Video series introduction	Huynh Gia - Bringing quality service (7-8 minutes)	Huynh Gia Overview Video Use high-quality images/videos, vibrant music and professional narrative. Emphasize commitment to quality of service and customer satisfaction. Encourage viewers to visit the website for more information.	
THURSDAY						
	04/04/2024	12:00:00	Travel vlogs	Explore Vietnam with Huynh Gia Car Rental (10 minutes)	Video showcasing tourist attractions in Vietnam. Schedule suggestions that match time and interests. Use beautiful photos/videos of tourist attractions, combining vibrant music. Encourage viewers to book early to avoid exhaustion.	
SUNDAY						
	07/04/2024	19:00:00	Reviews of cars	How to choose the right car for every trip (5 minutes)	Video sharing experience choosing a car (number of people, location, budget). Introduction of the most popular touring cars in Huynh Gia. Provides detailed information about prices, offers and accompanying services.	
WEDNESDAY						
	10/04/2024	19:00:00	Video series introduction	Huynh Gia - Providing classy service (4 minutes)	Video introduction of modern facilities, professional staff and dedicated customer service. Emphasize differentiation and class over competitors. Share positive customer reviews of Huynh Gia's services.	
SATURDAY						
	13/04/2024	12:00:00	Travel vlogs	"Saving" tips for every journey (7 minutes)	Suggested travel combo packages. Offer discount codes for customers paying through the website. Emphasize convenience and savings when using Huynh Gia's services.	
TUESDAY						
	16/04/2024	19:00:00	Reviews of cars	Conquer all types of touring cars with Huynh Gia (7 minutes)	Emphasis on good quality, safe vehicles. Introduction of the existing types of Huynh Gia vehicles, the benefits of the vehicle. Car rental on the website will be discounted.	

Figure 4-22: Detailed calendar of YouTube posts

After researching, we found that “Thue Xe Huynh Gia” doesn’t have an official YouTube account but has videos about the company’s products made by customers, so the company can use YouTube to connect and promote your brand further to

potential customers. Therefore, establishing a YouTube channel to advertise the service and a number of other activities such as a series of videos introducing cars, travel experiences, updating new news about car rental services with a video posting time frame of 07:00 PM and 12:00 PM (because this is the time when customers will spend time resting and surfing YouTube a lot), so companies can further promote their brand on the popular social networking site YouTube.

4.3 CONCLUSION OF THE SOLUTION:

Through two solutions: An online car booking and payment system on the website combined with developing more social platforms, focusing on Facebook, TikTok and YouTube of “Thue Xe Huynh Gia” will be the key to helping the company make a breakthrough in the car rental market.

With the car booking and online payment system on the website, Huynh Gia aims to develop more advanced features such as GPS positioning, service quality assessment and loyalty management. So, the company will improve operational efficiency, increase revenue and affirm its leading position in the car rental market.

Besides, with the solution of implementing a social media strategy to build a strong brand to increase brand awareness, create a professional and prestigious Figure in the minds of customers. Along with that, expand the target market, reach a huge number of potential customers on popular social networking platforms, increase opportunities to attract new customers, and increase website traffic, promoting boost conversion rates and increase sales.

Investing in the above two solutions will bring long-term benefits to Huynh Gia, helping customers experience perfect car rental, affirming its position in the industry and aiming for sustainable development in the future.

CONCLUSION

1. Conclusion:

Through the report "Using web analytics to measure website performance "Thue Xe Huynh Gia", we have clarified the process of collecting and analyzing data from the website "Thue Xe Huynh Gia" through 3 web analytics tools: Google Analytics, PageSpeed Insights and Yandex.metrika.

Overall, this report analyzes data, measures performance, clarifies issues, and emphasizes the importance of using web analytics to gather customer details, better understand how customers interact with the "Thue Xe Huynh Gia" website, and offers suggestions and practical solutions to enhance customer experience on the website, helping the company to become more aware of the significance of the website in building long-term relationships and boosting business growth.

Thus, by using website analytics, "Thue Xe Huynh Gia" can collect detailed information about website traffic, customer behavior and website performance. This can be better achieved by improving the online booking and payment system on the website combined with implementing a multi-platform social media strategy (Facebook, TikTok, YouTube) to increase revenue opportunities, attract new customers, while increasing website traffic, boosting conversion rates and boosting sales.

In short, the evaluation of the situation and the proposal of a complete solution to measure the performance of the website "Thue Xe Huynh Gia" are important factors that help improve the effectiveness of this strategy, the key to helping the company assert its position in the car rental market.

2. Development direction

The data collected from the proposed solution will be analyzed and evaluated by us. If the metrics from the website and social media platforms are positive, we will consider implementing solutions including both organic and paid. For non-paid solutions, we will develop more Reels and Shorts to increase access, brand awareness

and brand identity. KPIs used will include reach, engagement,... For paid solutions we will use ads from google, tiktok, youtube, facebook and email. The KPIs we will use include: CTR, ROAS, ROI, unsubscribe rate,...

In addition, we will also research events, holidays in the following months and trends on social networking platforms. Based on events and trends related to the services the business provides to create content to increase conversion rates, brand awareness and brand identity.

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