

Early Bookings Analysis

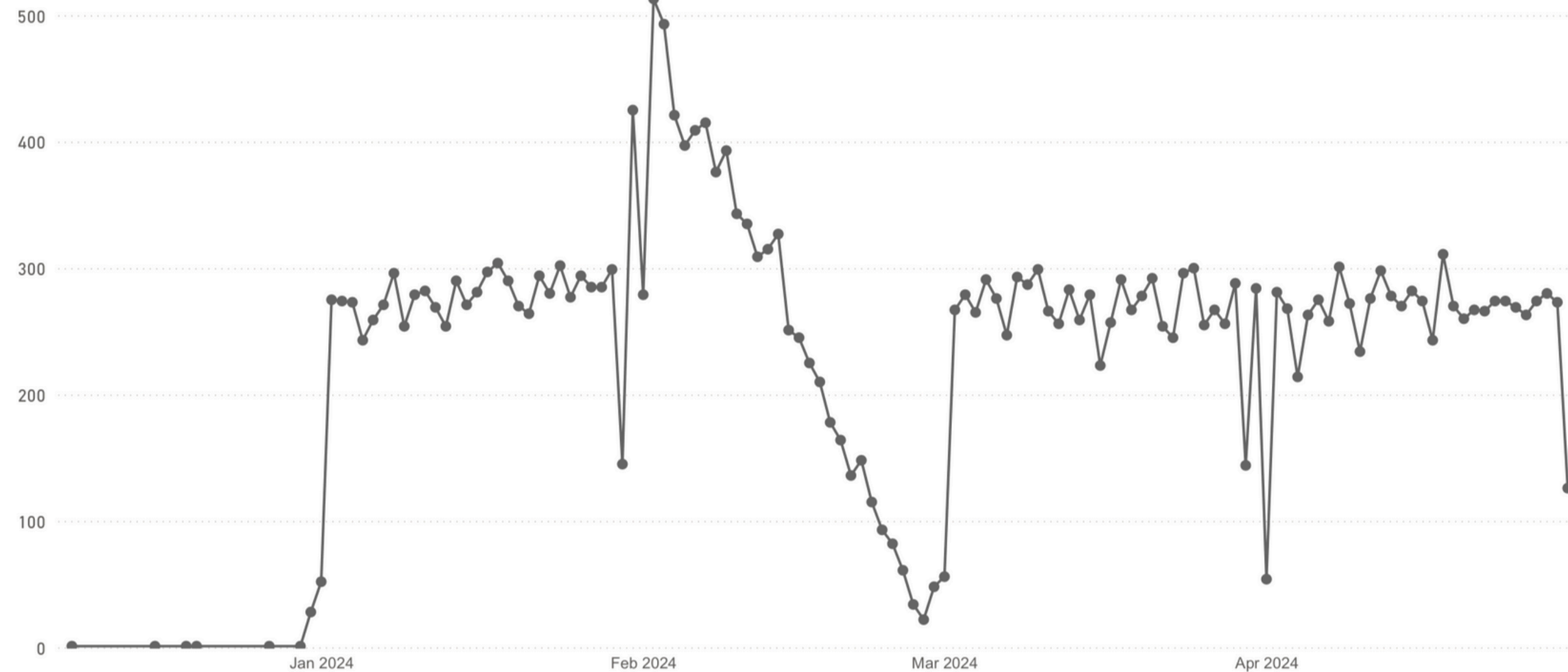
Ad-Hoc Data Analysis

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What happened?

Bookings Trend

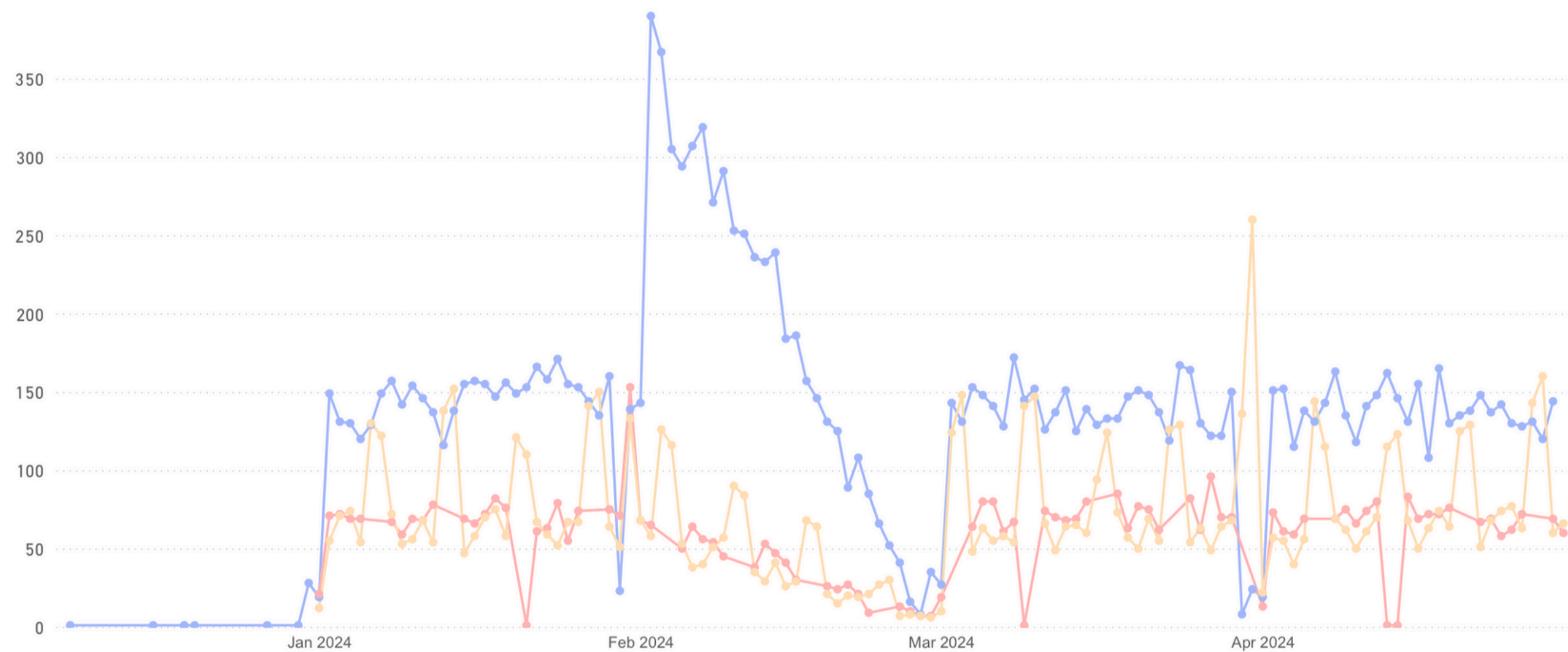


- **Bookings surged dramatically before experiencing a continuous decline in February**

The peak in Advance Ticket bookings suggests a possible promotion period

Bookings Trend by Ticket Type

● Advance ● Anytime ● Off-Peak



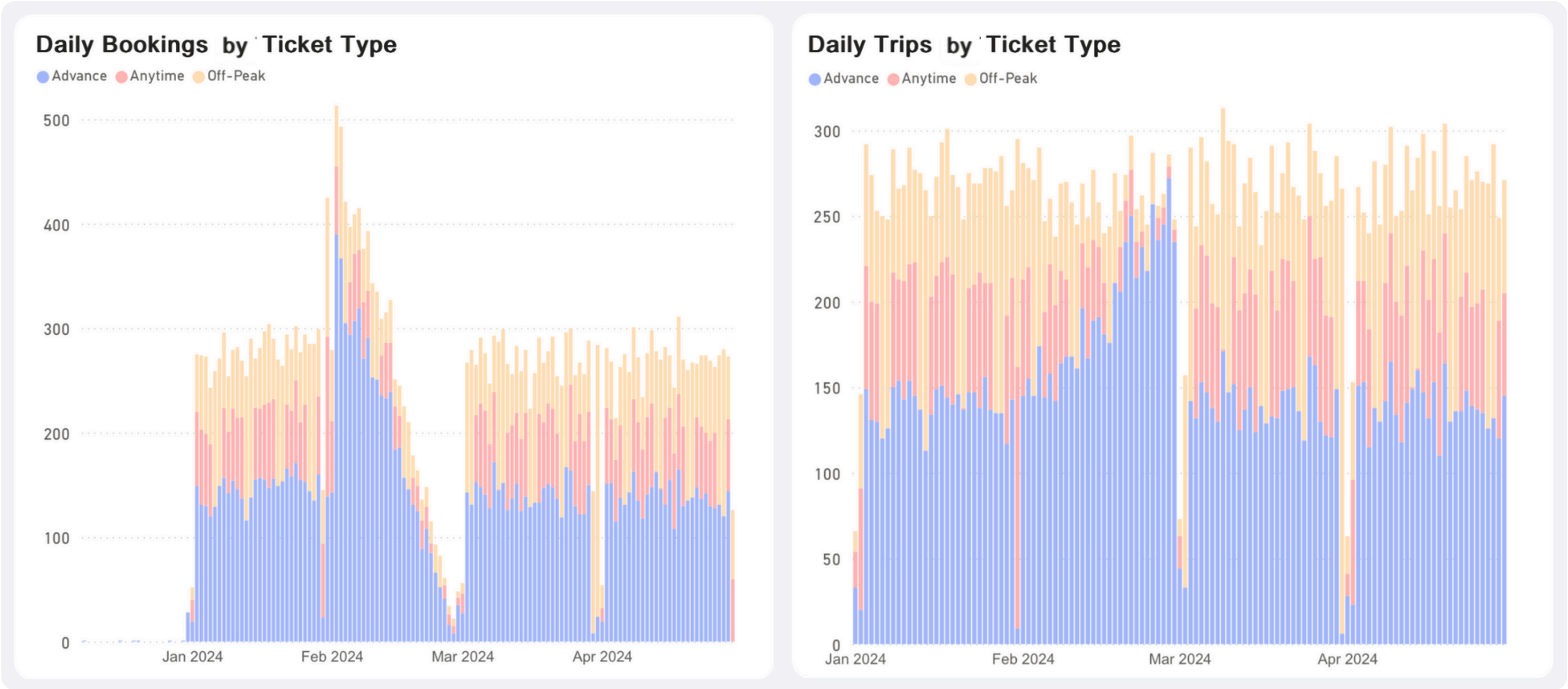
- **There is a booking shift effect**
- All ticket types are declining after an initial surge in Advance Ticket sales

The average ticket price had remain consistent during this time



- The average ticket price actually slightly decreased during the promotional period, due to lower bookings in that time

Bookings keep decreasing over the month, while the number of trips for the following months remains stable



Customers appear to have booked more in advance during the promotional period

Dec. 23 - Jan. 24



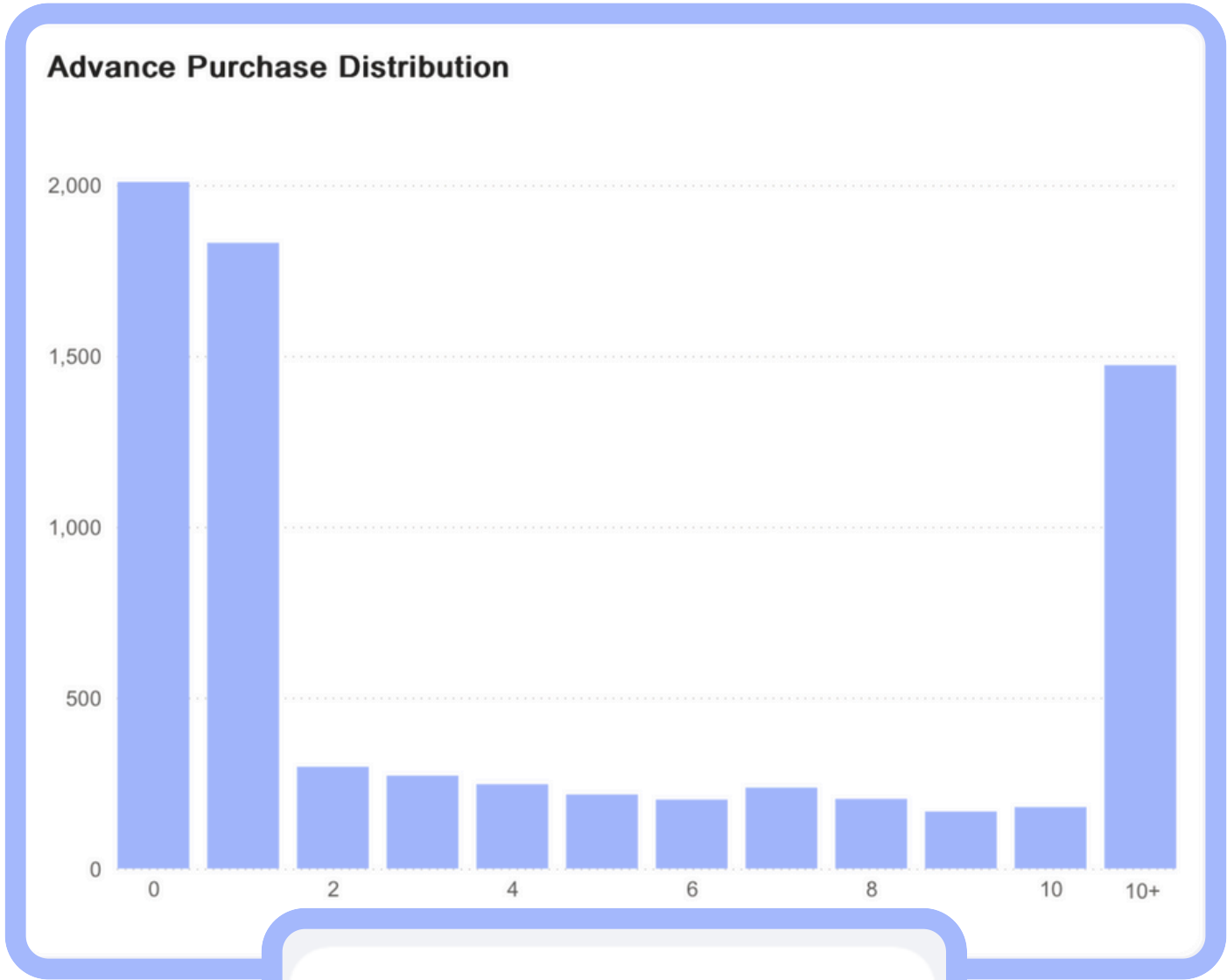
1

▲▼ +0 day(s)

⚠ Incomplete Comparison (Not Enough Data)

Average Advance Purchase (days)

February 2024

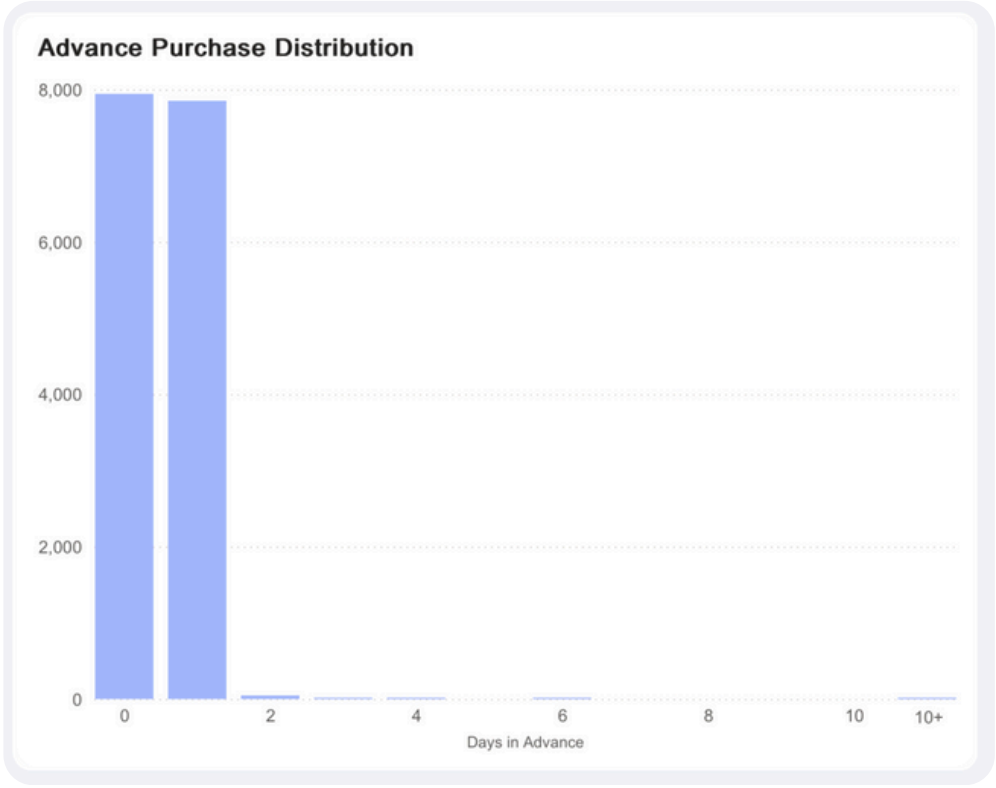


4

▲▼ +3 day(s)

Average Advance Purchase (days)

Mar. 24 - Apr. 24



1

▲▼ -3 day(s)

Average Advance Purchase (days)



It looks like the focus of this promotional period was on driving early bookings

- and not discounting prices
- and not recruiting new customer
- ...

Why encouraging early bookings?

- **Customer Behaviour Shifting:**
 - Motivating customers to book early rather than waiting for last-minute deals
 - Minimizing the risk of customers opting for competitors' offers at the last minute
- **Revenue Predictability:**
 - Ensuring a steady cash flow by securing bookings in advance
- **Capacity Management:**
 - Balancing demand to prevent last-minute surges and optimise resource allocation

Thank you!

