



WTD Analytics & Trend Tracker

A comprehensive analysis of booking patterns and revenue optimization strategies based on Week-To-Date (WTD) performance metrics.



Jiaman Li

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PART I Objectives

To support smarter revenue management, we need to understand how bookings build week-to-date and compare that to realistic targets.



What is the expected WTD ratio
for each product?



How do bookings build by weekday
and sailing period?



How can these insights help
managers make timely pricing or
inventory decisions?

PART I Tools & Methodology

Step 1: Exploratory Data Analysis

Clean and analyze historical booking data using Python(pandas, seaborn, matplotlib) tools to identify patterns.



Step 2: WTD Analytics & Trend Tracker Dashboard

Build interactive visualizations to track real-time booking performance.



Step 3: Business Analytics & Insights

Derive actionable revenue optimization strategies from the data.



Step 1: Exploratory Data Analysis (EDA)



Tools Used:

Python ecosystem with pandas, matplotlib.pyplot, and seaborn for data manipulation and visualization.

Key Step:

Added 'weekday' column based on run_date to identify daily patterns.

Note: Saturday shown as 0 due to no run activity captured on that day.

```
In [12]: # Correct data format  
df['sail_date'] = pd.to_datetime(df['sail_date'])  
df['meta_product_code'] = df['meta_product_code'].astype('category')  
  
# Add 'weekday' column based on run_date  
df['weekday'] = df['run_date'].dt.day_name()  
  
# Total records by weekday  
weekday_order = ['Monday', 'Tuesday', 'Wednesday', 'Thursday', 'Friday', 'Saturday', 'Sunday']  
weekday_counts = df['weekday'].value_counts().reindex(weekday_order, fill_value=0)  
print(weekday_counts)
```

weekday	count
Monday	16251
Tuesday	16251
Wednesday	16251
Thursday	16252
Friday	16251
Saturday	0
Sunday	13963

Name: weekday, dtype: int64

```
In [14]: # Show cleaned data  
df_clean.head(10)
```

	run_date	calendar_week	ship	sail_date	sail_year	sail_month	meta_product_code	pax_build	weekday
1	2024-12-08	2024-12-13	SY	2025-03-02 00:00:00+00:00	2025	3	7N CARIBBEAN	0.525550	Sunday
2	2024-12-08	2024-12-13	UT	2025-07-18 00:00:00+00:00	2025	7	SHORT CARIBBEAN	3.986292	Sunday
3	2024-12-08	2024-12-13	EN	2025-09-04 00:00:00+00:00	2025	9	SHORT CARIBBEAN	1.099793	Sunday
4	2024-12-08	2024-12-13	IC	2027-04-10 00:00:00+00:00	2027	4	7N CARIBBEAN	0.730949	Sunday
6	2024-12-08	2024-12-13	UT	2024-12-30 00:00:00+00:00	2024	12	SHORT CARIBBEAN	4.608766	Sunday
7	2024-12-08	2024-12-13	ID	2025-07-20 00:00:00+00:00	2025	7	EUROPE	6.258185	Sunday
8	2024-12-08	2024-12-13	UT	2025-09-05 00:00:00+00:00	2025	9	SHORT CARIBBEAN	-1.875163	Sunday
9	2024-12-08	2024-12-13	RH	2024-12-15 00:00:00+00:00	2024	12	7N CARIBBEAN	2.853934	Sunday
10	2024-12-08	2024-12-13	HM	2025-06-15 00:00:00+00:00	2025	6	7N CARIBBEAN	23.430896	Sunday
11	2024-12-08	2024-12-13	EN	2026-01-31 00:00:00+00:00	2026	2	SHORT CARIBBEAN	0.194890	Sunday

Step 1: Exploratory Data Analysis (EDA)



Key Step:

Extreme outliers in passenger build were identified and removed using Interquartile Range (IQR) method.

This improved data quality and ensured more accurate trend analysis.

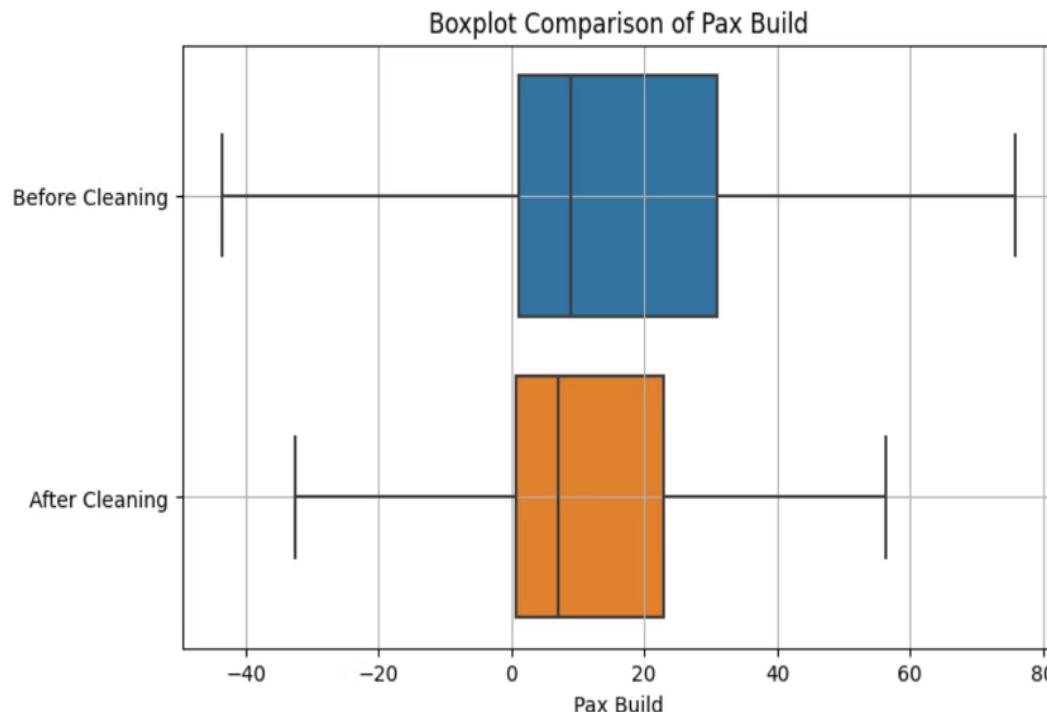
```
In [8]: # Remove outliers from 'pax_build' using the IQR method
Q1 = df['pax_build'].quantile(0.25)
Q3 = df['pax_build'].quantile(0.75)
IQR = Q3 - Q1

# Filter the dataframe to exclude outliers
df_clean = df[(df['pax_build'] >= Q1 - 1.5 * IQR) & (df['pax_build'] <= Q3 + 1.5 * IQR)]
original_count = len(df)
cleaned_count = len(df_clean)
removed_count = original_count - cleaned_count
removed_count_ratio = removed_count/original_count*100

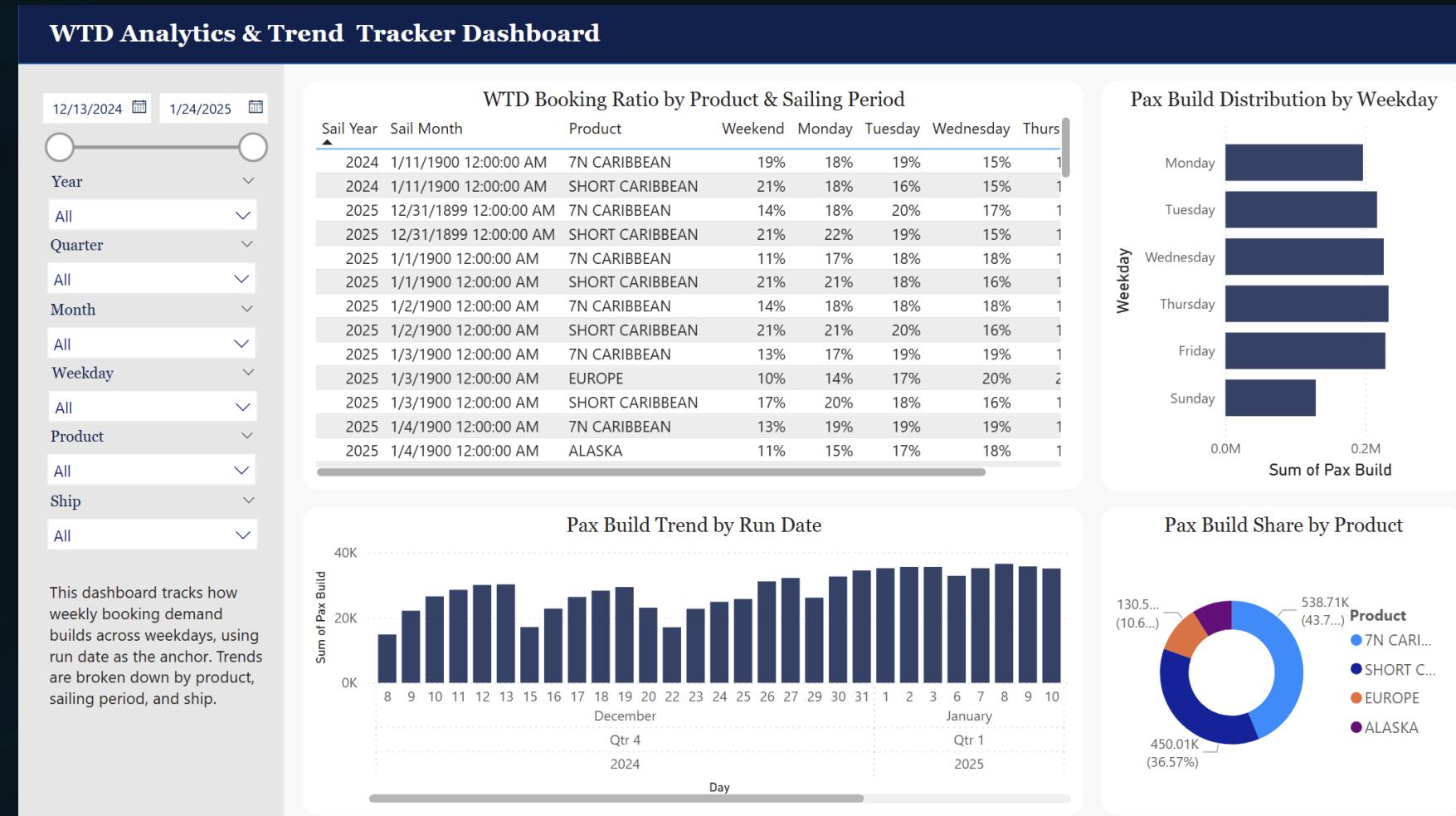
print("Outlier Removal Summary:")
print(f"Total records before cleaning: {original_count}")
print(f"Total records after cleaning: {cleaned_count}")
print(f"Total outliers removed: {removed_count}")
print(f"Total outliers %: {removed_count_ratio:.2f}%")

Outlier Removal Summary:
Total records before cleaning: 95219
Total records after cleaning: 86819
Total outliers removed: 8400
Total outliers %: 8.82%
```

```
In [10]: # Boxplot comparison of pax_build before and after cleaning
plt.figure(figsize=(8, 5))
sns.boxplot(data=[df['pax_build'], df_clean['pax_build']], orient='h', showfliers=False)
plt.yticks([0, 1], ['Before Cleaning', 'After Cleaning'])
plt.title('Boxplot Comparison of Pax Build')
plt.xlabel('Pax Build')
plt.grid(True)
plt.show()
```



Step 2: WTD Analytics & Trend Tracker Dashboard



Interactive Visualization
Real-time tracking of booking performance against WTD targets across products.



Temporal Analysis
Daily and weekly booking patterns displayed for strategic pricing decisions.



Product Segmentation
Separate tracking for different cruise types to identify product-specific trends.

Step 3: Business Analytics & Insights



Insight I - Risk Impact of Inaccurate WTD Expectations

< Back to report | WTD BOOKING RATIO BY PRODUCT & SAILING PERIOD

Sail Year	Sail Month	Product	Weekend	Monday	Tuesday	Wednesday	Thursday	Friday
2024	12	7N CARIBBEAN	19%	18%	19%	15%	13%	16%
2024	12	SHORT CARIBBEAN	21%	18%	16%	15%	13%	17%
2025	1	7N CARIBBEAN	14%	18%	20%	17%	16%	15%
2025	1	SHORT CARIBBEAN	21%	22%	19%	15%	12%	12%
2025	2	7N CARIBBEAN	11%	17%	18%	18%	18%	18%
2025	2	SHORT CARIBBEAN	21%	21%	18%	16%	12%	11%
2025	3	7N CARIBBEAN	14%	18%	18%	18%	17%	15%
2025	3	SHORT CARIBBEAN	21%	21%	20%	16%	13%	10%
2025	4	7N CARIBBEAN	13%	17%	19%	19%	16%	16%
2025	4	EUROPE	10%	14%	17%	20%	20%	19%
2025	4	SHORT CARIBBEAN	17%	20%	18%	16%	14%	15%
2025	5	7N CARIBBEAN	13%	19%	19%	19%	17%	14%
2025	5	ALASKA	11%	15%	17%	18%	19%	20%
2025	5	EUROPE	9%	16%	18%	18%	17%	23%

Overestimated WTD

Inventory held too long, resulting in last-minute discounting and missed revenue opportunities.

Underestimated WTD

Premature discounting leads to reduced revenue per passenger and margin erosion.

Recommendation

Use WTD benchmarks to guide pricing. Monitor pacing weekly to optimize fill rates and margins.

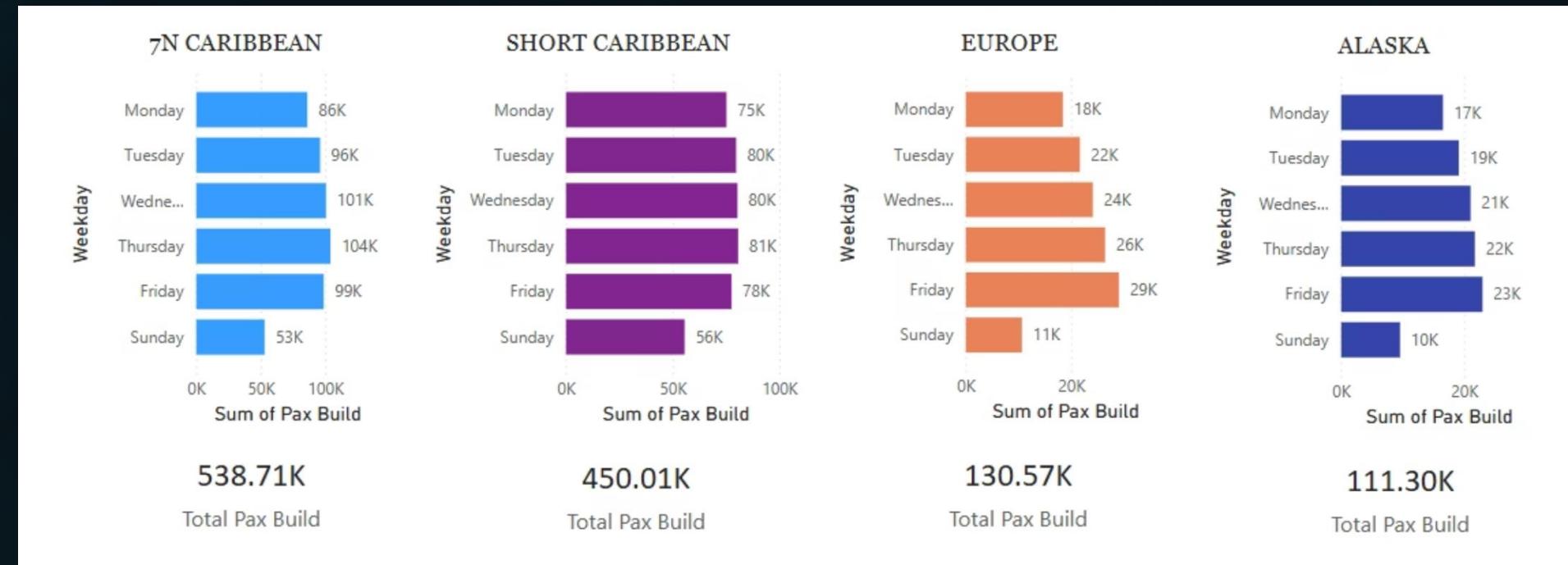


Click to download the 'WTD Booking Ratio by Product & Sailing Period.csv'

Overview: Total Pax Build varies significantly across products.



Insight II – Differences in weekday booking patterns reflect operational setups (e.g., RM cadence), market behaviors (e.g., EMEA time zones), and product characteristics (e.g., B2C vs B2B demand mix).



Caribbean products show strong midweek activity (Tues–Fri), reflecting higher B2C volume and structured Revenue Management workflows.



Europe builds gradually toward Friday, possibly due to EMEA time zone lag and regional consumer booking habits.



Alaska shows a flatter, low-volume trend, suggesting B2B-oriented demand or fewer sailing opportunities.



Sunday has the lowest activity across all products; Saturday data is structurally missing.

A vertical strip of abstract blue and white marble pattern on the left side of the slide.

PART II Appendix: SQL Queries

1. Write a query to see how many Meta_Products and how many sailings each Manager has for future sailings

```

SELECT
    s.manager,
    COUNT(DISTINCT m.meta_product_code) AS meta_products,
    COUNT(*) AS sailings
FROM sailing_list s
JOIN meta_products m
    ON s.r/rss_product_code = m.r/rss_product_code
WHERE s.sail_date > CURRENT_DATE
GROUP BY s.manager
ORDER BY s.manager;

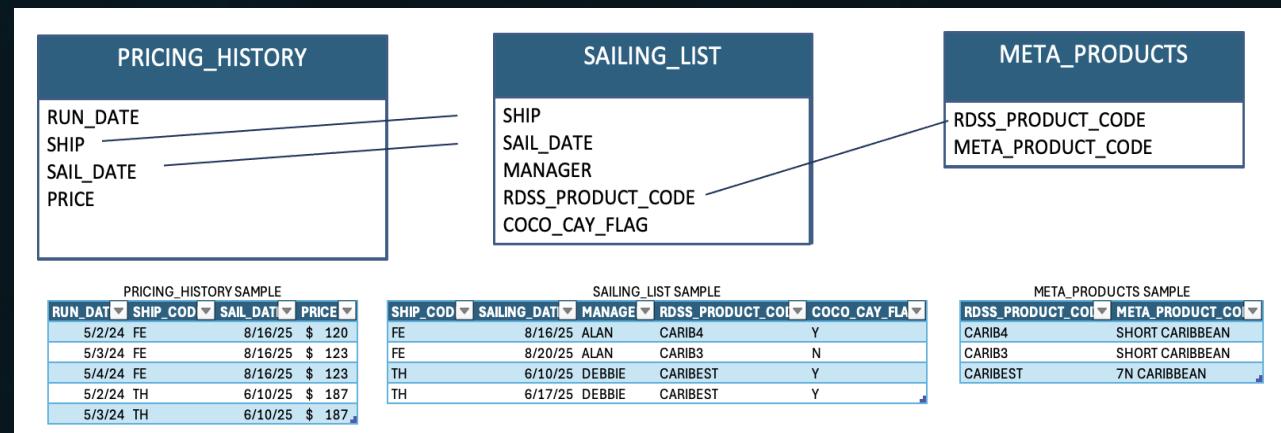
```

2. Write a query that shows the ship that had the most price changes

```

WITH price_change_log AS (
    SELECT
        ship_code,
        sail_date,
        run_date,
        price,
        LAG(price) OVER (
            PARTITION BY ship_code, sail_date
            ORDER BY run_date
        ) AS prev_price
    FROM pricing_history
),
price_changes AS (
    SELECT
        ship_code,
        COUNT(*) AS change_count
    FROM price_change_log
    WHERE price != prev_price
    GROUP BY ship_code
)
SELECT *
FROM price_changes
WHERE change_count = (
    SELECT MAX(change_count) FROM price_changes
)
ORDER BY ship_code;

```

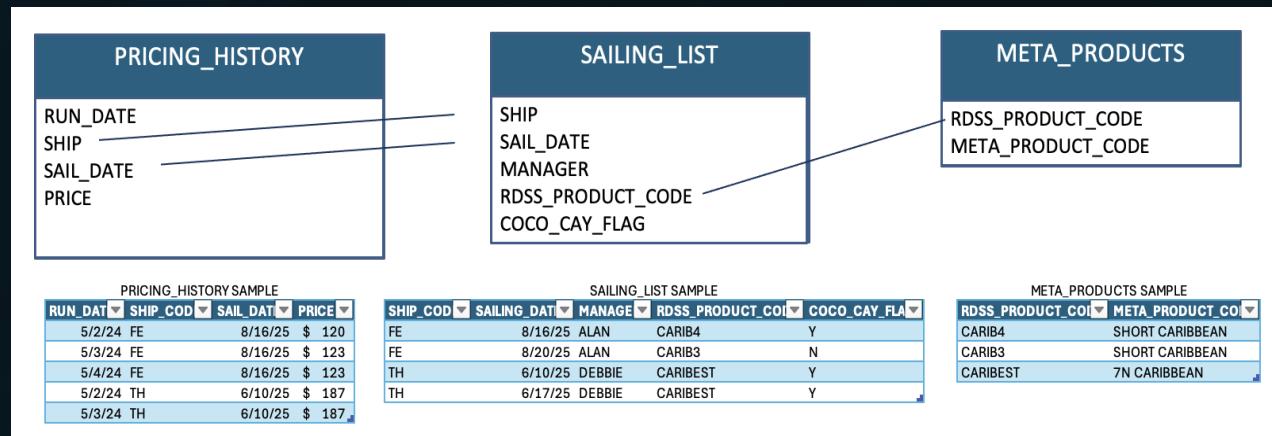


Note: The column *ship_code* is used consistently in place of *ship* to align with the sample data schema and maintain naming clarity across all tables.

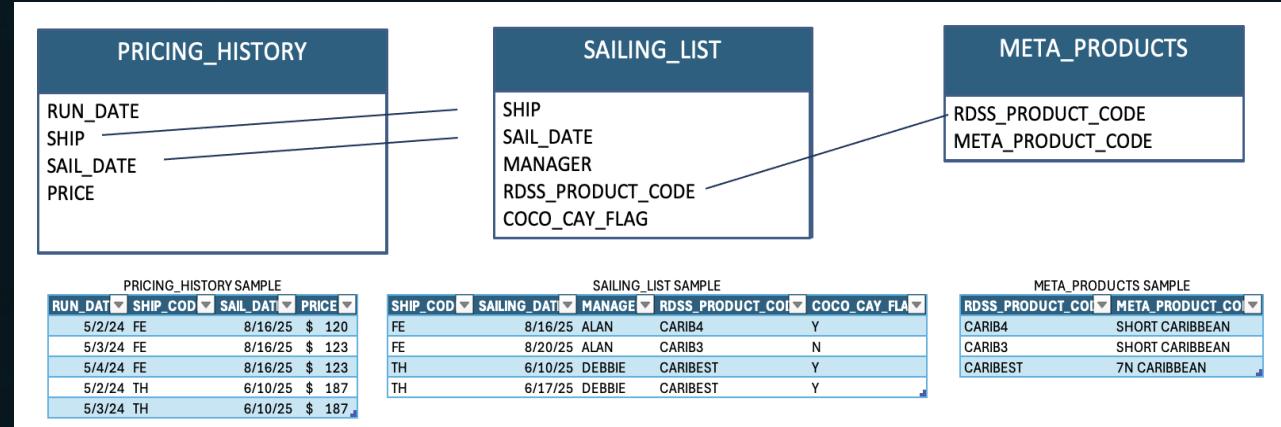
3. Write a query to get the average of all price changes made over the past 5 days for each sailing (*ignore \$0 changes*)

```

WITH price_change_log AS (
  SELECT
    ship_code,
    sail_date,
    run_date,
    price,
    LAG(price) OVER (
      PARTITION BY ship_code, sail_date
      ORDER BY run_date
    ) AS prev_price
  FROM pricing_history
)
SELECT
  ship_code,
  sail_date,
  AVG(price - prev_price) AS avg_price_change_last_5_days
FROM price_change_log
WHERE run_date >= CURRENT_DATE - INTERVAL '5 days'
  AND price != prev_price
GROUP BY ship_code, sail_date
ORDER BY ship_code;
  
```



4. Write a query that would allow us to see which manager hasn't made a price change in the longest time



```

WITH price_change_log AS (
  SELECT
    ship_code,
    sail_date,
    run_date,
    price,
    LAG(price) OVER (
      PARTITION BY ship_code, sail_date
      ORDER BY run_date
    ) AS prev_price
  FROM pricing_history
),
price_changes AS (
  SELECT *
  FROM price_change_log
  WHERE price != prev_price
),
manager_last_change AS (
  SELECT
    s.manager,
    MAX(p.run_date) AS last_price_change_date
  FROM price_changes p
  JOIN sailing_list s
    ON p.ship_code = s.ship_code
    AND p.sail_date = s.sail_date
  GROUP BY s.manager
)
SELECT
  manager,
  CURRENT_DATE - last_price_change_date AS
  days_since_last_price_change
FROM manager_last_change
WHERE last_price_change_date = (
  SELECT MIN(last_price_change_date)
  FROM manager_last_change
);
  
```

```

price_change_gaps AS (
  SELECT
    p.ship_code,
    p.sail_date,
    p.run_date,
    p.price,
    p.prev_price,
    p.run_date - LAG(p.run_date) OVER
    (
      PARTITION BY p.ship_code,
      p.sail_date
      ORDER BY p.run_date
    ) AS day_gap
  FROM price_changes p
),
price_gaps_with_manager AS (
  SELECT
    s.manager,
    g.day_gap
  FROM price_change_gaps g
  JOIN sailing_list s
    ON g.ship_code = s.ship_code
    AND g.sail_date = s.sail_date
  WHERE g.day_gap IS NOT NULL
)
SELECT
  manager,
  MAX(day_gap) AS max_gap_days
FROM price_gaps_with_manager
GROUP BY manager
ORDER BY max_gap_days DESC;
  
```

Reference Click Link to Download!

Original File & Data:



[Case_study_guide.docx](#)



[case_study_data.xlsx](#)

Submissions:



[wtd_data_cleaning_eda.ipynb](#)



[WTD_Dashboard.pbix](#)



[cleaned_pax_build_data.csv](#)
[WTD Booking Ratio by Product.csv](#)

A vertical strip of abstract, fluid art on the left side of the slide. It features swirling patterns of dark navy blue, medium blue, and white, resembling liquid marble or a starry night sky. Small white specks are scattered throughout the design.

Thank You !