1. This is a difficult question to answer without specific details of the products such as are any subscription based? Is there a relationship between any of the products? That being said, another good question to ask is if how the activity on the website is tracked? Is it time based or chain based? If there is significant data that a large portion of visitors that buy one product also buy another product then targeting that one product would be ideal. For example, if a large portion of users buy a doodad after they purchase a widget or along with a purchase of a widget then ad targeting the doodads would be optimal depending on the margins of each product. This can be analyzed if the data is collects on a chain based system. If the data is collected on time based system; however, then the first step would be analyzing the conversion rate of each advertisement for each product. Using the conversion rate, cost of the product, and cost of the advertisement, the business can come to a pretty good conclusion about which campaign would generate the most revenue. Another thing to consider is returning users and which product has the most returning users.
2. This problem is mainly solved by figuring out which step most users are not following through with. For example, if most users are not completing step two then the plans description may be too confusing or complex and should be simplified. If your users are not completing the payment stage, then looking at your cost or payment collection methods would be recommended. If your users are not filling out the email and password may there is a bug in the website. If your just not generating enough users, increasing the marketing spending or reevaluating the marketing spend to elsewhere may be an option.
3. There are a couple of options here. Ranking the hotels by availability could be the best options in this case. If it’s solely based on price then the searches may be bringing up hotels that are sold out which would be frustrating for the user. However, if you more information is available in the data, you could use a two tiered approach based on what users are looking for. If the most coveted hotels are near the city center then the two tiers may be availability and miles away from city center. If they are looking for the cheapest, then price and availability may be the way to go.
4. Simply analyzing the churn rate or survival rate over the past three years would give you an idea of if the specific year has more churn than the other years. You can also use a Gompertz distribution for a visual to help predict the distribution of churn rates.