Analytics Insights Case Study

We would like you to quantify the drivers impacting the performance of Net Room Nights in the

attached dataset\* along with presenting any other key insights or recommendations. Please submit

your analysis in PowerPoint format along with any supporting spreadsheet or code. The PowerPoint

slides should be targeted to a senior executive audience for a 20-minute presentation.

Note: Powerpoint Slides and Tableau file should be in client ready format with Insights and explanation.

Date: Date format YYYY-MM-DD

Geographic Region: Region in which the website is located e.g.

uk.hotels.com is located in EMEA

Platform: Indicates whether the visit took place on the

desktop or mobile website

Marketing Channel: Indicates how the visit came to the website (e.g.

TripAdvisor, Trivago,

Google, etc.)

Visits: Total number of visits to the website

Qualified Shoppers: Total number of Qualified Shopper visits to the

Website: A Qualified Shopper visit is a visit in which least one search result or property details page was seen

Bounced Visits: Total number of single page visits to the website

Gross Orders: Total number of orders

Net Orders: Total number of orders minus cancelled orders

Net Room Nights: Total number of room nights for all net orders

For each geographic region try to find if there is a net pattern or not

For

Data File:

