

Report on Matt Data Request

Simply Eloped

July 30, 2021

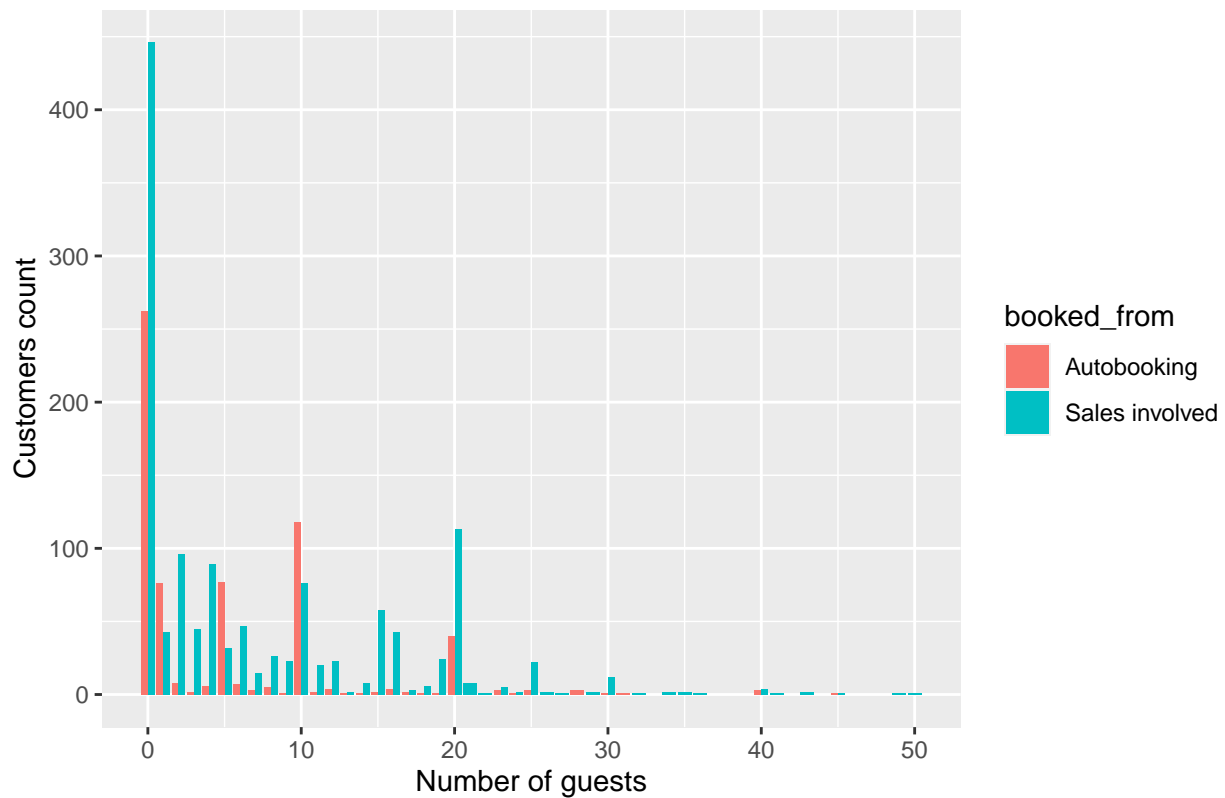
Key Concerns

- What are the differences you see amongst the customers who autobook vs book using the sales team?

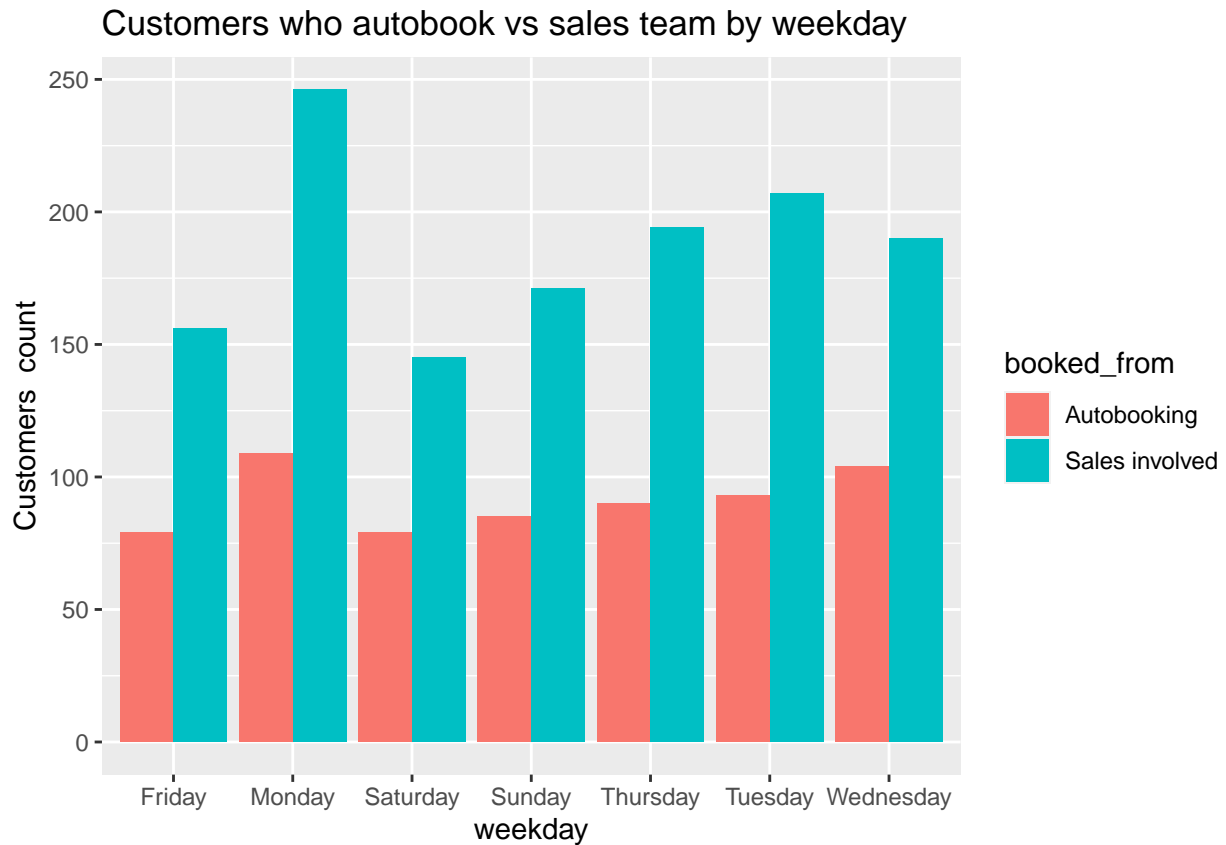
Note : Data used is from 1st jan 2021 to 30 july 2021

```
## [1] "Unique customers 1948"
```

Customers who autobook vs sales team by guest number



Number of guest 5 and 10 is more common among customers who autobook than those acquired through sales

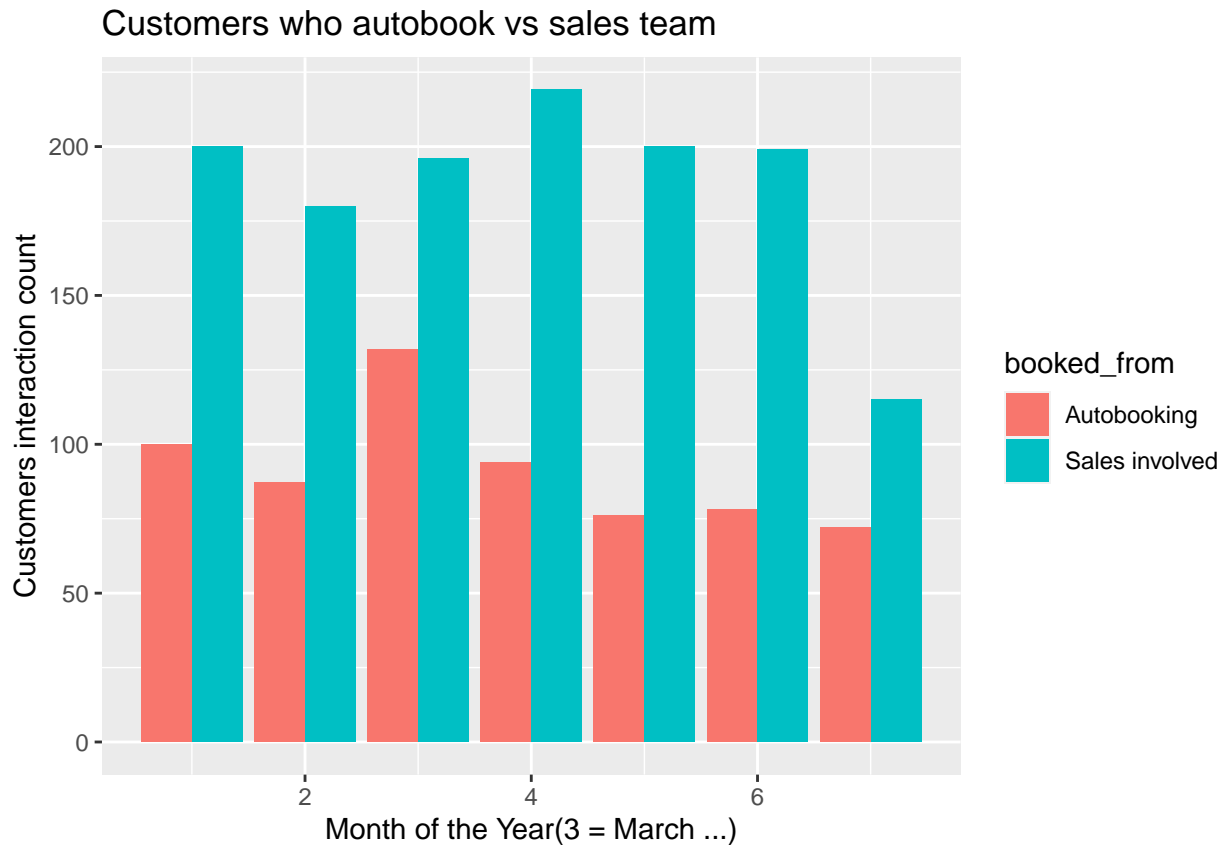


```
## [1] "Proportions(%) of customer interaction daily on the page"
```

```
##
```

```
##   Friday   Monday  Saturday   Sunday  Thursday   Tuesday  Wednesday
##   12.06   18.22   11.50   13.14   14.58   15.40   15.09
```

No much significant differences for various weekdays in terms of sales/autobooked customers



```
## [1] "Proportions(%) of customer interaction monthly on the page"
```

```
##
##      1      2      3      4      5      6      7
## 15.40 13.71 16.84 16.07 14.17 14.22  9.60
```

```
Autobookings picked well in March
```

```
Hear_about_us(Has open ended text of how customers got to know simplyelpoed)
```

```
## Loading required package: RColorBrewer
```

```
## Loading required package: NLP
```

```
##
```

```
## Attaching package: 'NLP'
```

```
## The following object is masked from 'package:ggplot2':
```

```
##
```

```
##      annotate
```

```
## [1] "Hear_about_us filtered by customers acquired through sales"
```



Hear_about_us filtered by customers acquired through autobooking



From the two word cloud of hear about us the large word images occur more frequently from the text subm

what page they entered the site through

[1] "Top 10 landing pages for leads who eventually became customers"

##	First Click landing page url % of customers	
## 1	29.41	
## 22	15.50	simplyeloped.com/
## 28	8.06	simplyeloped.com/colorado/elopement-packages/
## 96	4.21	simplyeloped.com/new-orleans/elopement-packages/

## 55	simplyeloped.com/elopement-packages/hawaii/	2.31
## 60	simplyeloped.com/elopement-packages/lake-tahoe/	2.31
## 62	simplyeloped.com/elopement-packages/maui/	2.26
## 82	simplyeloped.com/elopement-packages/tennessee/	2.16
## 98	simplyeloped.com/new-york-city/nyc-elopement-packages/	2.10
## 50	simplyeloped.com/elopement-packages/gatlinburg/	2.00

what page they became a lead on (referred to as Lead Page)

[1] "Top 10 lead pages for customers"

##	Lead page url	% of customers
## 71	quote	58.57
## 1		17.45
## 6	https://simplyeloped.com/colorado/elopement-packages/	4.00
## 2	https://simplyeloped.com/	3.03
## 52	https://simplyeloped.com/new-orleans/elopement-packages/	1.90
## 22	https://simplyeloped.com/elopement-packages/gatlinburg/	1.69
## 31	https://simplyeloped.com/elopement-packages/maui/	0.92
## 29	https://simplyeloped.com/elopement-packages/lake-tahoe/	0.82
## 25	https://simplyeloped.com/elopement-packages/hawaii/	0.72
## 42	https://simplyeloped.com/elopement-packages/savannah/	0.72

What step they got to in our booking process

Table below shows a customer/lead transtion states from new lead(where a bigger part of them remain) go

##	status	step	customers	proportions	customers_state
## 1	1	1	31153	91.46	New lead
## 4	1	2	8	0.02	Package selected
## 7	1	3	889	2.61	Venue and Date selected
## 2	2	1	55	0.16	Deposit paid
## 5	2	2	25	0.07	Venue confirmed
## 8	2	3	20	0.06	More info
## 11	2	4	15	0.04	Contract signed
## 14	2	5	12	0.04	Addons chosen
## 17	2	6	6	0.02	Flower chosen
## 3	3	1	531	1.56	Invoice pending
## 6	3	2	387	1.14	Invoice ready
## 9	3	3	960	2.82	Invoice paid

Contacts/Users that never got a Quote

Key Concerns

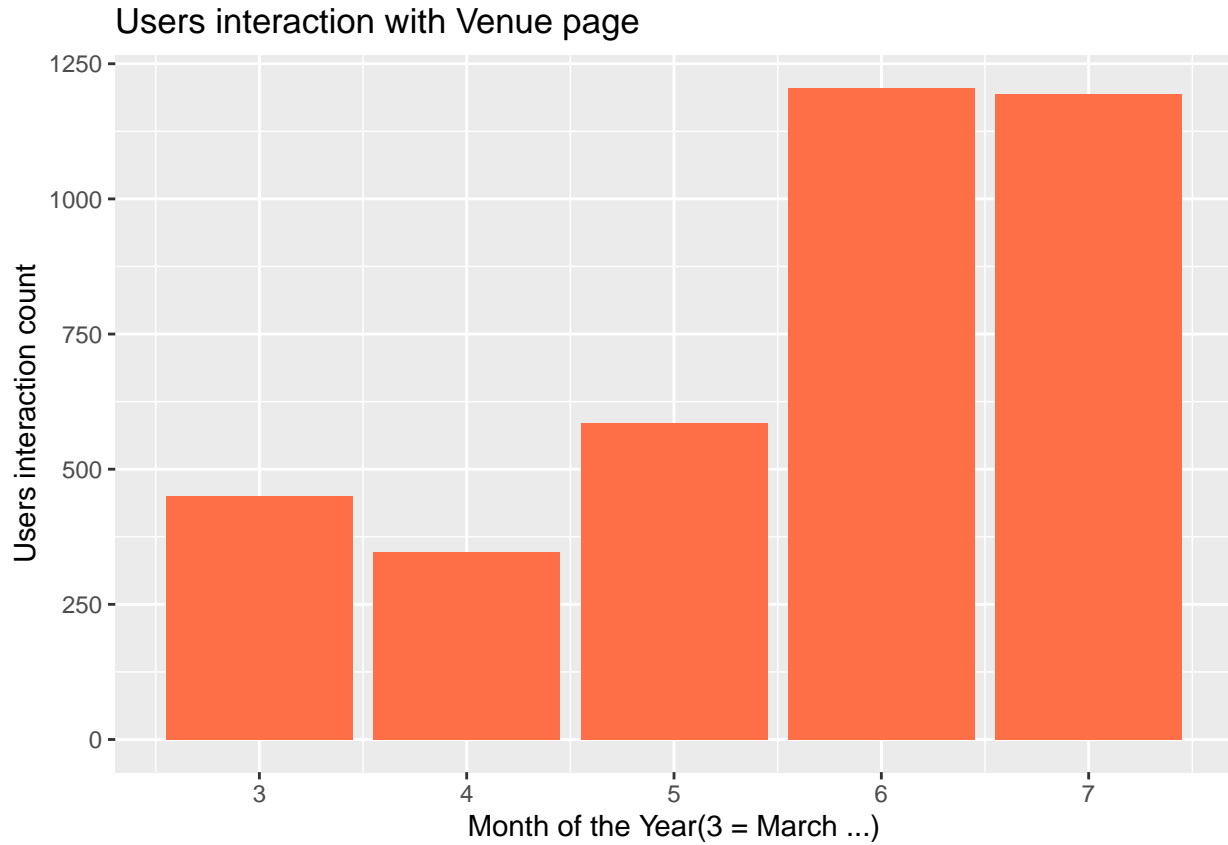
- Which data they consumed on the venue page -
- How many quotes that get
- Do they switch dates
- Do they switch venues
- Number of guests
- Number of results from Venue finder
- Time of day / day of week

Note that we have unique users count and users interaction count(this one can be multiple times)

1. Users interaction with the venue page(Link:<https://reserve.simplyeloped.com/venue-finder.>)

```
## [1] "Non unique users interaction 3783"
```

```
## [1] "Unique users interaction 591"
```



```
## [1] "Proportions(%) of Users interaction monthly on the page"
```

```
##
```

```
##      3      4      5      6      7
```

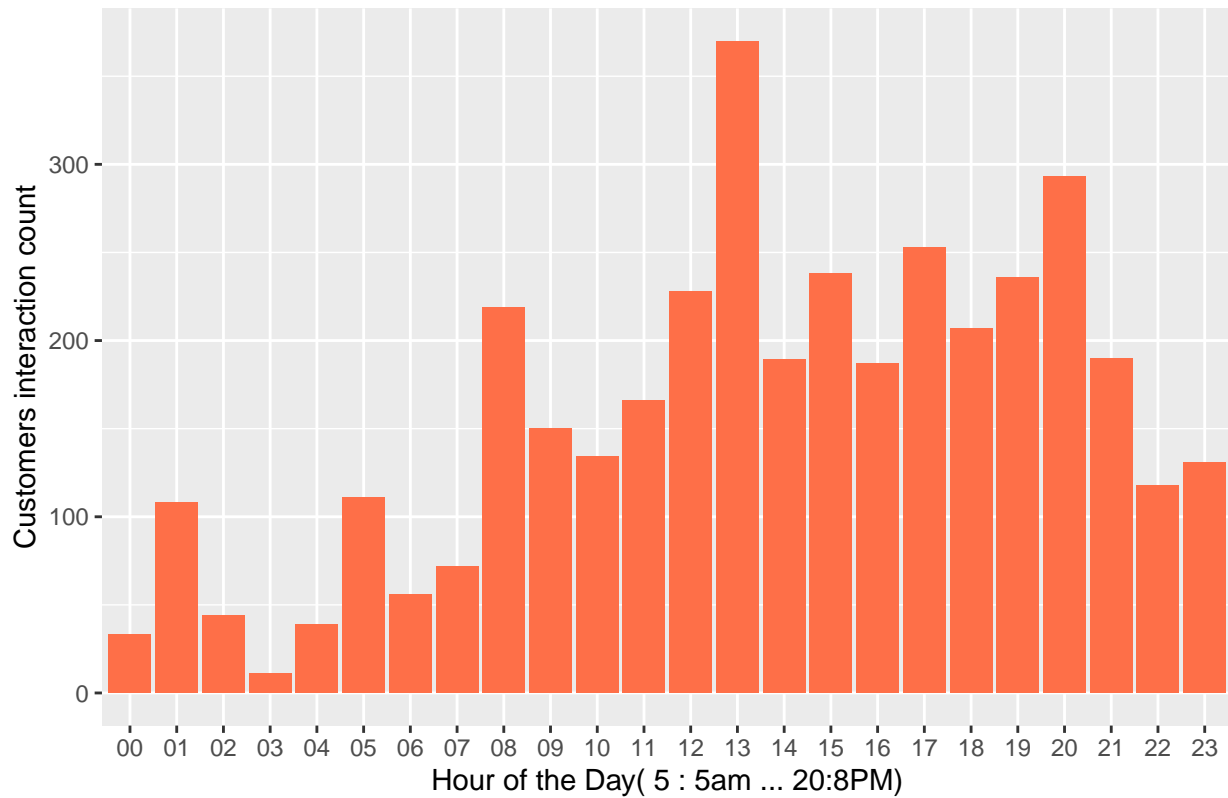
```
## 11.90  9.17 15.49 31.88 31.56
```

Observation:

The interaction with the page for Users since March:

a) Interaction time with the page

Users interaction with Venue page



```
## [1] "Proportions(%) of Users interaction hourly on the page"
```

```
##
```

```
## 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15
```

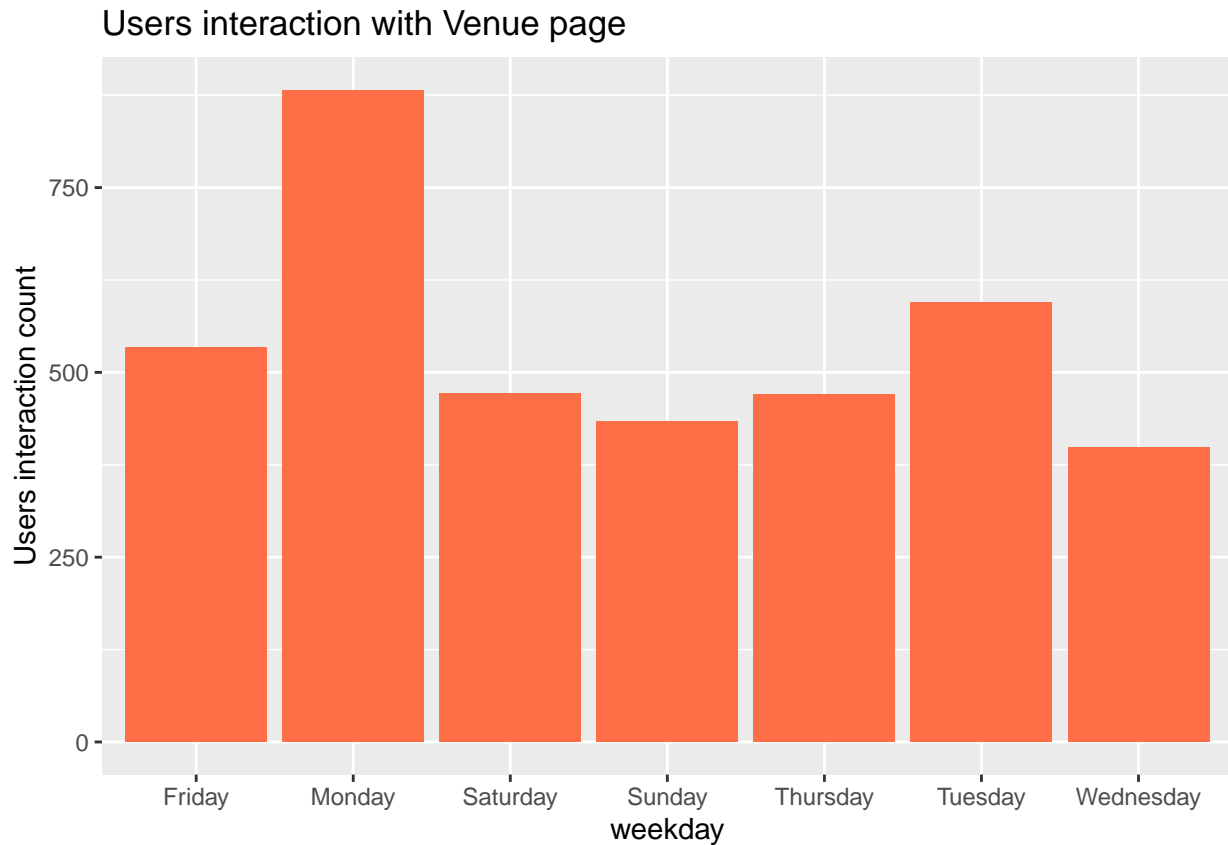
```
## 0.87 2.85 1.16 0.29 1.03 2.93 1.48 1.90 5.79 3.97 3.54 4.39 6.03 9.78 5.00 6.29
```

```
## 16 17 18 19 20 21 22 23
```

```
## 4.94 6.69 5.47 6.24 7.75 5.02 3.12 3.46
```

```
Observation
```

Highest interaction hrs at 1pm and 8pm



```
## [1] "Proportions(%) of Users interaction daily on the page"
```

```
##
```

```
##   Friday   Monday  Saturday   Sunday  Thursday  Tuesday Wednesday
##   14.09   23.31   12.48    11.47    12.42    15.70    10.52
```

```
Observation
```

```
Monday seems to have more interaction.
```

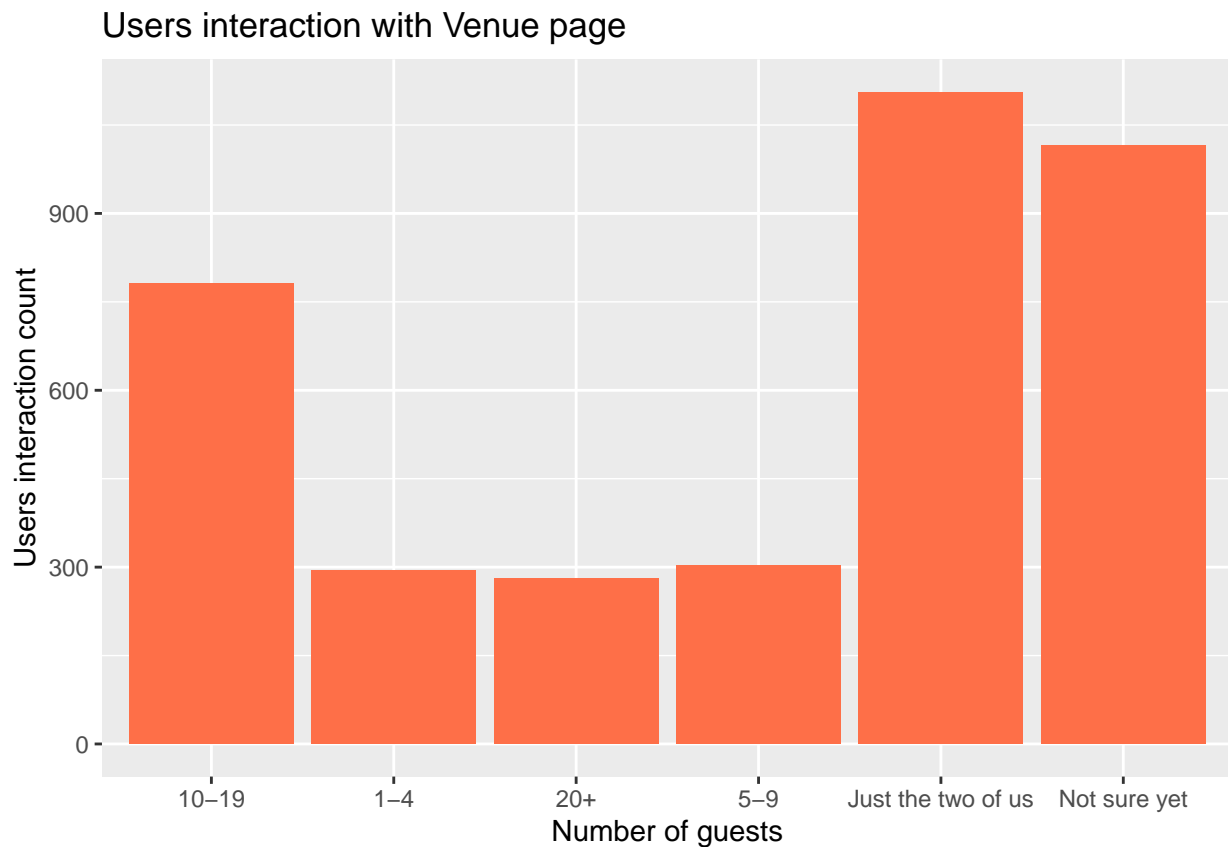
b) Proportions(%) of Users who set the full wedding date on the page(The exact date)

```
## [1] 53.03
```

c) Proportions(%) of users who set only month of wedding(The month)

```
## [1] 23.21
```

d) Number of guest picked on the venue page by users



```
## [1] "Proportions(%) of users and guests chosen"
```

```
##
```

```
##          10-19          1-4          20+          5-9
```

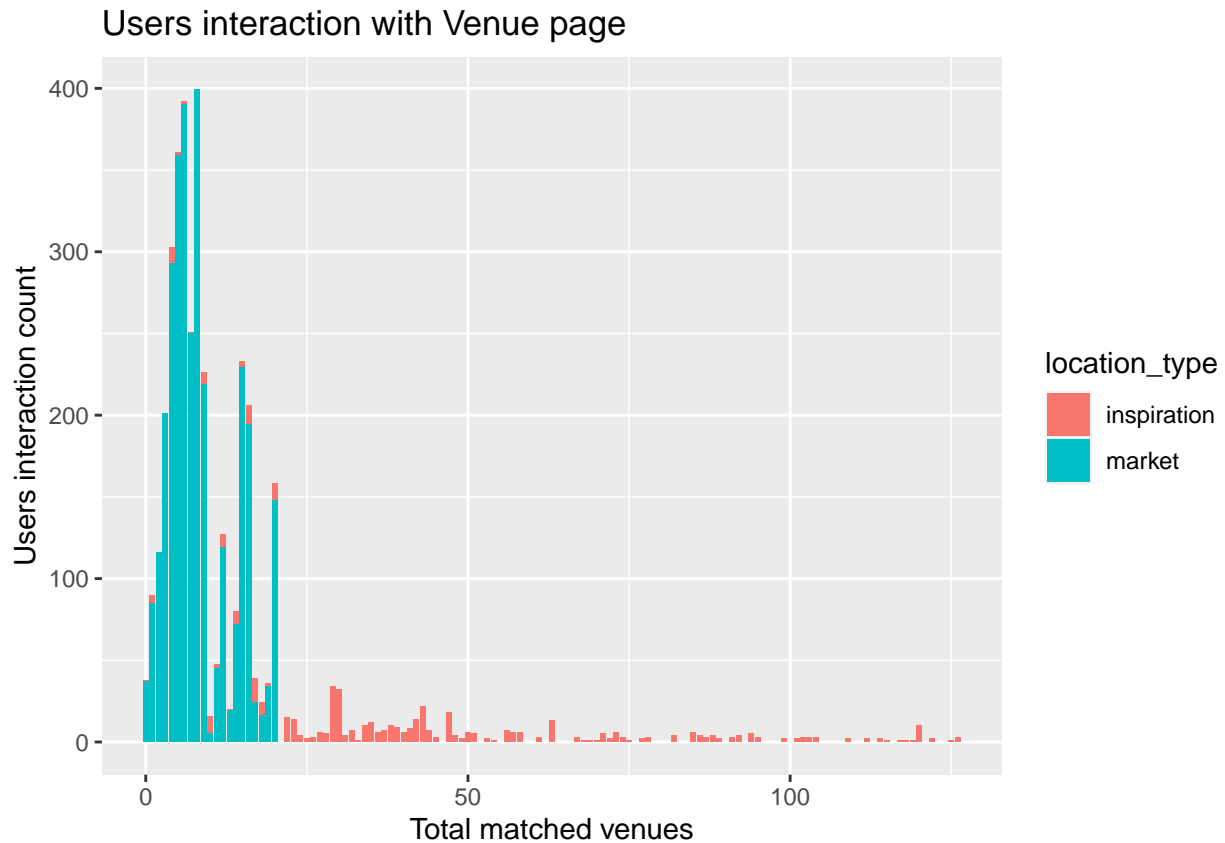
```
##          20.67          7.80          7.43          8.01
```

```
## Just the two of us    Not sure yet
```

```
##          29.24          26.86
```

More users picked not sure yet and just two of us

e) Total matched venues by location type



```
## [1] "Proportions(%) of location Types"
```

```
##
## inspiration      market
##      13.98      86.02
```

Observation

Inspiration has more matched venues but most of the users go for market as location type(86%). Inspirat.

2. Do they switch dates

YES they change dates

Unique Users who changed their wedding date on the page

```
## [1] "25%"
## [1] "Minimum number of days:-1"
## [1] "Average number of days:-268.039805825243"
```

Observation

The average number of days between the initial and new date on the page is approximately 8months

3. Do they switch venues

YES They change venues

```
## [1] "location Type : Inspiration, proportion(%) of Users change venues:59.31"
## [1] "location Type: Market, proportion(%) of Users change venues:63.1"
```

Contacts/Users that got Quote 3 weeks ago but never became Customer

Key Concerns

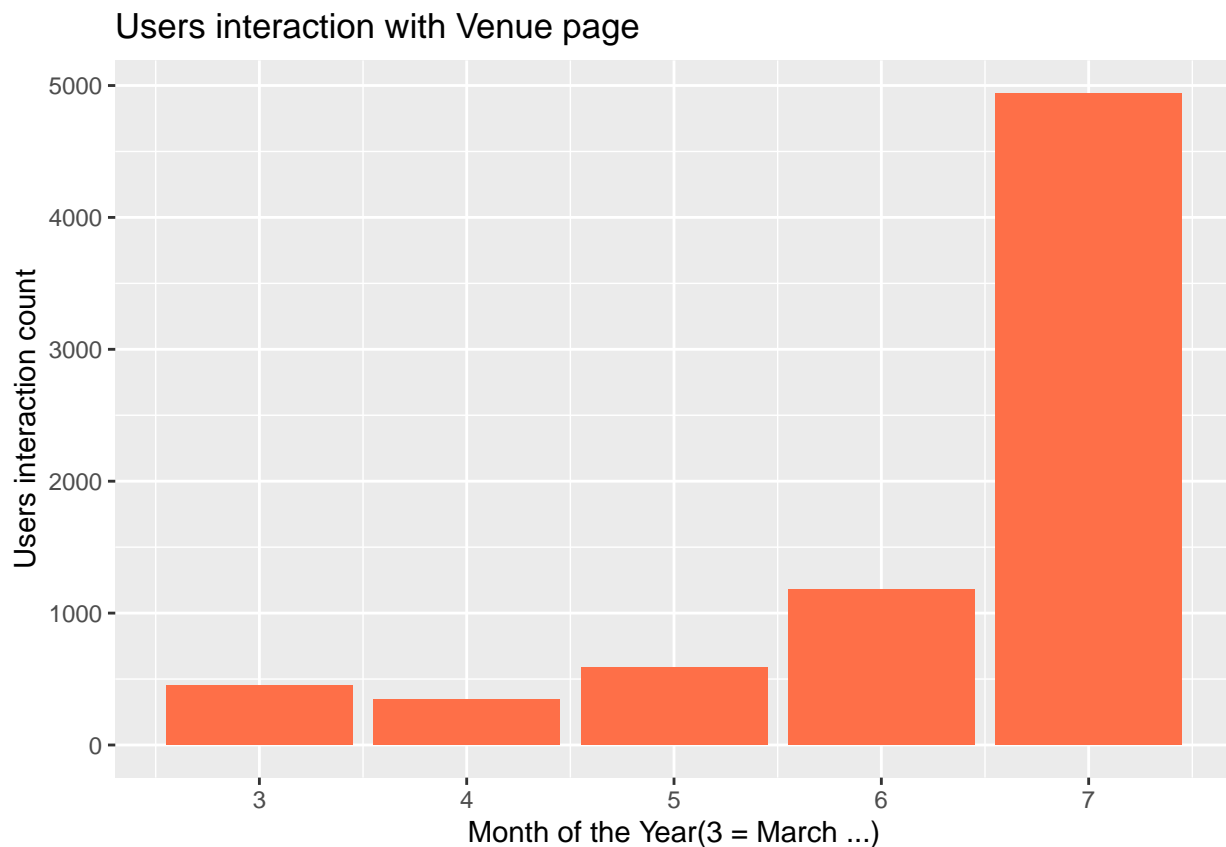
- Which data they consumed on the venue page -
- How many quotes that get
- Do they switch dates
- Do they switch venues
- Number of guests
- Number of results from Venue finder
- Time of day / day of week

Note that we have unique users count and users interaction count(this one can be multiple times)

1. Users interaction with the venue page(Link:<https://reserve.simplyeloped.com/venue-finder>.)

```
## [1] "Non unique users interaction 7500"
```

```
## [1] "Unique users interaction 1278"
```



```
## [1] "Proportions(%) of Users interaction monthly on the page"
```

```
##
```

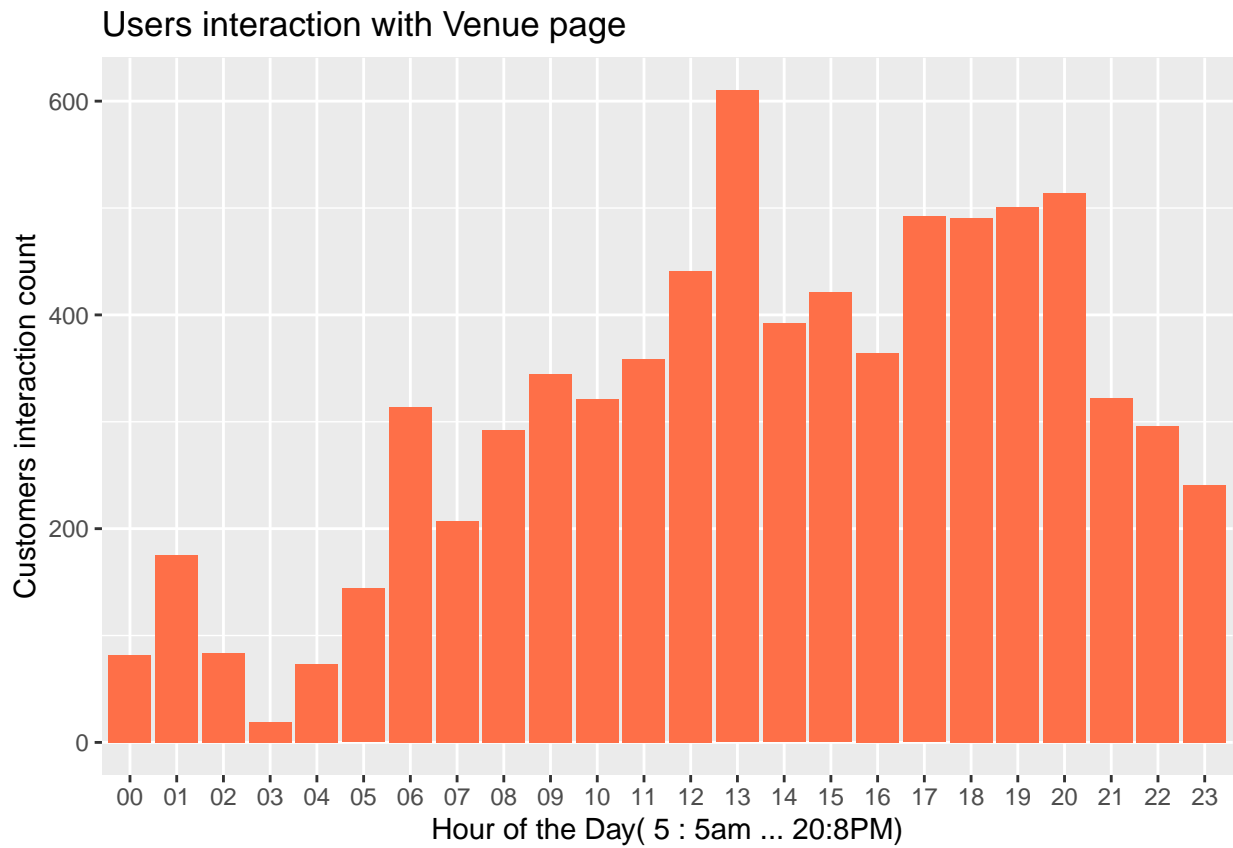
```
##      3      4      5      6      7
```

```
## 5.97 4.63 7.81 15.68 65.91
```

Observation:

The interaction with the page for Users since March:

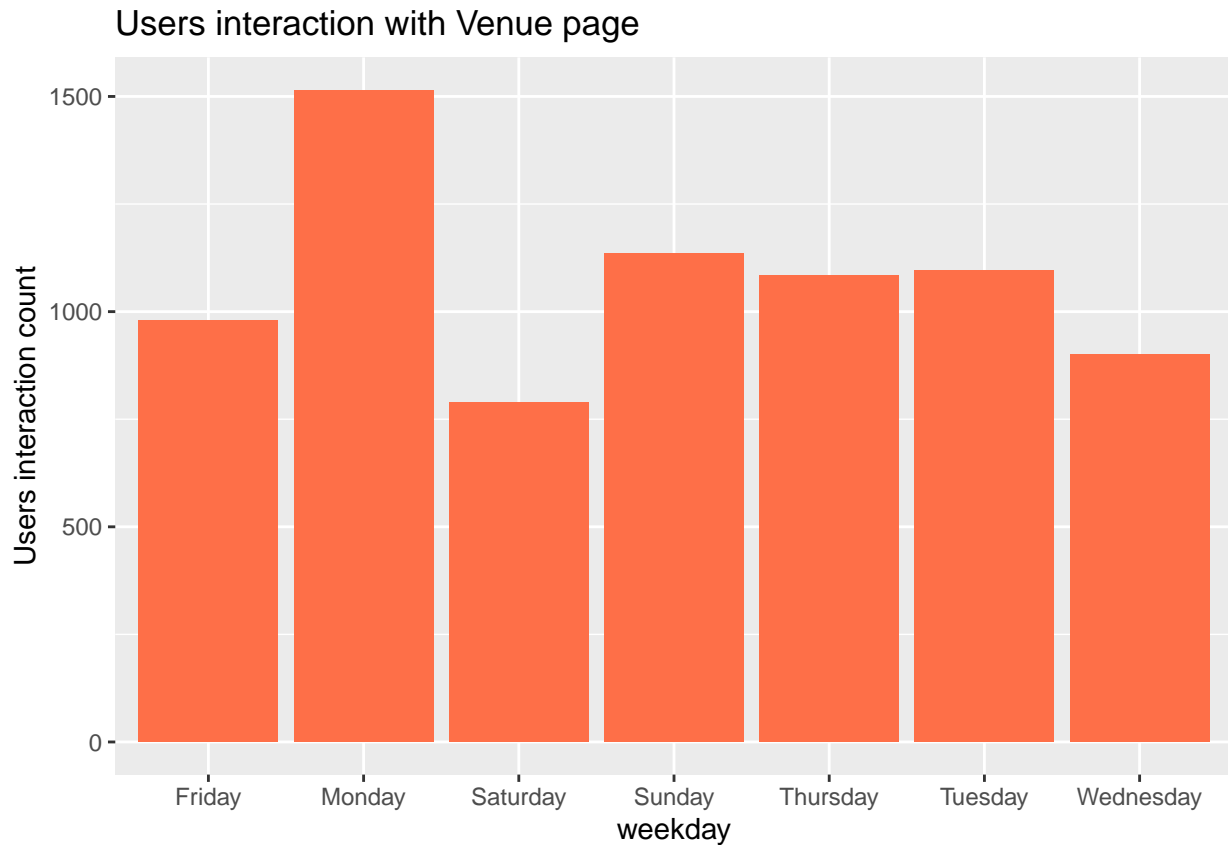
a) Interaction time with the page



```
## [1] "Proportions(%) of Users interaction hourly on the page"
##
##      00      01      02      03      04      05      06      07      08      09      10      11      12      13      14      15
## 1.09 2.33 1.12 0.25 0.97 1.92 4.19 2.76 3.89 4.60 4.28 4.79 5.88 8.13 5.23 5.61
##      16      17      18      19      20      21      22      23
## 4.85 6.56 6.55 6.68 6.85 4.29 3.95 3.21
```

Observation

Highest interaction hrs at 1pm and 8pm



```
## [1] "Proportions(%) of Users interaction daily on the page"
```

```
##
```

```
##   Friday   Monday  Saturday   Sunday  Thursday   Tuesday  Wednesday
##   13.07   20.20   10.52   15.12   14.47   14.61   12.01
```

```
Observation
```

```
Monday seems to have more interaction.
```

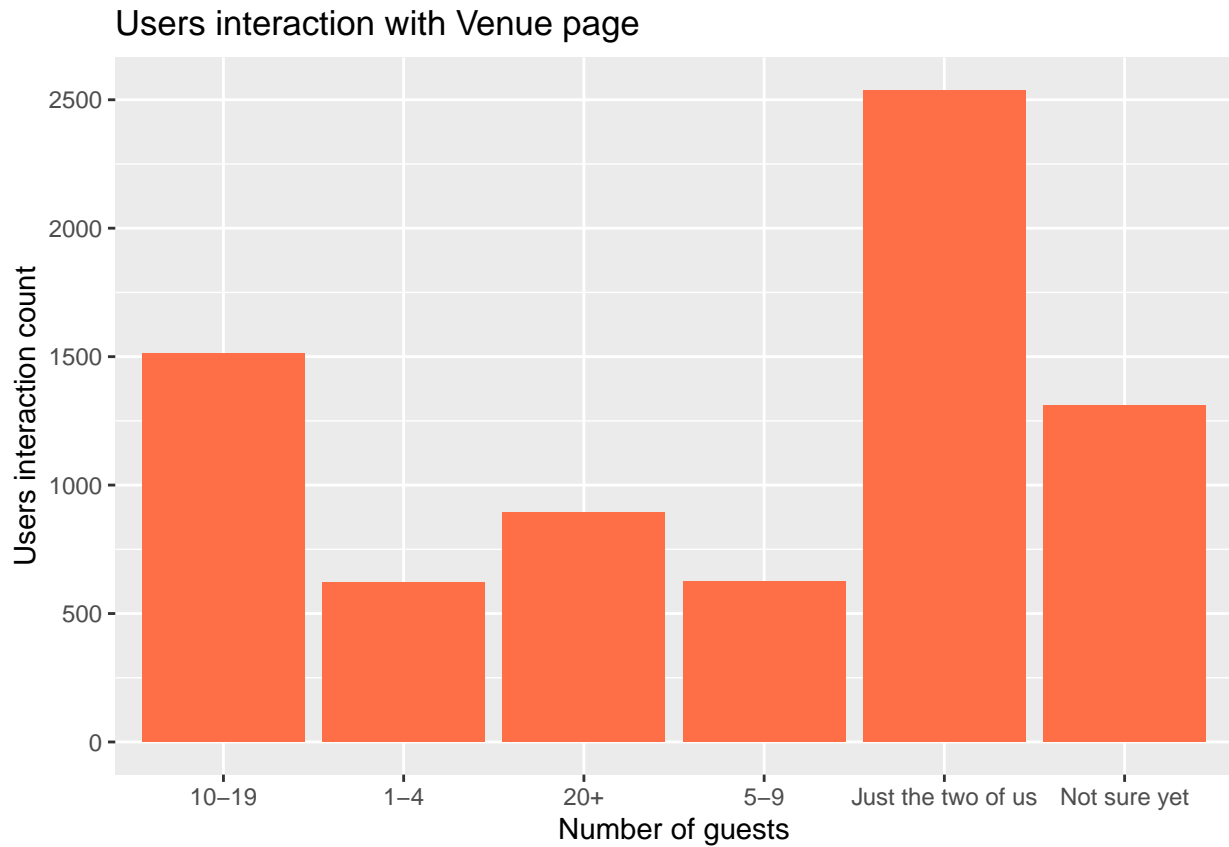
b) Proportions(%) of Users who set the full wedding date on the page(The exact date)

```
## [1] 54.85
```

c) Proportions(%) of users who set only month of wedding(The month)

```
## [1] 22.01
```

d) Number of guest picked on the venue page by users

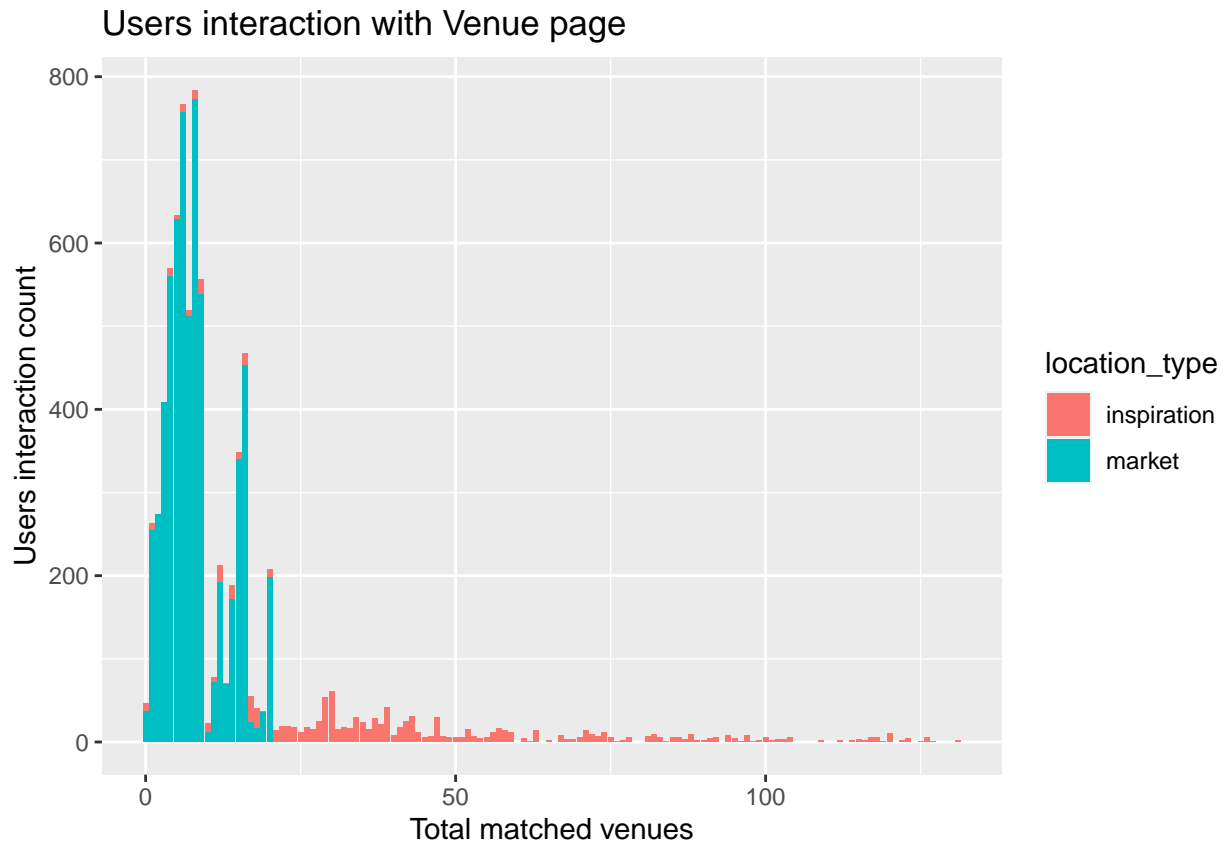


```
## [1] "Proportions(%) of users and guests chosen"
```

```
##
##          10-19          1-4          20+          5-9
##          20.17          8.25         11.91         8.35
## Just the two of us    Not sure yet
##          33.84         17.48
```

More users picked 10-19 and just two of us categories

e) Total matched venues by location type



```
## [1] "Proportions(%) of location Types"
```

```
##
## inspiration      market
##      15.75      84.25
```

Observation

Inspiration has more matched venues but most of the users go for market as location type(84%). Inspirat.

2. Do they switch dates

YES they change dates

Unique Users who changed their wedding date on the page

```
## [1] "23%"
## [1] "Minimum number of days:-1"
## [1] "Average number of days:-177.351727694688"
```

Observation

The average number of days between the initial and new date on the page is approximately 6months

3. Do they switch venues

YES They change venues

```
## [1] "location Type : Inspiration, proportion(%) of Users change venues:60.75"  
## [1] "location Type: Market, proportion(%) of Users change venues:55.07"
```