Urgency Messages

Exploring potential opportunities and implementation ideas of call-to-action messages

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Objectives

- Analyze potential business opportunities

- Explore best ways to implement the urgency messages

- Increase number of bookings and conversion rate

- Tools utilized in the case study

  - Tableau

  - Welch's t-test for two groups

  - Tukey test for multiple groups

Assumptions

- The data provided represents the whole year data

- The 5 cities in the dataset represents all the locations

- No booking cancellations

- Limited resources to implement urgency messages
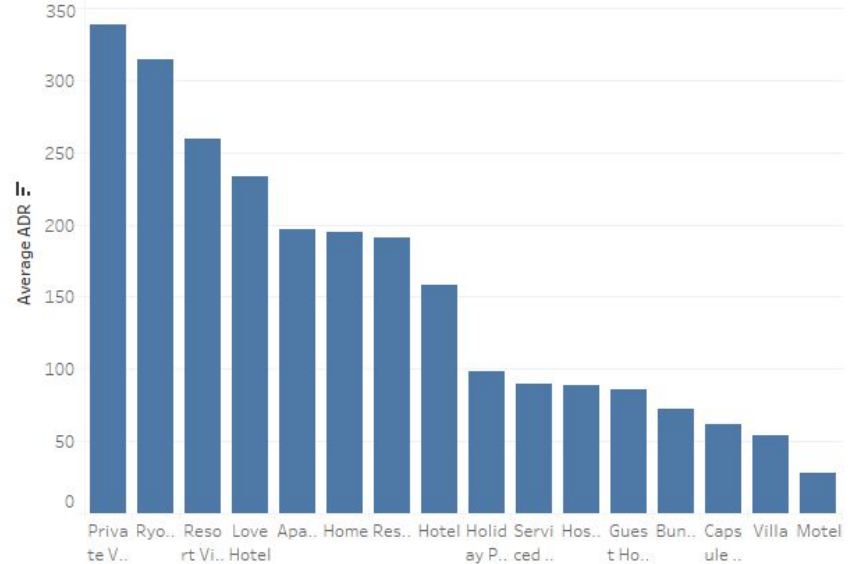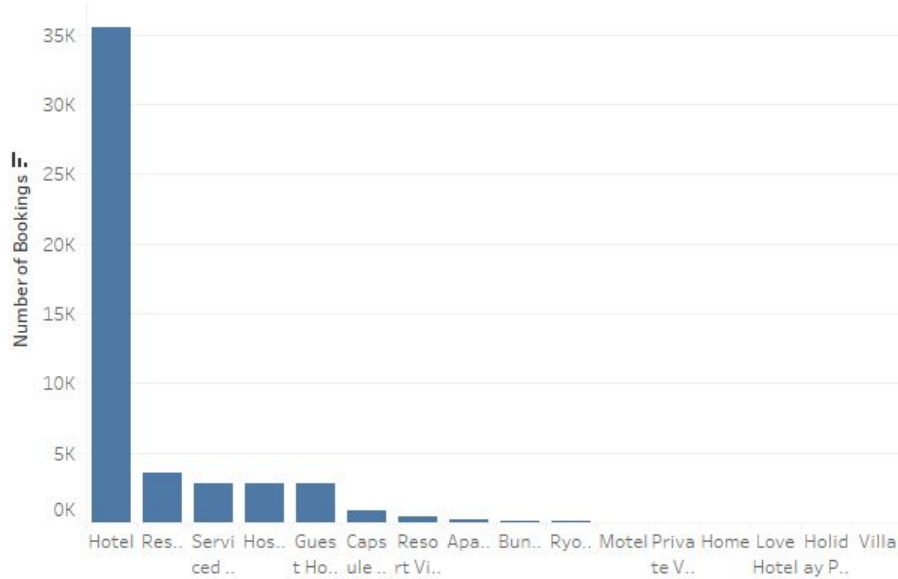
Data Preprocessing

- Combine excel worksheets into a data frame

- Check null and filler values

- Add new columns

  - Number of days stayed

  - Number of days between booking date and check-in date

  - Price tiers
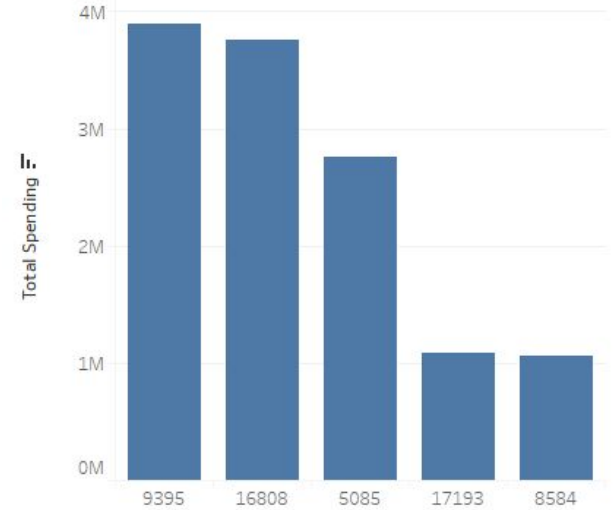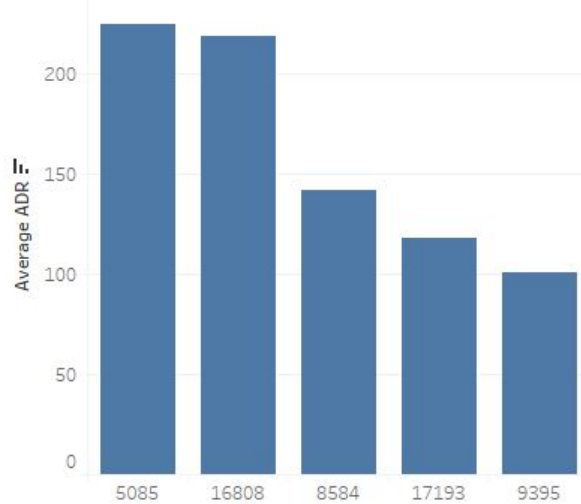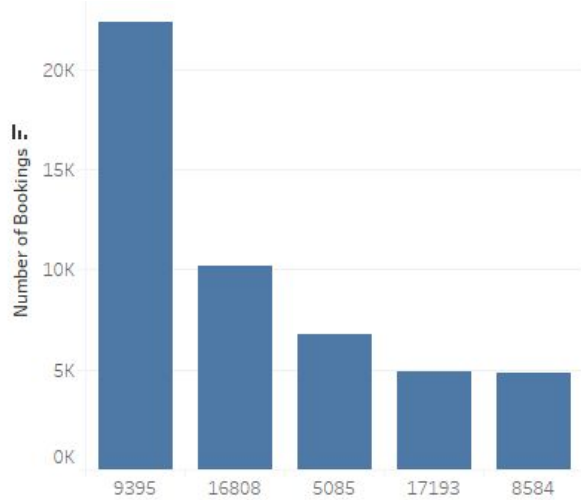
Analysis - Chain VS. Non-Chain
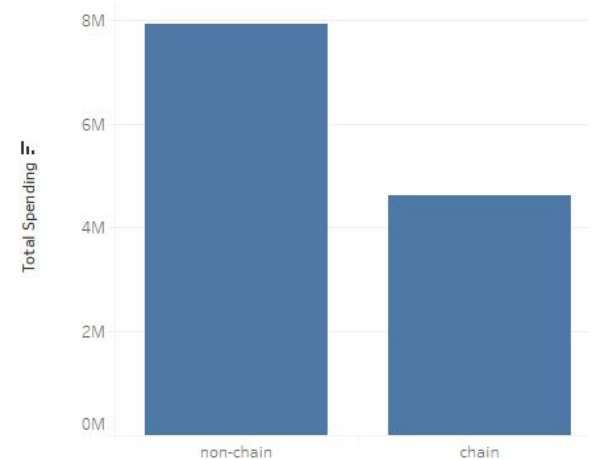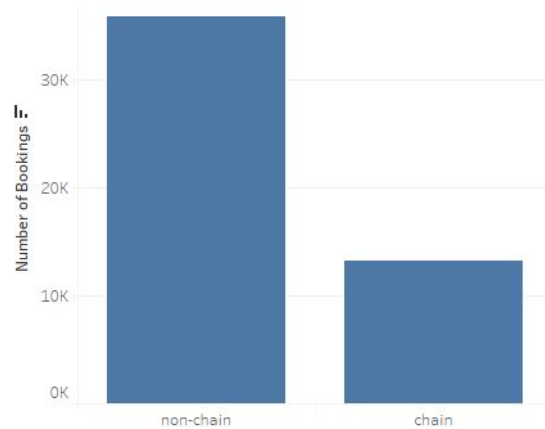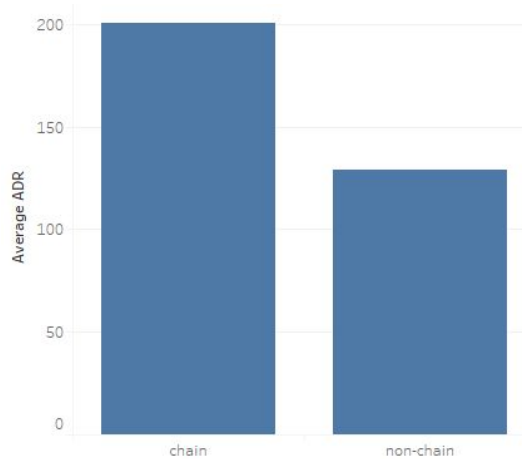
- Chains have higher ADR

- Non-chains are significantly higher in bookings and total USD spent
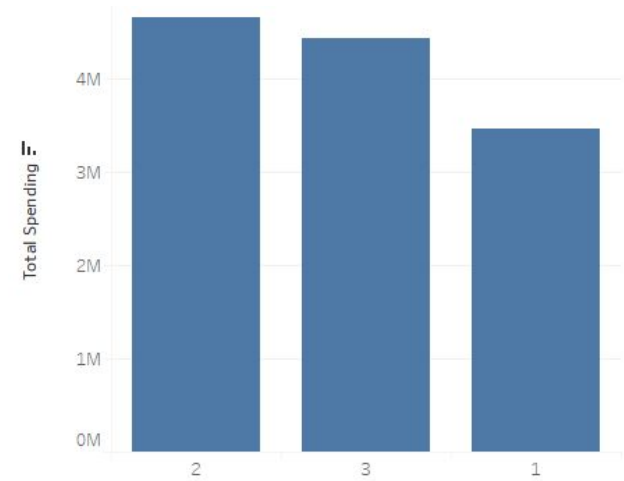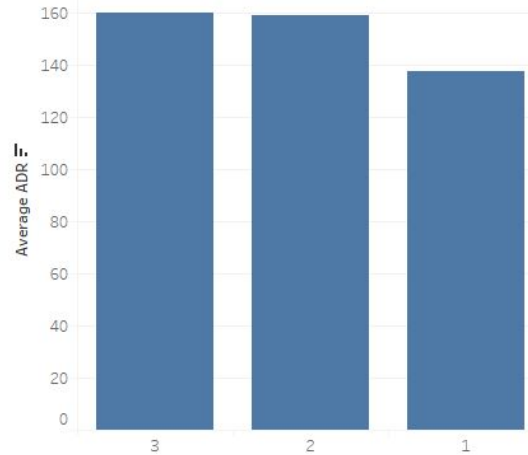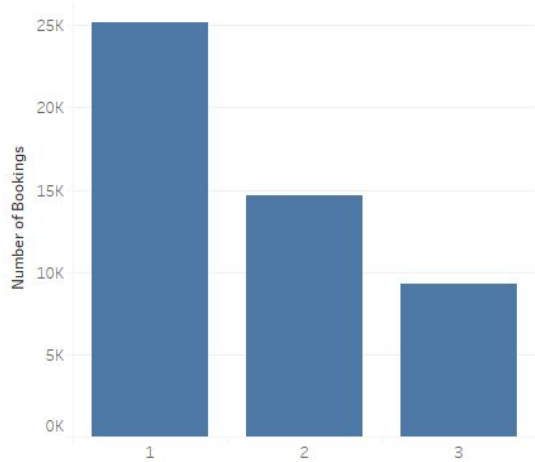
Analysis - Accomodation Type

- Hotels have higher number of bookings
- Private Villas have higher Average ADR

Analysis - Cities

- More accommodations are booked in City 9395
- City 9395 has higher total spending
- City 5085 has significantly higher average ADR

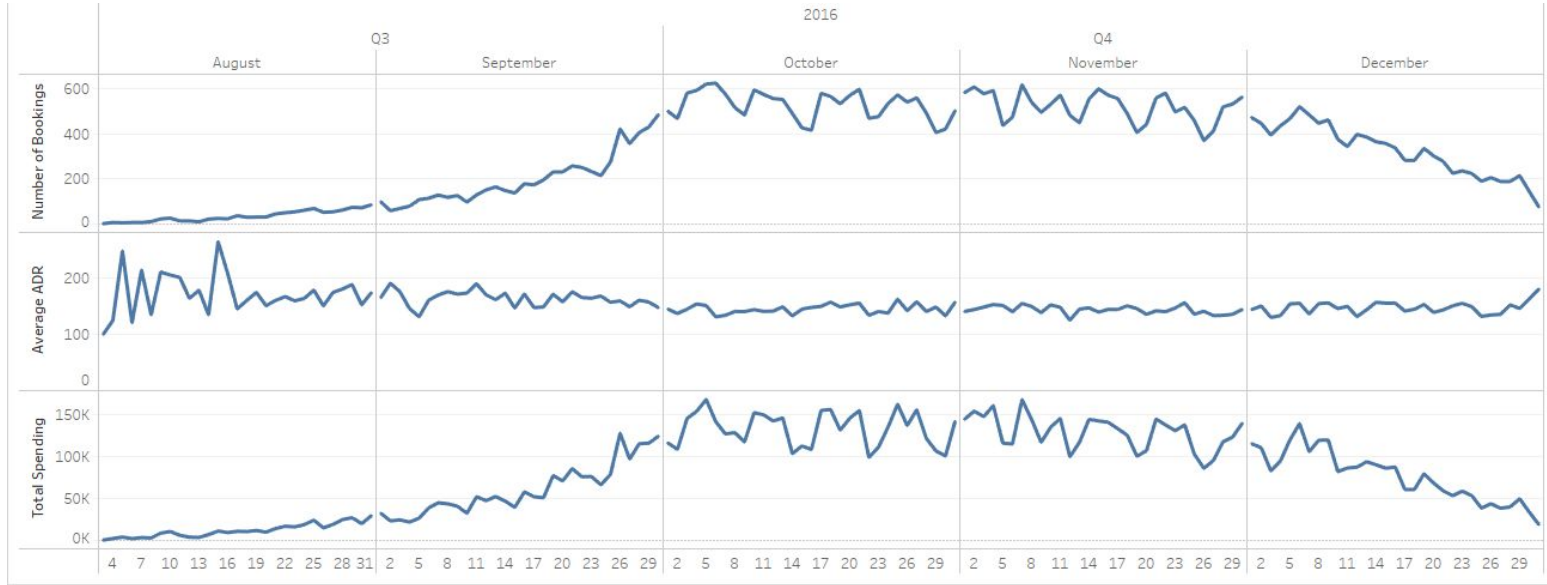# Analysis - Numbers of Nights Stayed

- Higher number of bookings with only 1 night of stayed
- Bookings with 3 and 2 nights have higher ADR
- Total spending is highest for 2 nights
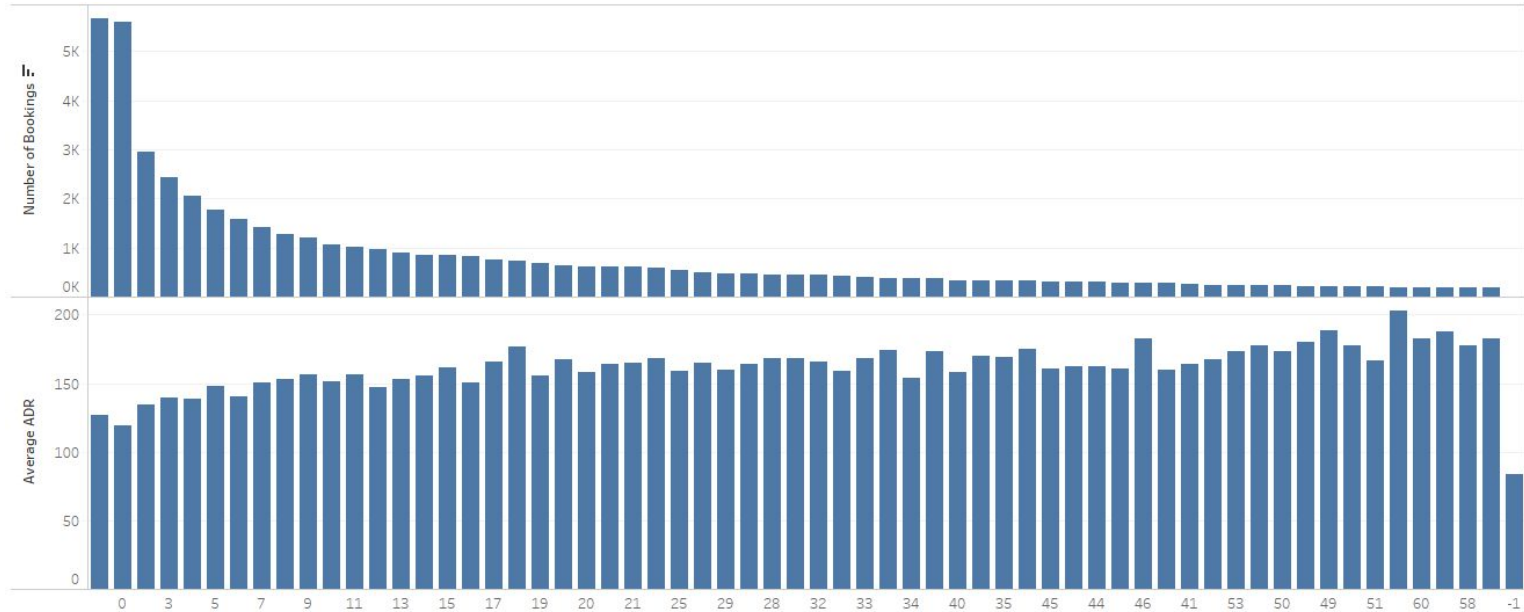
Analysis - Time of Checking-In
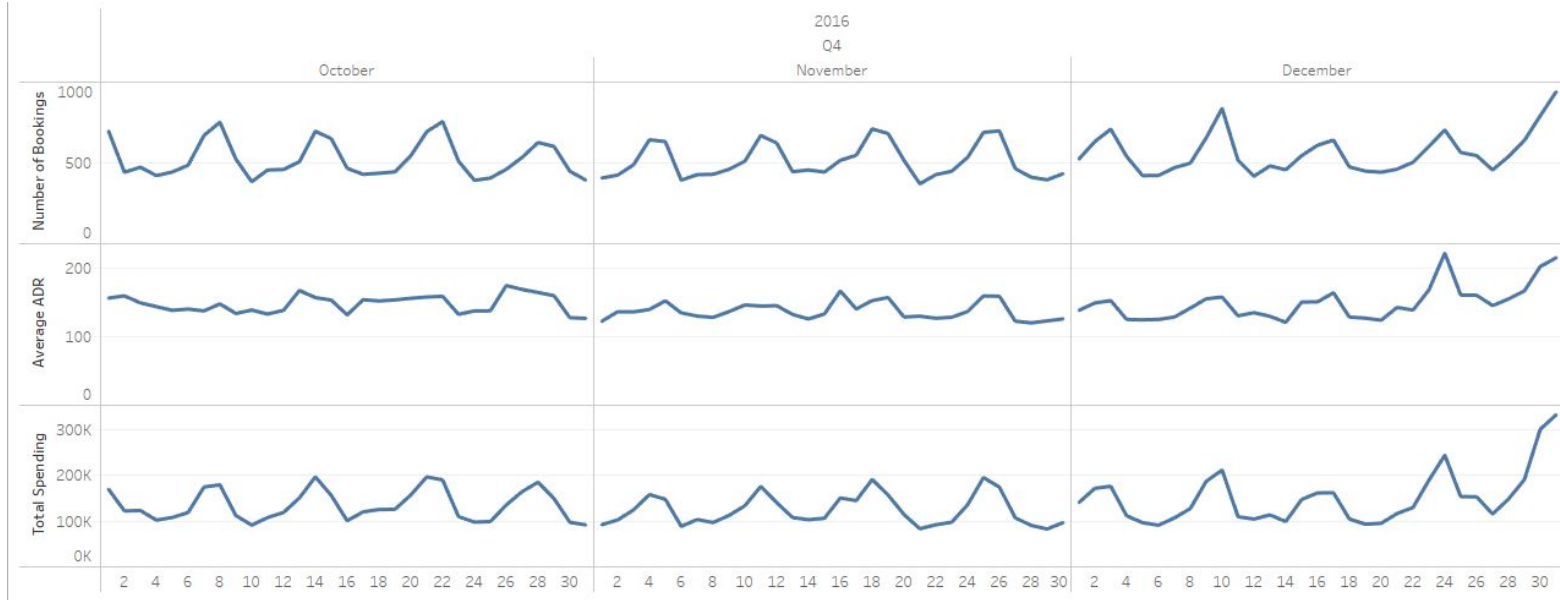
- Number of bookings, ADR and total spending are similar
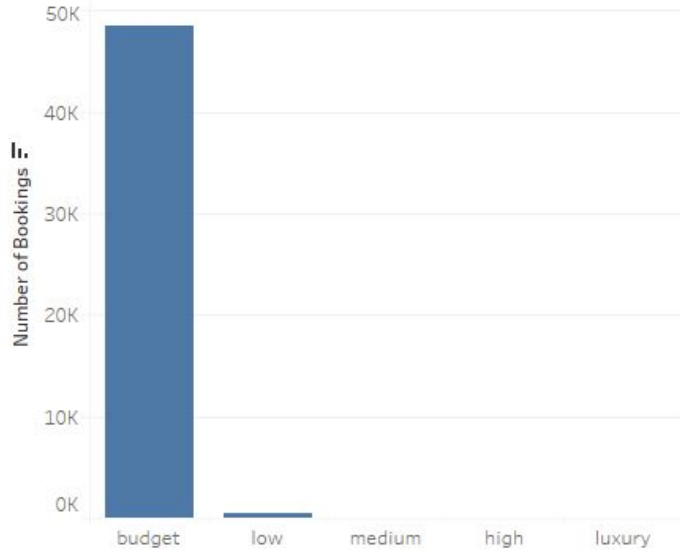
Analysis - Time of Booking

- ADR is identical
- Number of bookings and total spending increased in October and November

Analysis - Early Bookings

- More bookings were completed closer to check-in dates
- Average ARD is lower as the check-in dates is closer

Analysis - Price Tiers

- Budget: 0 to 600 USD
- Low: 600 to 1300 USD
- Medium: 1300 to 1900 USD
- High: 1900 to 2500 USD
- Luxury: 2500 to 3200 USD

- More bookings were completed closer to check-in dates

Recommendations

- Display on the search results page
  - Searches in cities with high bookings and spendings (9395 and 16808)
  - Searches in October and November
  - Target searches closer to the check-in dates
- Display on the property level page
  - Focus on search results with hotel as property type
  - Target more affordable non-chain accommodations
- Additional data that can be utilized
  - Previous searches
  - Web page vs Mobile app

Questions?

Thank You