Low Deposit Analysis

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Rate of Traffic & Cancellation via Booking Date

Cancel Rates via Booking Date
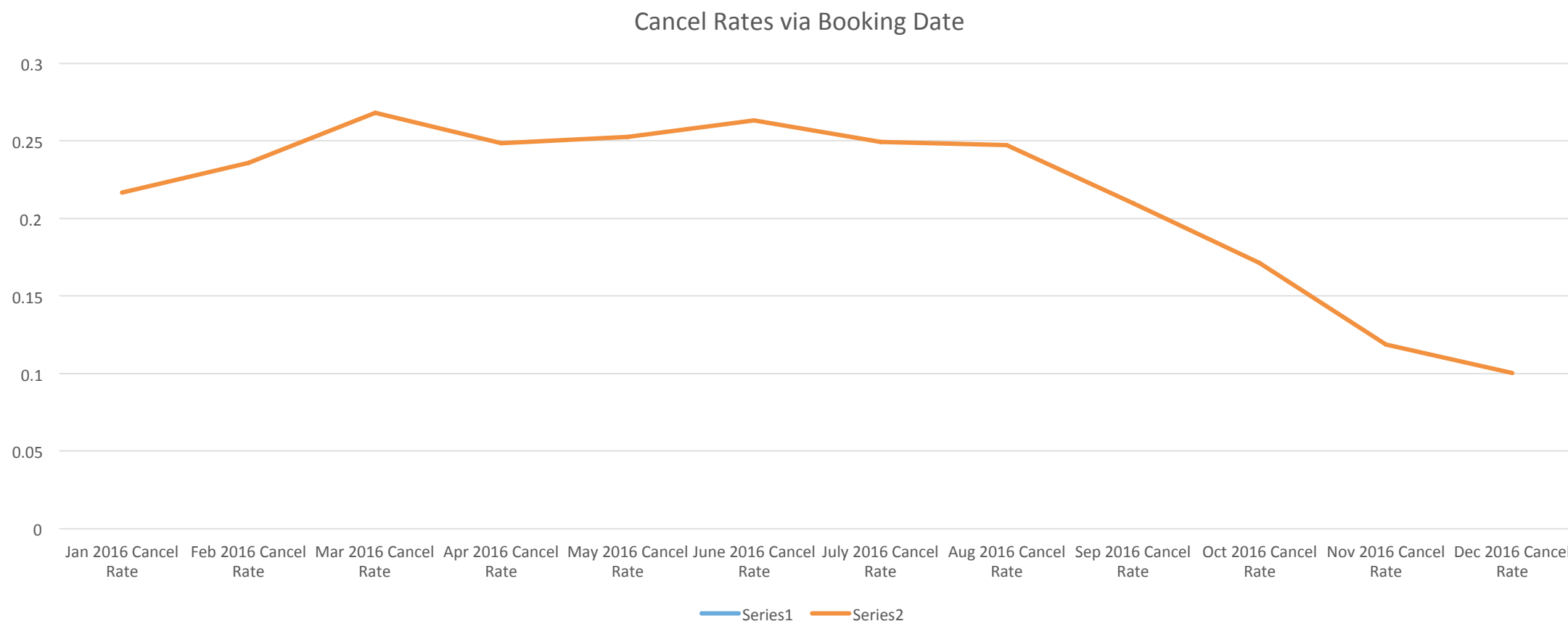
Observations from Rate of Traffic

- Throughout 2016, number of total bookings (confirmed + cancelled) increased while cancellation rate gradually decreased.

- 2017 sees a lot more total bookings with a continual decrease in cancellation rate.

- More raw statistics exists in the excel file.

Cancellation Rates By Lead Time

Lead Time	Total Cancel Rate	Cancel Rate by Call Centre	Cancel Rate by Web
Within a week	3.19%	3.6%	2.9%
A week to a month	3.4%	3.8%	3.25%
2 months time to 6 months	8.6%	8.86%	7.5%
9 months time to a year	17.8%	17.2%	18.1%

People who book 9 months to a year out are more likely to cancel.

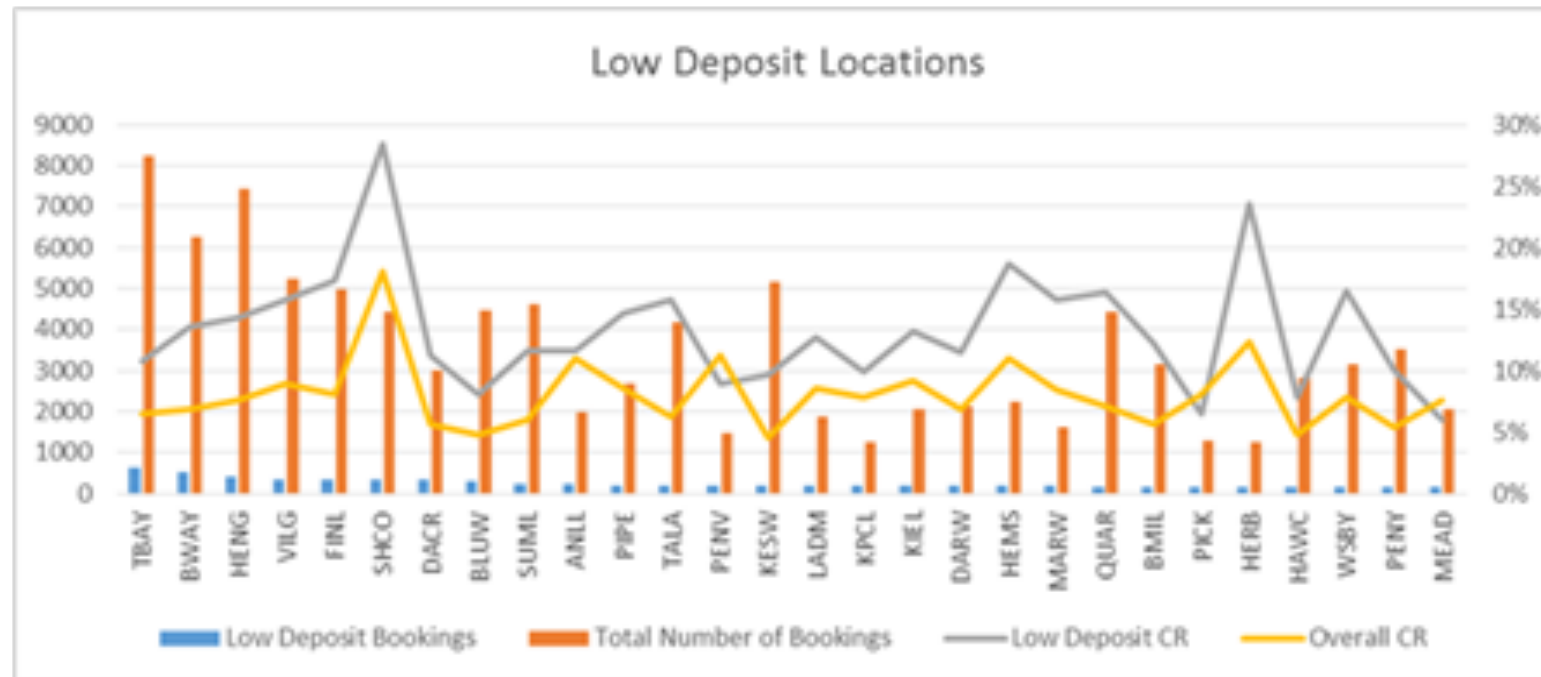# Cancellation Rates for Low Deposit/Non Low Deposit Bookings

Cancellation Rates for Low Deposit Bookings Only	Total Cancel Rate	Call Centre Cancel Rate	Web Cancel Rate
Percentage	13.4%	13.3%	14.3%

Cancellation Rates for Non Low Deposit Bookings	Total Cancel Rate	Call Centre Cancel Rate	Web Cancel Rate
Percentage	7.6%	7.5%	7.7%

Number of Cancelled Low Deposit Bookings

Amount Customer Paid (£)	Bookings Cancelled by Call Centre	Bookings Cancelled by Web
0	2008	57
25	226	6
30	122	2
125	88	1
150	148	9

Low Deposit Locations Performance

Observations

- By observing lead time, it is clear that the longer the lead time is, the higher the probability that the customer cancels their booking.

- Most low deposit booking cancels are made through the call centre.

- Cancellation rates for low deposit are almost double that of non low deposit bookings.

- Most Cancelled Low Deposit Bookings are in locations BWAY, FINL, HENG, SHCO, TBAY, and VAUX. SHCO has most cancelled low deposit bookings.

- Most cancelled low deposit bookings, in terms of the day that their trip actually starts, is ranked in order of Friday, Monday, and then Saturday.

- Most cancelled low deposit bookings, in terms of trip duration, is ranked in order of 7 days, 3 days, and 4 days.

Low Deposit Cancellation Rate by Location

Low Deposit Cancellation rate by Location