

A 3D bar chart with several bars in various colors (yellow, orange, blue, green, purple). Some bars are labeled with percentages: 15%, 13%, and 14%.

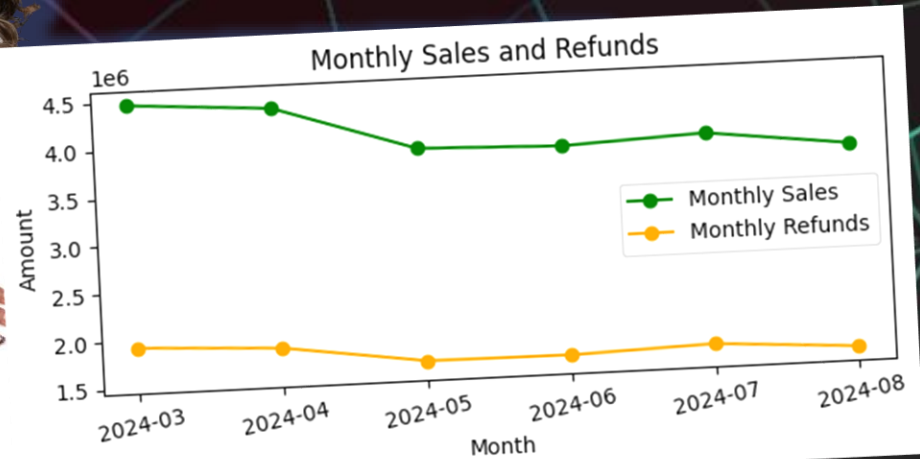
# OTA Booking Data Analysis

## Key Insights and Recommendations

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# Sales and Refund Trends



- Monthly Sales vs Refund Trends
  - What we found:
    - Sales were relatively steady month-to-month, but we noticed some spikes in refunds.
  - Why this matters:
    - Refund spikes may indicate issues such as customer dissatisfaction, travel disruptions, or changes in travel plans.
  - Potential reasons:
    - Refund spikes could be linked to external factors like cancellations or seasonal fluctuations in travel plans.

# Selling Price Distribution

## What we found:

- *Prices ranged widely from around ₹50 to over ₹ 2,000, but most tickets were sold at the lower end of the range (between ₹ 50 and ₹ 500).*

## Why this matters:

- *The wide range reflects a mix of budget-conscious travelers and premium customers. Most of the sales are for more affordable tickets.*

## Potential reasons:

- *This could suggest that customers tend to favor lower-cost options, or that the OTA specializes in economy or budget flights.*



# Refund Amount Analysis

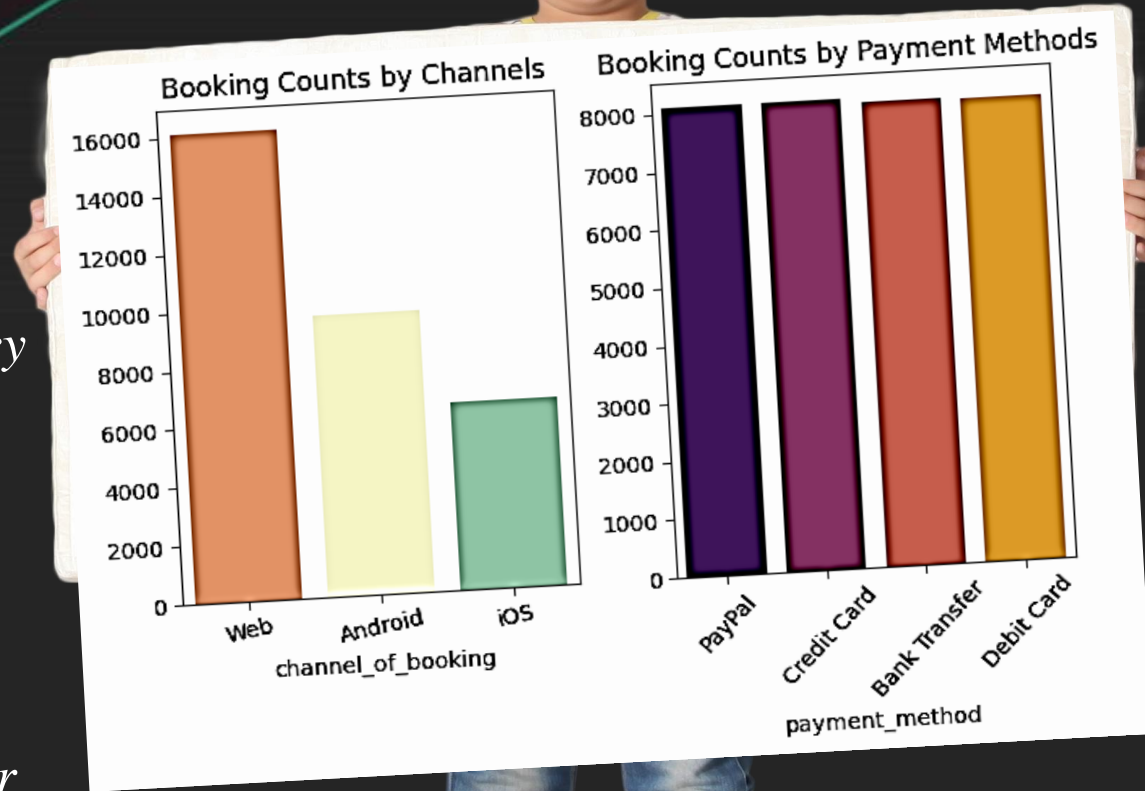
count	32240.000000
mean	321.169098
std	339.865111
min	0.000000
25%	0.000000
50%	221.482908
75%	593.005610
max	1462.725105

- Refund Amount Breakdown

- What we found:
  - *The average refund was around ₹ 321, but there's a spread of refund amounts.*
- Why this matters:
  - *Refunds, especially large ones, can affect profitability. High-value refunds could suggest an issue with cancellations or reliability.*
- Potential reasons:
  - *Larger refunds might be tied to more expensive tickets with more flexible refund policies, while cheaper tickets could be less likely to be refunded.*

# Booking Channels

- How Customers Are Booking
  - What we found:
    - *Most bookings were made through Direct or Agency channels, while fewer came through Partner channels.*
  - Why this matters:
    - *Knowing where the majority of your bookings are coming from helps focus marketing efforts.*
  - Potential reasons:
    - *Direct and Agency channels might be more familiar to customers, offer better deals, or be more convenient to use.*



# Markup and Profit Analysis

- Markups and their Impact on Profit
  - What we found:
    - *There's a strong relationship between markup and profit. Higher markups lead to higher profits, which seems pretty intuitive.*
  - Why this matters:
    - *Strategic price adjustments can significantly boost profitability.*
  - Potential reasons:
    - *Markups might vary based on demand, routes, or ticket class. It's important to strike a balance between being competitive and maintaining healthy margins.*



# What Can Be Done Next..?

## 1. Minimize Refunds:

- *Offer better customer support and clearer communication to reduce cancellations.*
- *Work more closely with suppliers to minimize disruptions like flight cancellations.*
- *Consider offering incentives for customers to rebook rather than cancel.*

## 2. Optimize Pricing:

- *Experiment with dynamic pricing, especially during peak seasons, to maximize revenue without driving away customers.*
- *Focus on adjusting markups where demand is high to boost profits.*

## 3. Leverage Key Channels:

- *Since Direct and Agency channels bring in the most bookings, increase your marketing spend on these channels to further boost sales.*
- *Look into ways to improve performance on Partner channels or negotiate better terms with them to improve results.*



# Conclusion



- *In summary, sales are steady, but we've identified some areas for improvement, especially in reducing refunds and optimizing pricing.*
- *By adjusting pricing strategies and focusing on top-performing channels, the OTA can enhance profitability.*
- *Next steps would involve testing these recommendations and monitoring their impact on overall performance.*