User Search Behavior on OTA Platform

Presented by Mike

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Index

Introduction
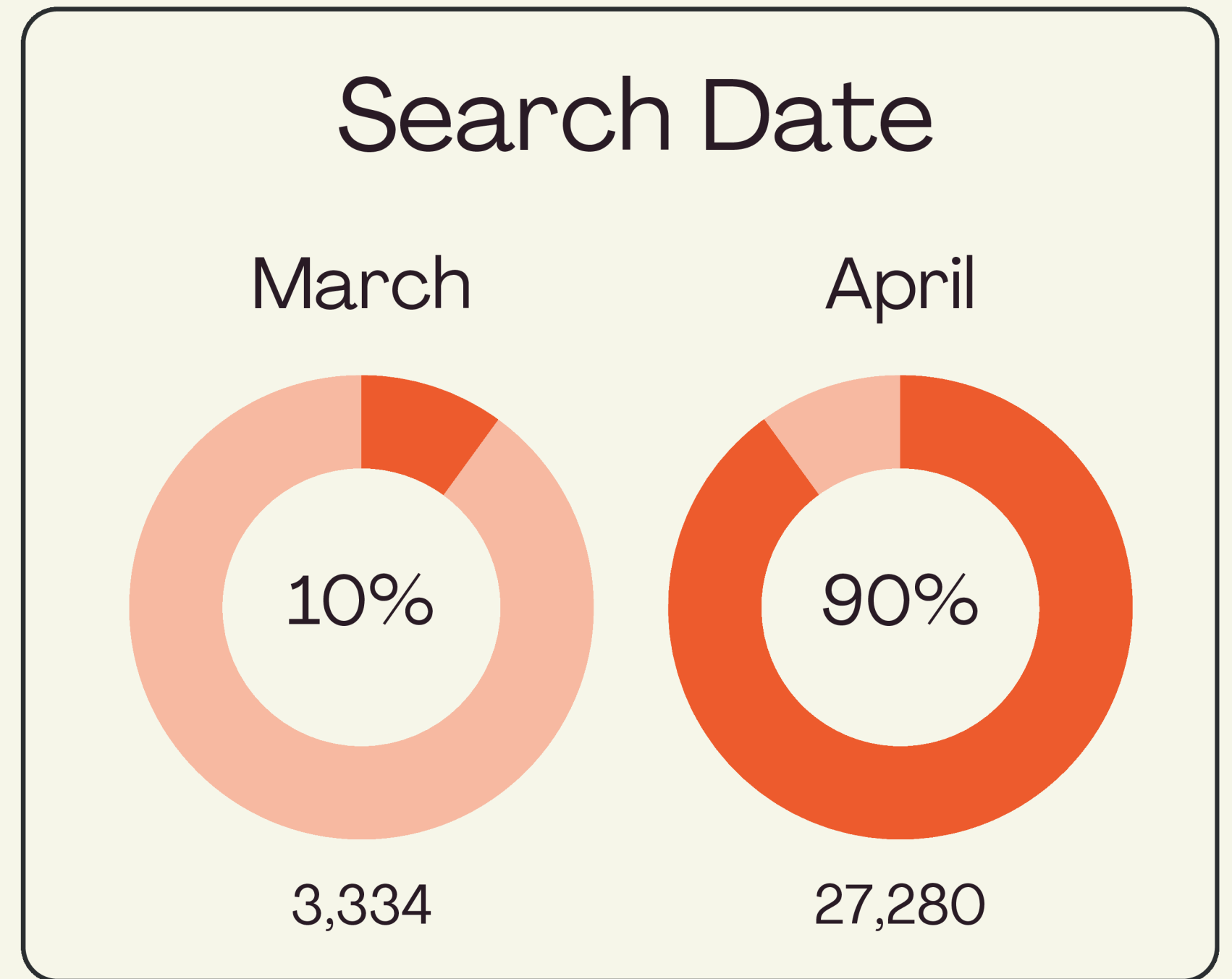
- **Objective**: To provide a comprehensive analysis of booking trends and identify points of user dissatisfaction on the OTA platform.

- **Methodology**: Examination of **30,614** search sessions focusing on advance booking days and instances of no search results in **Hong Kong**.

Search Date

| March	April
10%	90%
3,334	27,280

Days in Advance

- Max: **364**
- Min: **0**
- Mean: **133.35**
- Median: **116.0**
- Standard Deviation: **96.55**

A **significant gap** between the search date and booking date is observed for all users with **considerable variability**.


Days In Advance
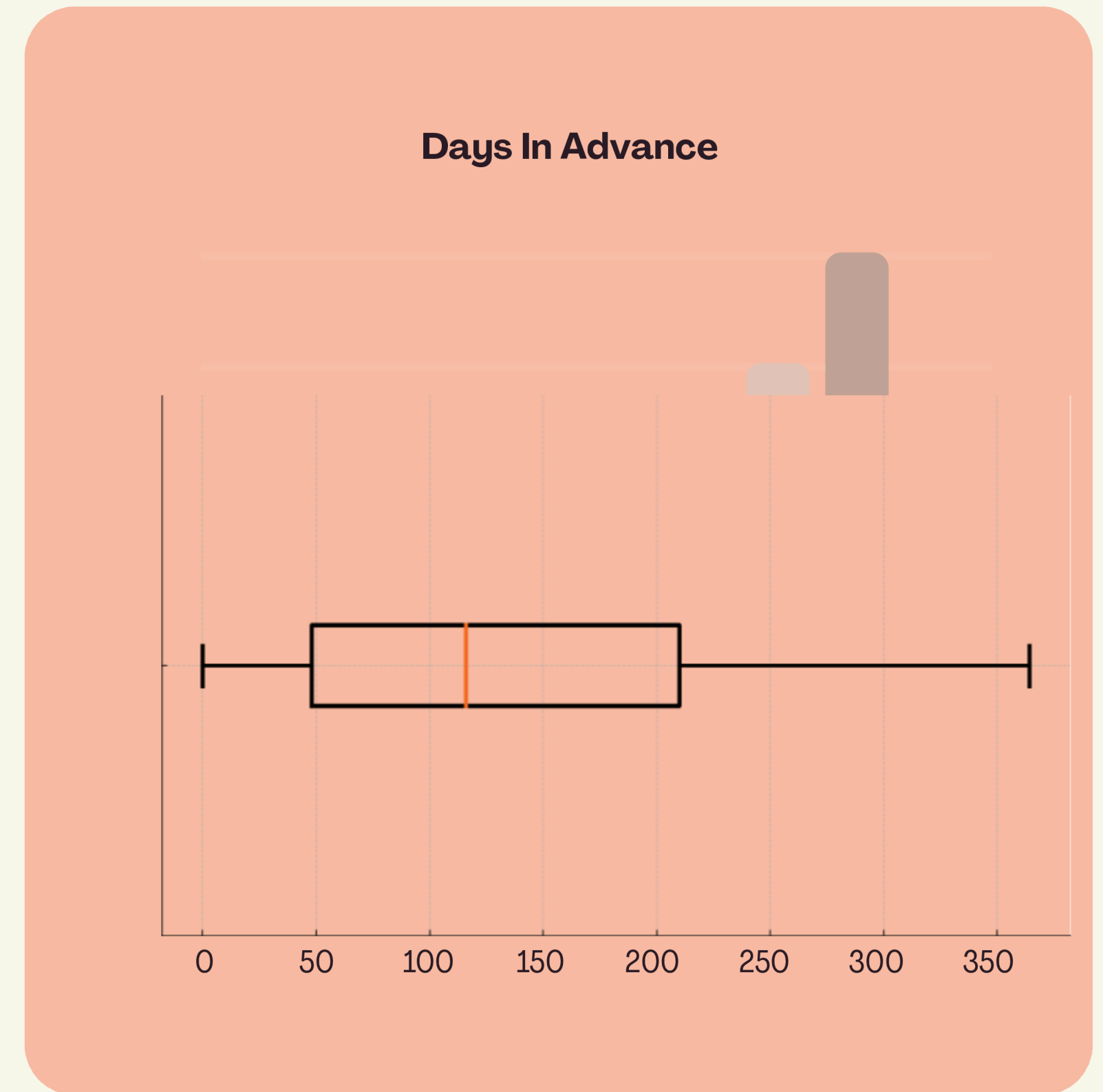
Day of the Week Analysis

- **Most Searches: Friday** (**5,241 sessions**)
  - More leisure time for trip planning

- **Least Searches: Tuesday** (**4,084 sessions**)
  - Lower engagement due to workdays

- **Most Bookings: Monday** (**4,567 sessions**)
  - Finalizing the planning after consideration

- **Least Bookings: Wednesday** (**4,059 sessions**)
  - Lower engagement due to workdays
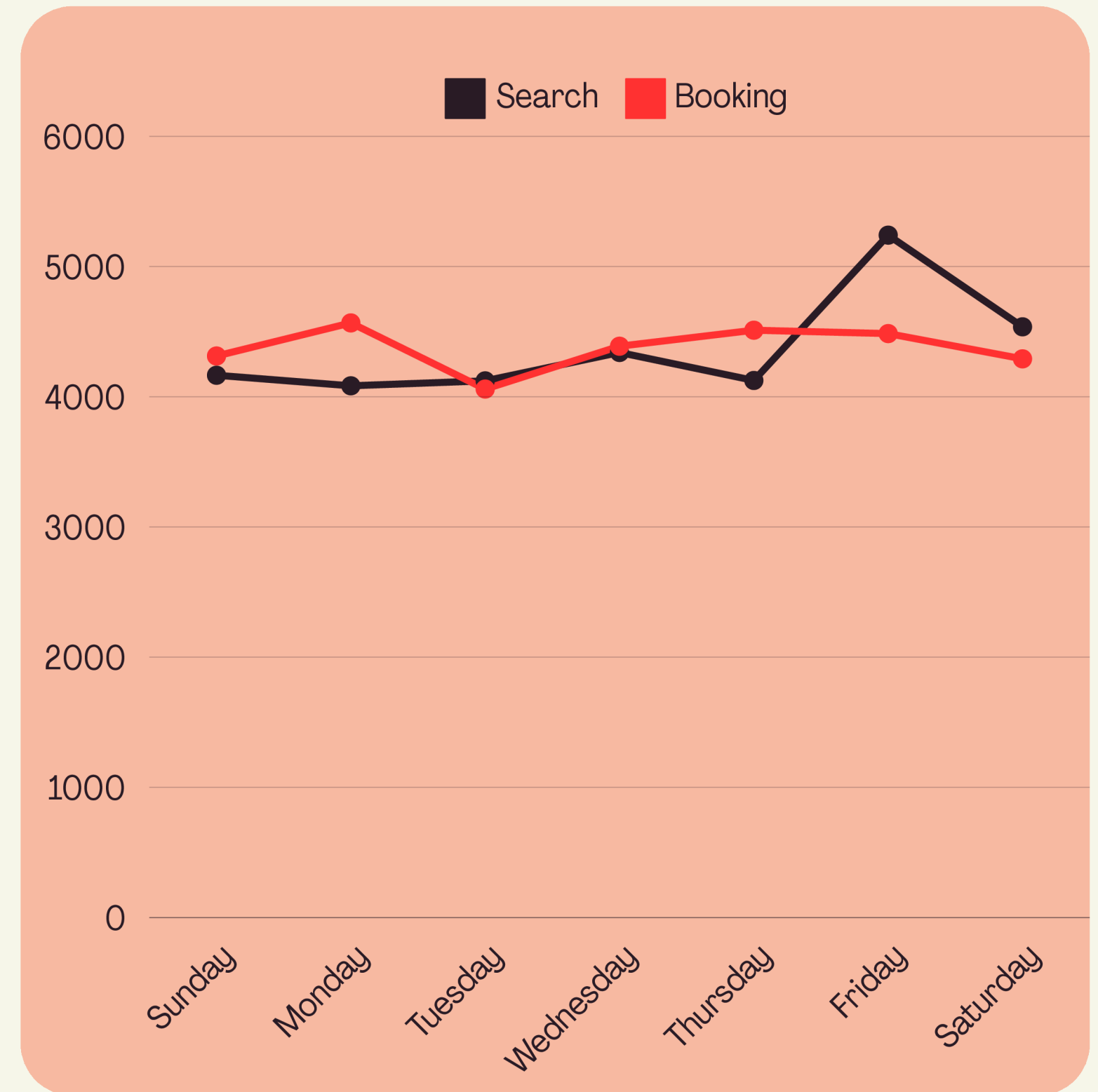
No Search Result %

The 'No Search Result %' of **14.78%** signifies that a significant portion of searches on the platform **fail to yield any results**, suggesting issues such as insufficient inventory, ineffective search algorithms, or mismatches between user demands and available offerings, which can result in **user frustration and potential loss of business**.
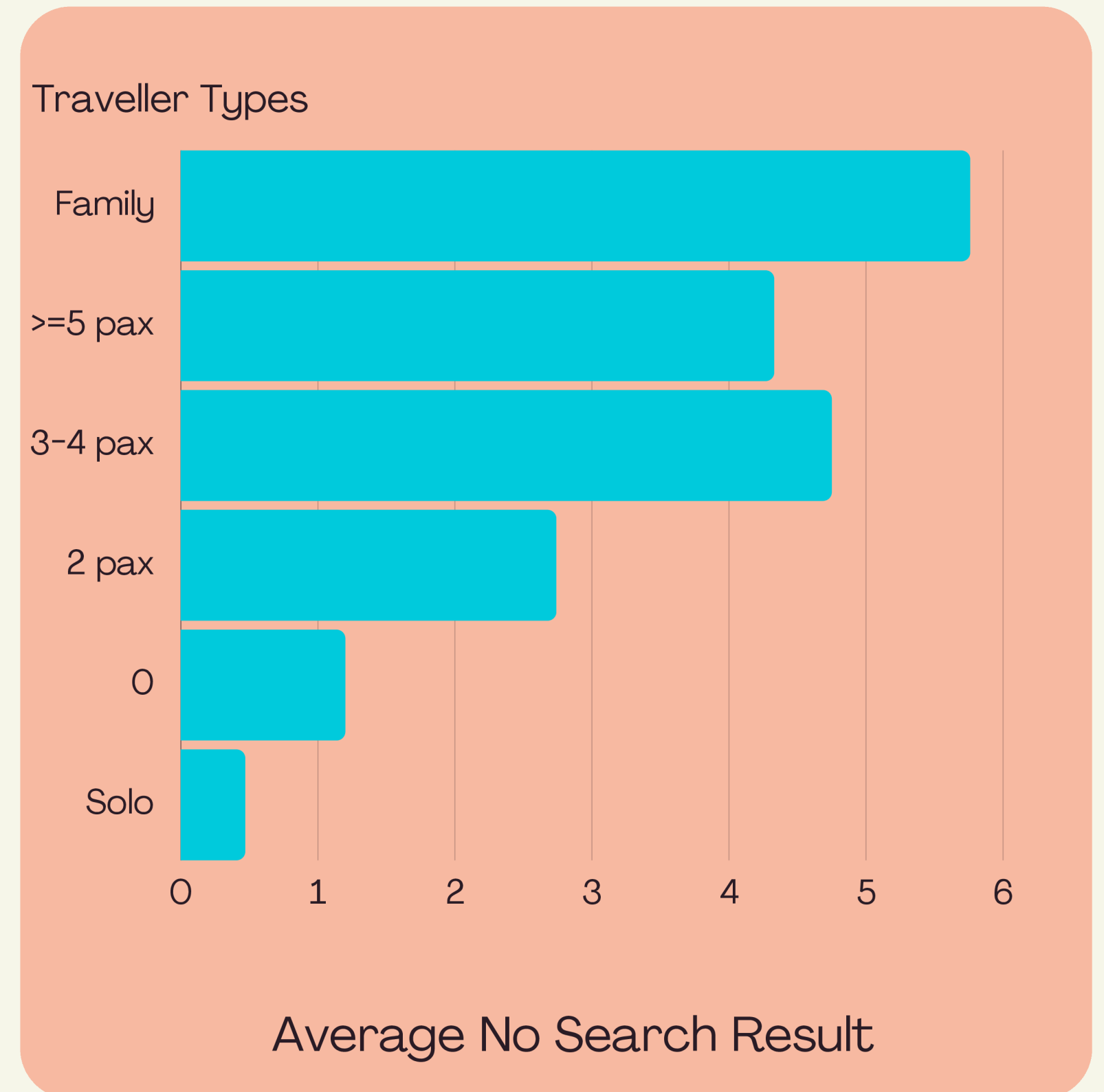
14.8%
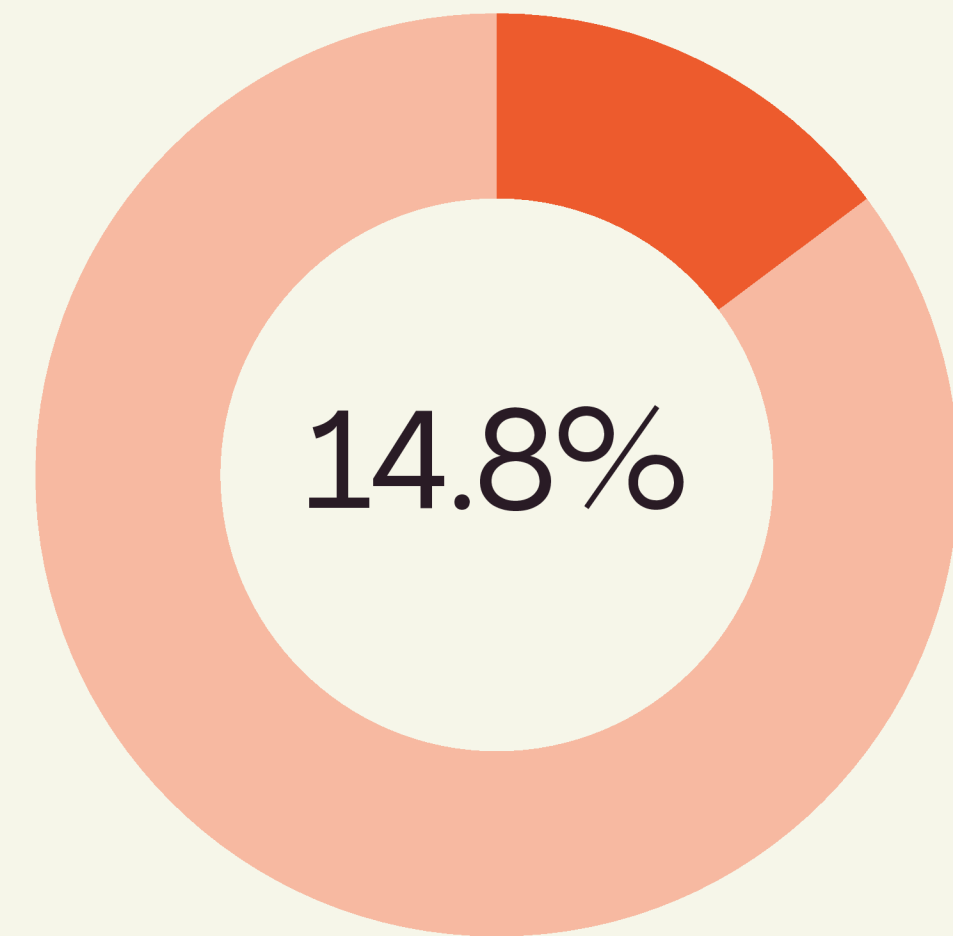
117,281

No Search Result Sessions

(by Traveller Types)

- **Family**:   5.76
- **>= 5 pax**: 4.33
- **3-4 pax**: 4.75
- **2 pax**:   2.74
- **0**:   1.2
- **Solo**:   0.47

When multiple travelers are involved, the chance of facing No Search Results **rises** because **more requirements are needed to reach a consensus** among them.


Traveller Types

Average No Search Result

No Search Result Sessions

(by Months in Advance)

- Reaches its peak at **8.79** on average when travelers plan their trips **no later than a month**.
- Shows a relatively higher result of **5.46** and **4.11** when trips are planned **one month and two months in advance**, respectively.
- Ranges between **1.7** and **3.3** for trips **planned three months or later**.

Users who plan closer to the check-in date may have **less** flexibility in their travel plans, resulting in more specific searches that can be challenging to fulfill with limited options.

Average No Search Result Sessions
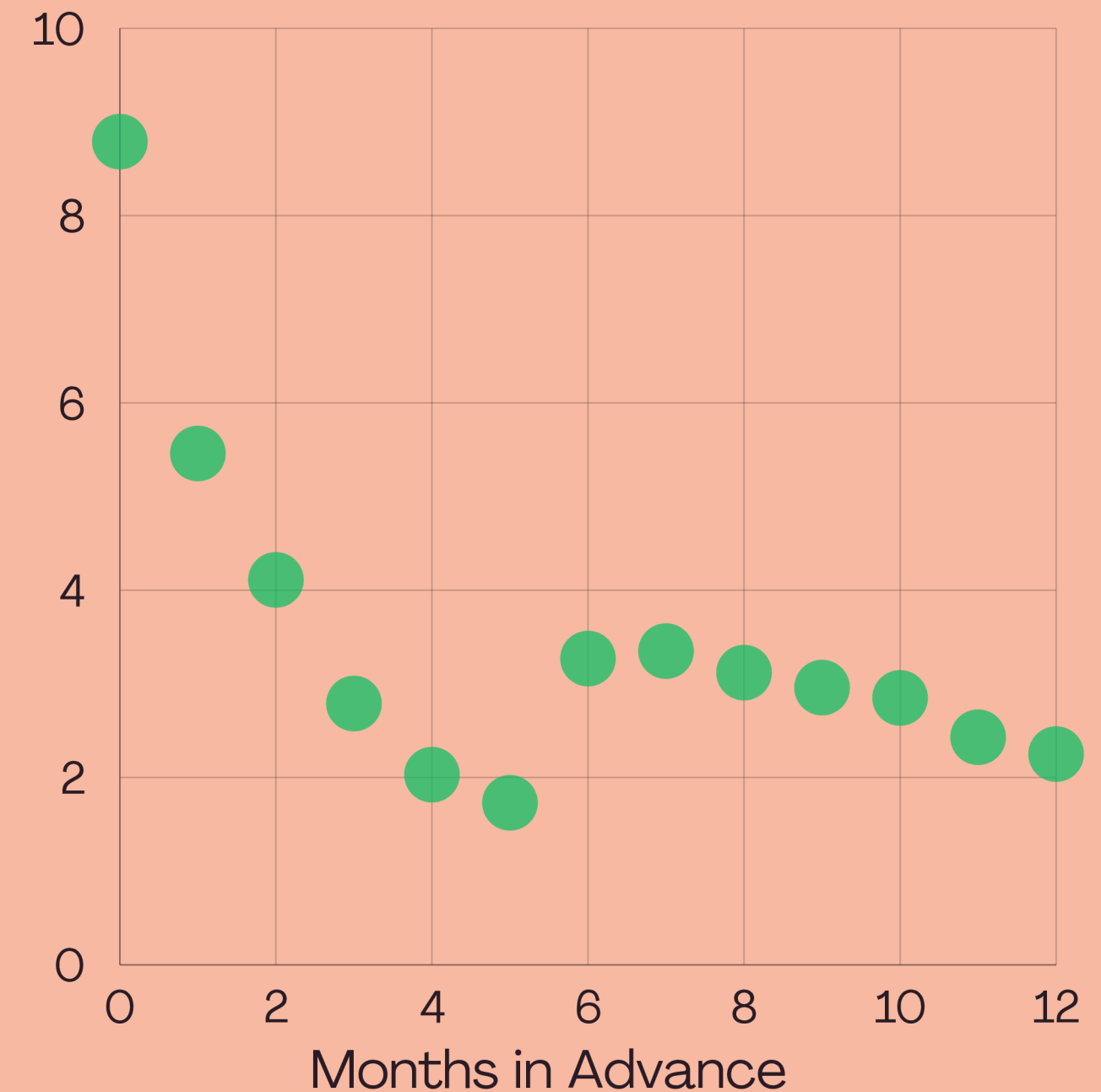
Months in Advance

Recommendations

Enhance Inventory Management

Prioritize increasing inventory availability during peak times when searches are planned less than a month in advance. This could involve **negotiating with service providers** for more allocations or better terms during anticipated high-demand periods.

Improve Search Algorithm

Refine the search algorithm to handle last-minute searches more effectively. This might include **implementing predictive analytics** to anticipate types of searches that may rise during different times of the year and adjusting search parameters to provide more accurate results.

Customized Marketing Strategies

Develop targeted marketing campaigns to **encourage earlier bookings**. Use data-driven insights to identify periods when users are most likely to plan their travels and launch promotions or reminders to book earlier, thus reducing the high incidence of "No Search Results."

Recommendations

Flexible Search Options

Implement more flexible search options that allow users to adjust their criteria more broadly. Features like **flexible dates, alternative destinations, or a "show all options" mode** could help reduce the frequency of no results.

User Behavior Analysis

Continuously analyze user search behavior to understand more deeply why no results are being returned. Is it due to **unavailable dates, specific locations, or budget constraints**? This analysis can help tailor the platform's offerings to better match user expectations and needs.

User Education and Support

Provide tips and tools to help users understand the benefits of planning ahead. This can be through **in-app messages, emails, or a dedicated section** on the website about the best times to book for specific destinations.na eget est lorem ipsum dolor

Thank you for your time!

Contact

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