Promotional Email Data Report

Transaction Date: Jan'14 – Dec'14

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A few questions need to be addressed (Product type1):

1. How far in advance should retail manager plan to launch emails to promote travels in Dec?

2. What categories of offers would be added to email and why?

3. What would the next page look like for each image of chosen category in email?

4. Other insights?

5. What would the email layout look like?

1. How far in advance should retail manager plan to launch emails to promote travels in Dec?

Key Metrics:

- We are only interested in bookings that travels in Dec.
- Numbers of tickets sold vary by months. It might be an indicator of the period of time that travelers are willing to make travel plans.
- we are looking at the top 3 months with most significant increasing for market C, L, and O.

1. How far in advance should retail manager plan to launch emails to promote travels in Dec?

Number of Sold Tickets for Traveling in Dec'14 by Months
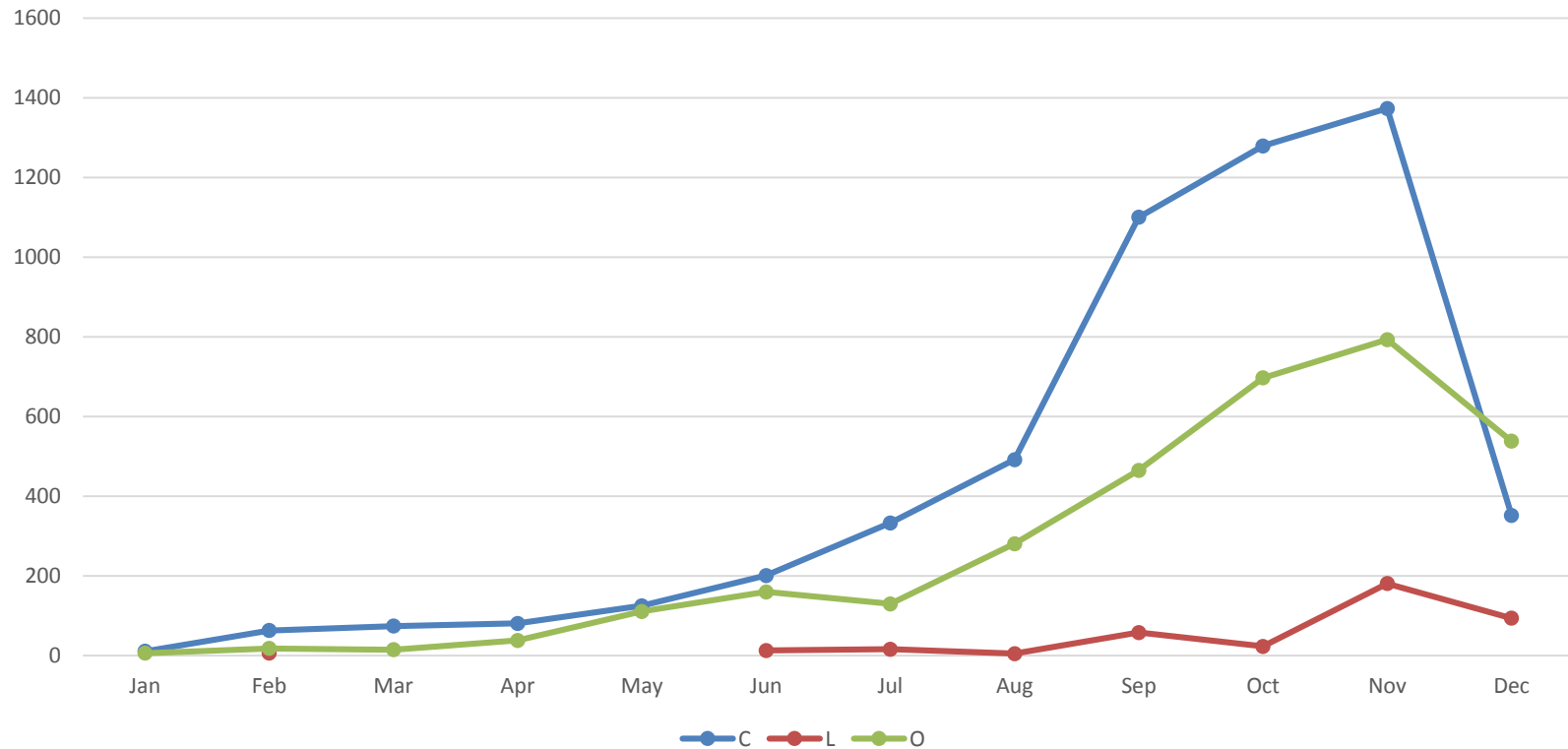
1. How far in advance should retail manager plan to launch emails to promote travels in Dec?

Most significant tickets increasing:

Market C:

- 608 : Aug – Sep

- 179 : Sep – Oct

- 159 : Jul – Aug

Planning for emails:

- 1st wave in Jul.

- 2nd wave in Aug.

- 3rd wave in Sep.

Market L:

- 158 : Oct – Nov

- 53 : Aug – Sep

- 13 : May – Jun

Planning for emails:

- 1st wave in May.

- 2nd wave in Aug.

- 3rd wave in Oct.

Market O:

- 232 : Sep – Oct

- 184 : Aug – Sep

- 151 : Jul – Aug

Planning for emails:

- 1st wave in Jul.

- 2nd wave in Aug.

- 3rd wave in Sep.

2. What categories of offers would be added to email and why?

Category	Average Tickets
Events and Shows	5.3
WDW Resort Offerings	4.7
Attractions	3.9

Key Metrics:

- Average number of tickets sold by each category indicate the popularity of that category.
- We are looking into the top 3 categories that are most popular.

3. What would the next page look like for each image of chosen category in email?

Event and Show:

- A shopper clicks on the email category1: "20% off on selected Event and show", it brings the user to the next page of "Event and Show" with all the events in an ordered list.

- Below the navigation bar is same promo banner that states the 20% discount with expiration dates and exceptions. Down below is the search bar that allows the user to search specific event if he has already had one in mind.

- Below the search bar is divided into 2 sections: on the left is the clickable browse filters(things like free cancellation, water activities, etc.), on the right is a navigation bar that sorts the parks into three categories: price, best deals/discount, top rated.

3. What would the next page look like for each image of chosen category in email?

WDW Resort offering

- A shopper clicks on the email category 2: "Special WDW Resort Offering: Save Up to 20% this Nov!". It brings the user to the next page of "WDW resorts special offer page" with all the available Disney resorts in an ordered list.

- Below the site logo and navigation bar is same promo banner that states the 20% discount with expiration dates and exceptions. Down below is the search bar that allows the user to search specific resort if he has already had one in mind.

- Below the search bar is divided into 2 sections: on the left is the clickable browse filters (things like free cancellation, water activities...etc.), on the right is a navigation bar that sorts the resort into three categories: price, best deals/discounts, ending soon.

3. What would the next page look like for each image of chosen category in email?

Attractions

- Clicking on the email category3: "Save up to 50% on selected attractions", it brings the user to the next page of "50% off on selected attractions" with all the available attractions in an ordered list.

- Below the navigation bar is same promo banner that states the 50% discount with expiration dates and exceptions. Down below is the search bar that allows the user to search specific park if he has already had one in mind.

- Below the search bar is divided into 2 sections: on the left is the clickable browse filters(things like free cancellation, free parking, outdoor activities, kid friendly, etc.), on the right is a navigation bar that sorts the parks into three categories price, best deals/discount, top rated.

4. Other insights? (All product types)

Insight#1:

- We can look into the frequency of the window days/months to understand the behavior of consumers for travel planning.

Frequency of Window Months by Market
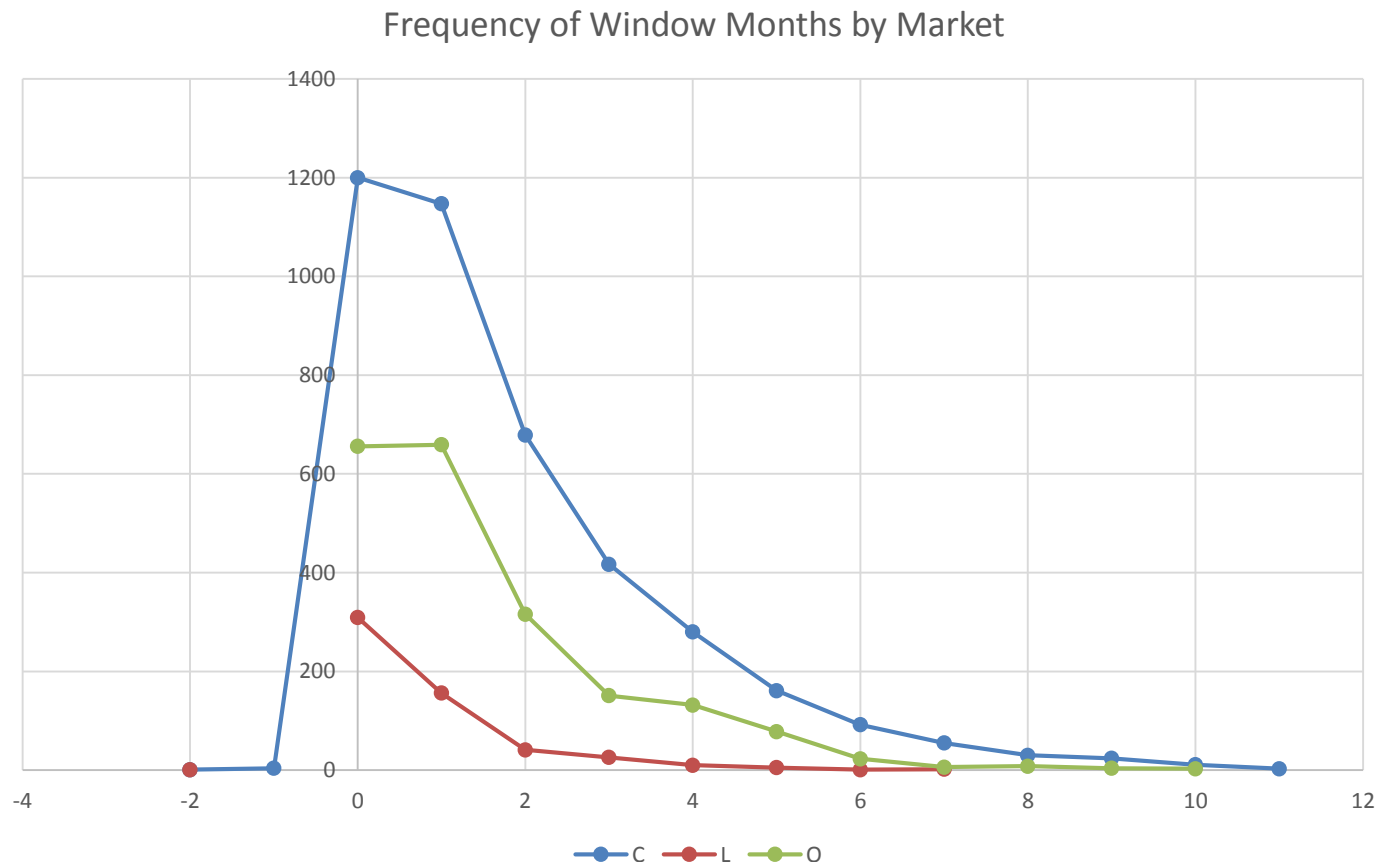
- X - axis indicates number of months between booking and traveling date

4. Other insights? (All product types)

Insight#1:

- From the line chart we observe:
  - Consumers book same month travels the most.
  - Market C has more bookings than the other markets across all window times.
- Some actions:
  - Promoting flash sale deals for same – month traveling especially at market C, will boost up ticket sales more effectively.
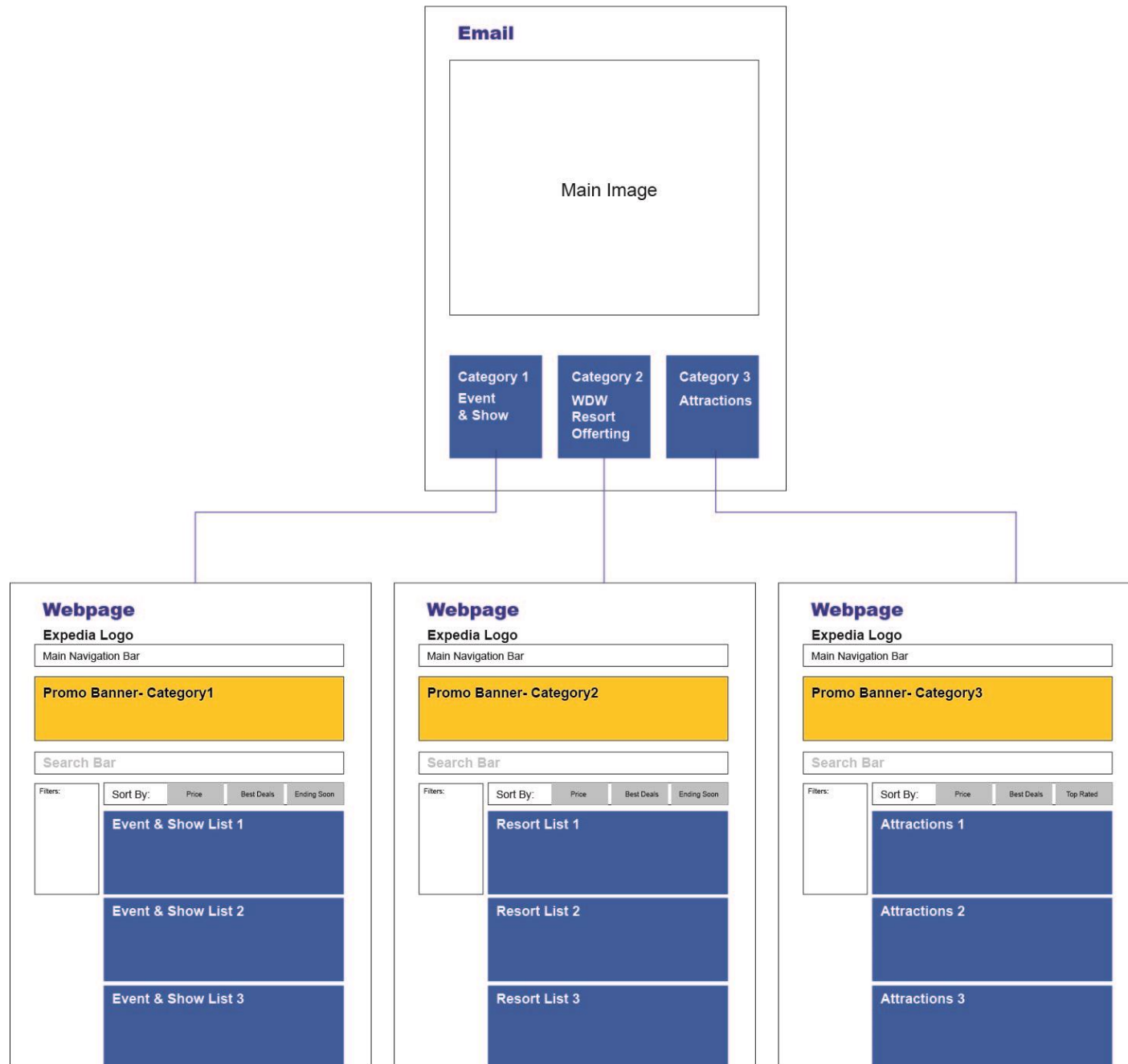
4. Other insights? (All product types)

Insight#2:

- We may look into the top 3 categories ranking by returning tickets

Category	C	L	O	Total Credit
Ground Transportation	-12979	-521	-1577	-15077
Theme Parks	-36	-2514	-3776	-6326
Tours and Sightseeing	-997	-131	-150	-1278

- We are interested in reducing the returns of tickets from consumers.
  - 12979 tickets were credited from Ground Transportation for Market C.
  - 3776 tickets were credited for Theme parks for Market O.
  - 997 ticket were credited for Tours and Sightseeing for Market C.
- We may research into the deal for each markets, see if any parts is not favored by consumers, and make changes accordingly.

5. What would the email layout look like?

End