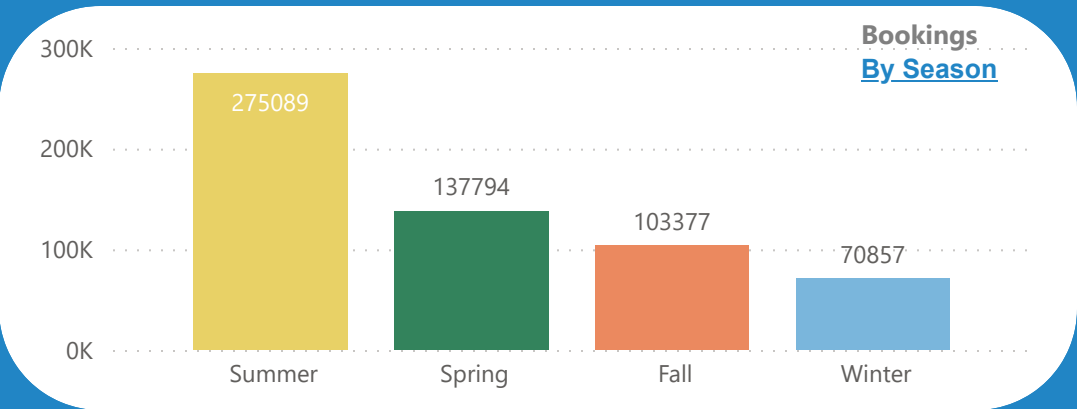
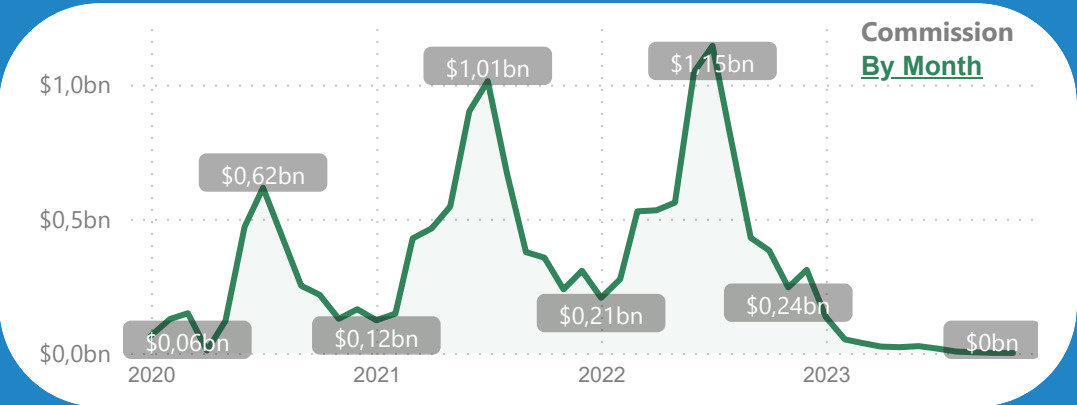
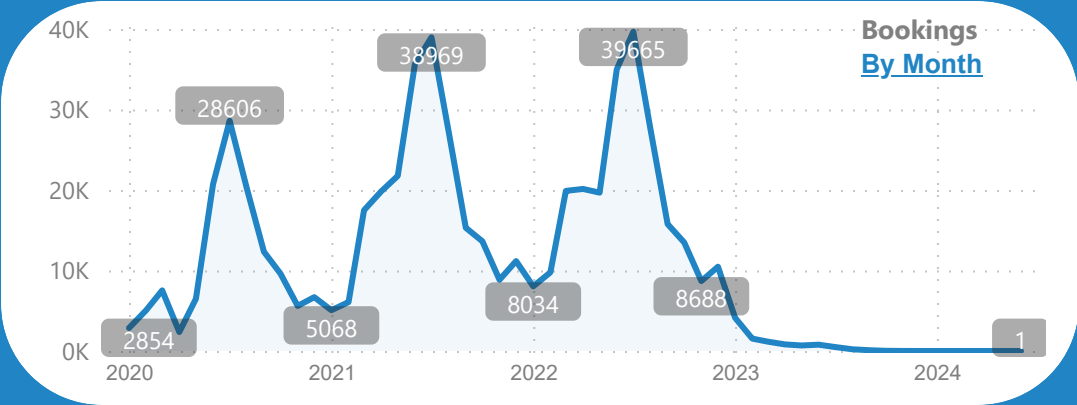


A photograph of a sailboat on a blue ocean. In the background, a whale is breaching the water, creating a splash. The sailboat's mast and rigging are visible in the foreground. The text "TripBooking Dashboard" is overlaid in a white rounded rectangle.

## TripBooking Dashboard

# Peak Booking Times



TripBooking Company experienced peak performance in the summer months, with July ranking as the most productive, followed by June and August. This trend is reflected in the number of bookings, where summer months saw the highest activity, with corresponding commission figures aligning in the same order—July leading, followed by June and August. This seasonal analysis suggests a strong correlation between increased bookings and higher commission earnings during the summer period.



Total Bookings

587.117

Done

382178

Canceled

160556

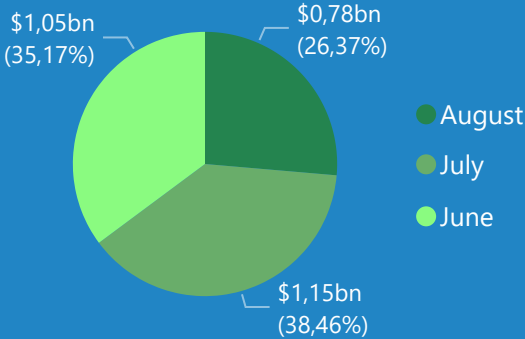
Declined

44383

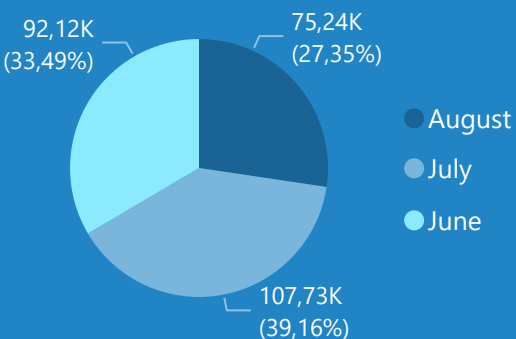
Total Commission

\$15bn

Top 3 Months - Commission Total

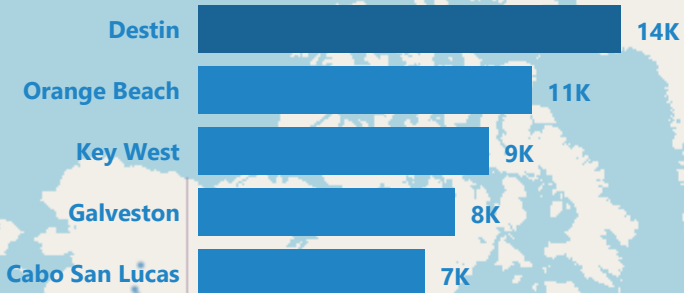


Top 3 Months - Booking Total

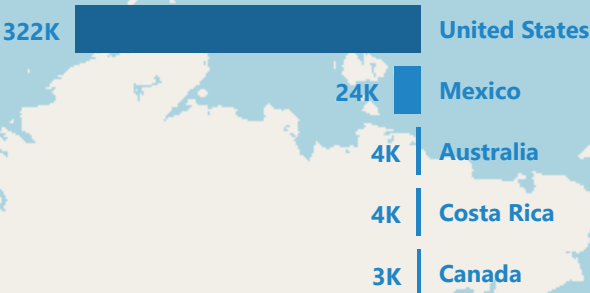


# Favorite Locations

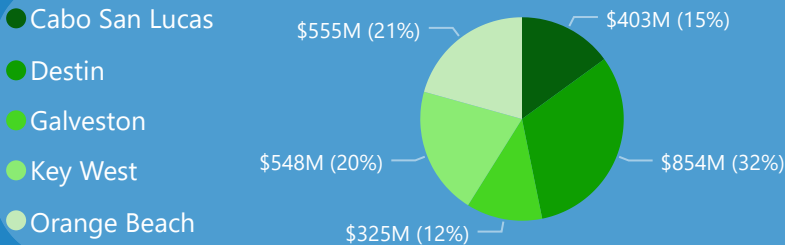
Top 5 Locations - Total Bookings



Top 5 Countries - Total Bookings

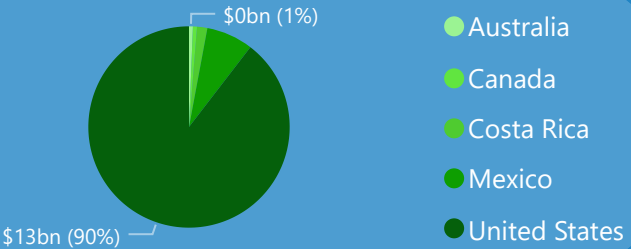


Top 5 Locations  
Total Commission



The analysis of TripBooking's booking data reveals a clear preference among clients for destinations, with Destin emerging as the most favored location, followed by Orange Beach and Key West. Furthermore, in terms of international bookings, the United States overwhelmingly stands out as the top choice, with Mexico and Australia securing the second and third positions respectively. These insights into client preferences provide valuable guidance for targeted marketing and service optimization in these high-demand locations and countries.

Top 5 Countries  
Total Commission



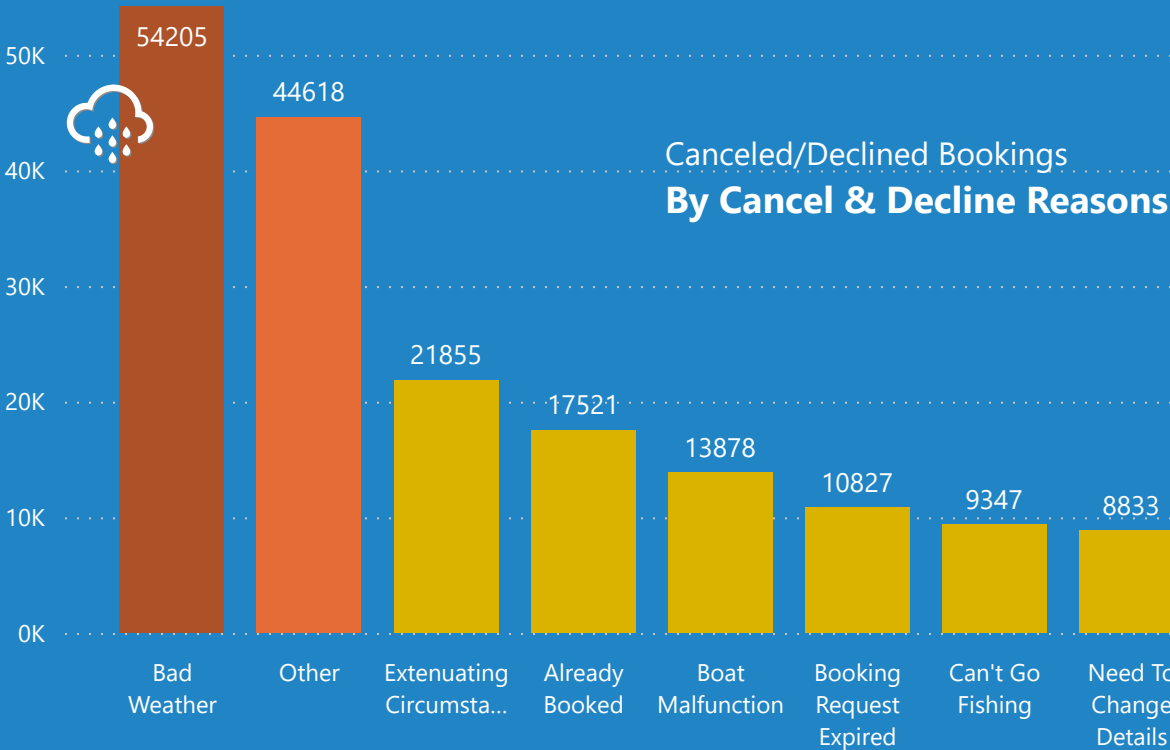
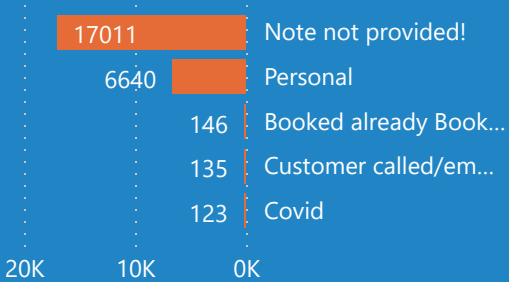
# Decline & Cancellation Trends

The analysis of our company's booking data emphasizes the need to integrate a dependable **weather** forecasting system into our booking platform by leveraging reputable meteorological services. It is recommended to consistently monitor weather updates, implement automated alerts for adverse conditions, and define specific criteria that trigger proactive trip cancellations. To enhance proactive management and communication of potential disruptions caused by inclement weather, establish a clear and flexible cancellation policy tailored to address such conditions. Provide customers with the option to reschedule or receive refunds without penalties in cases of weather-related cancellations.

Implement a penalty system for Captains who consistently fail to provide cancellation reasons by temporarily restricting their access to booking privileges for a specified period after multiple occurrences within a defined period of time.

Address notes that are not provided in the **"Other"** cancellation reasons: Mandate Captains to choose a predefined cancellation code or provide a reason when declining, and introduce a validation mechanism to ensure proper selection, thereby preventing incomplete cancellations.

## Notes for Canceled/Declined Bookings When Other is selected as the reason



**Already booked:** Implement a synchronized calendar system that integrates both Captain and TripBooking calendars, ensuring real-time updates to prevent double bookings for fishing trips.

## Responsible for Cancellation/Decline

