ONLINE OTA

MARKETING STRATEGY
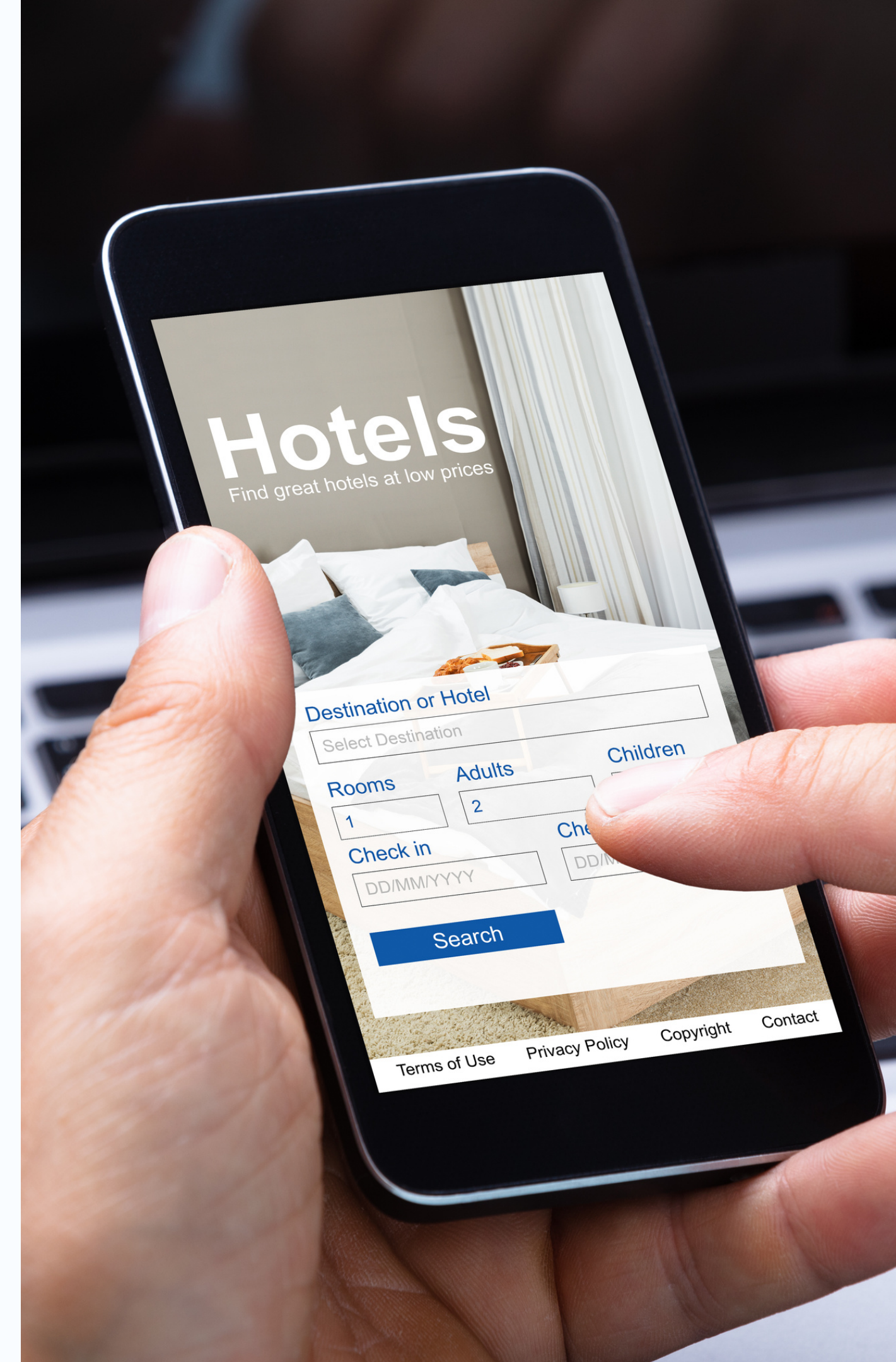
Data Analytics Case Study

WHAT PROBLEM ARE WE SOLVING?
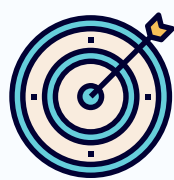
OTA Agency aims to improve the hotel booking experience through a seamless mobile experience and human-centered conversational AI design.

One of the key ways to improve mobile experience is by displaying relevant search results with a great deal to the users.
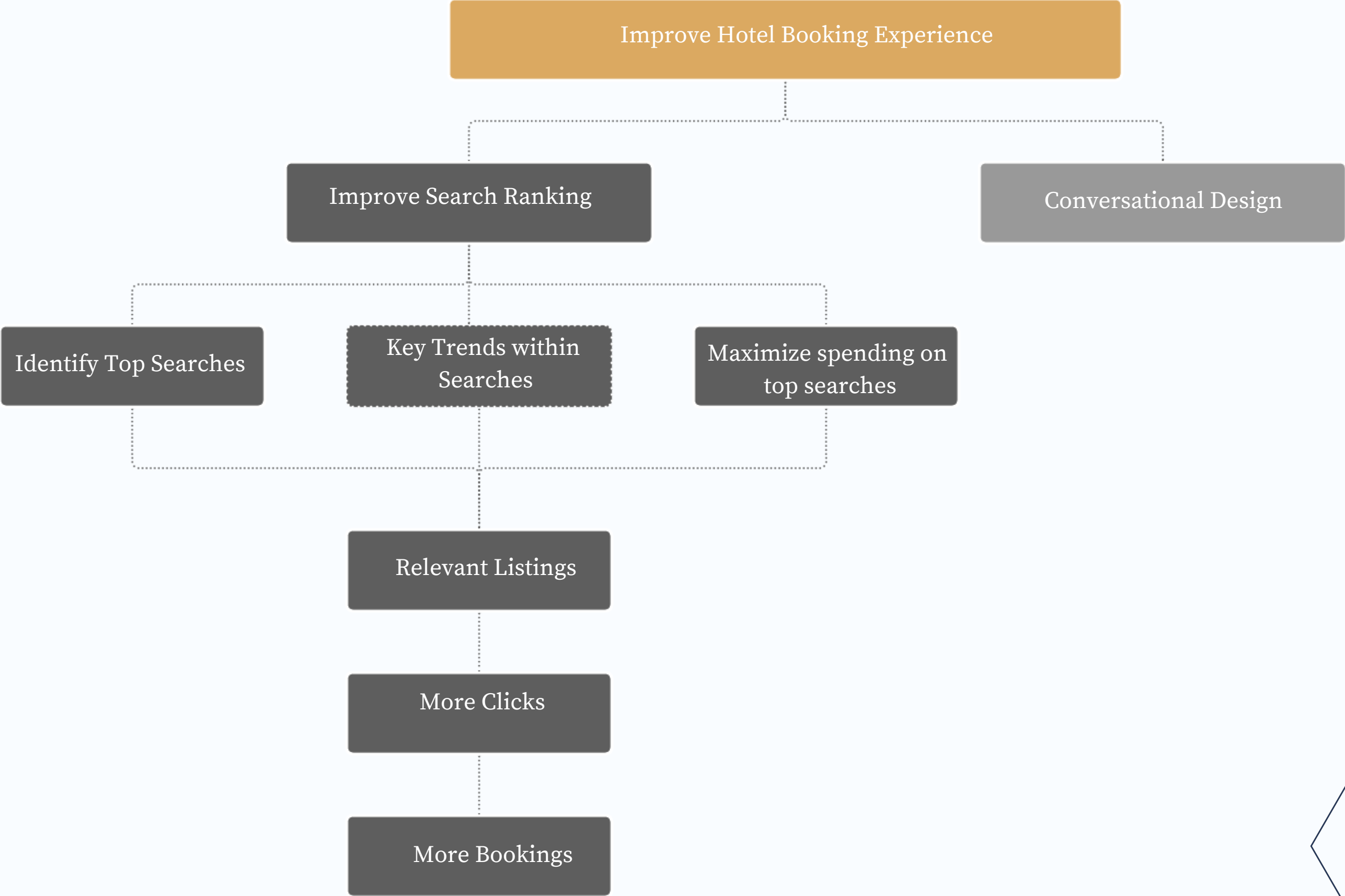
HOW DO WE SOLVE THIS PROBLEM?

Objective

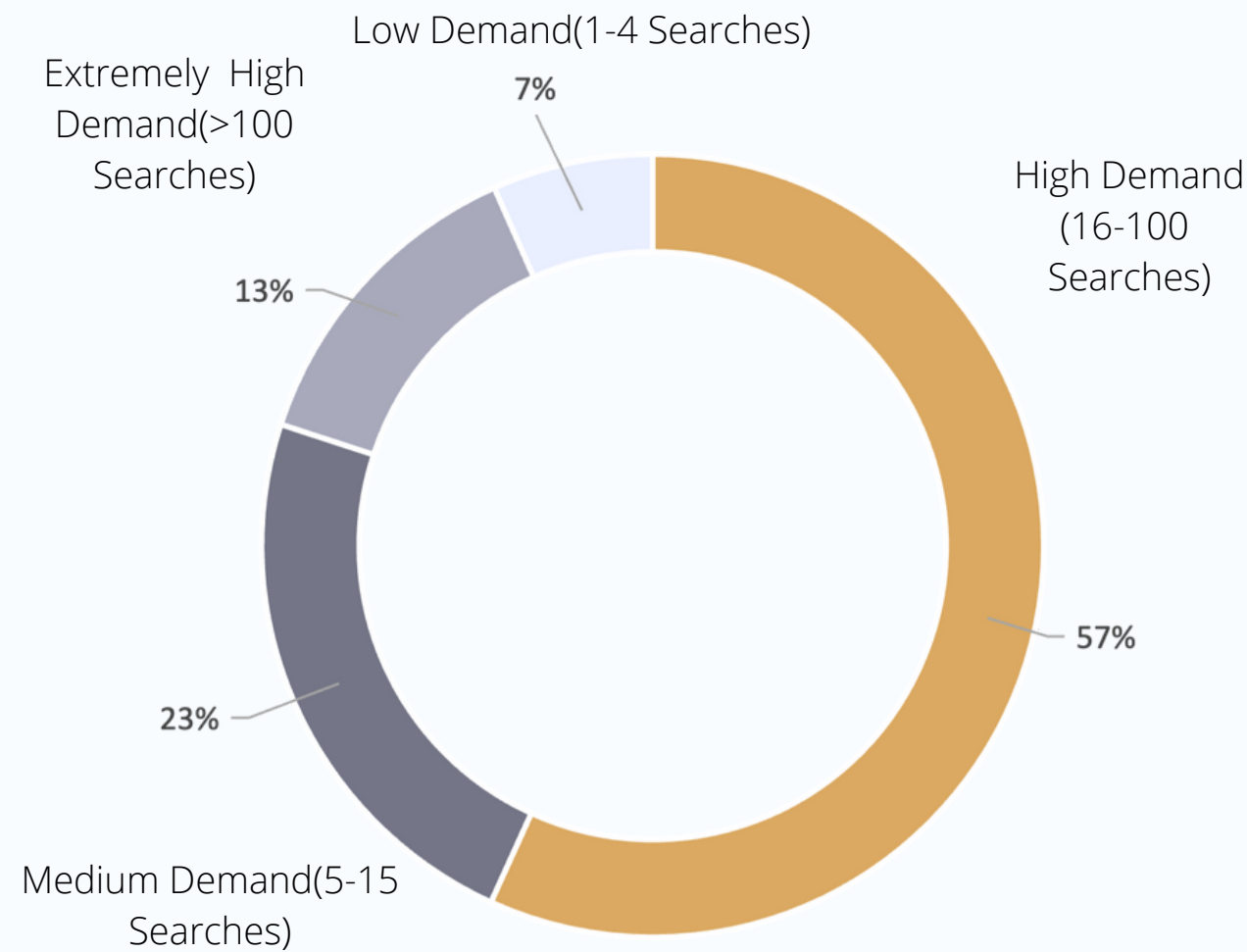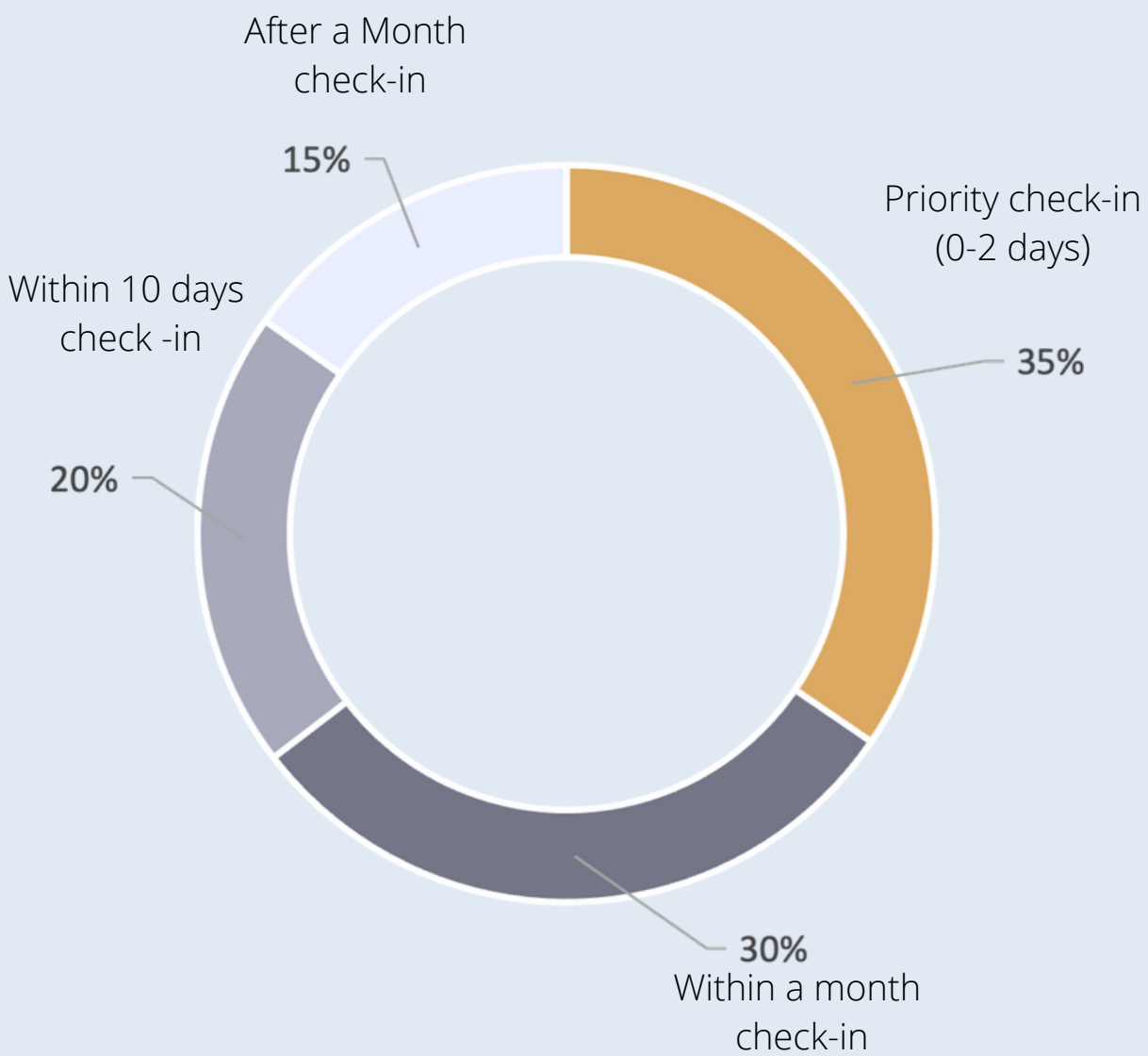**Activities**

Results

Improve Hotel Booking Experience

Improve Search Ranking

Conversational Design

Identify Top Searches

Key Trends within Searches

Maximize spending on top searches

Relevant Listings

More Clicks

More Bookings

TOP ITINERARIES: WHAT ARE USERS SEARCHING FOR?

Extremely High Demand(>100 Searches) 13%

Low Demand(1-4 Searches) 7%

High Demand (16-100 Searches) 57%

Medium Demand(5-15 Searches) 23%

BY HOTEL DEMAND

Most of the users search for a subset of hotels more often.

After a Month check-in 15%

Priority check-in (0-2 days) 35%

Within 10 days check -in 20%

Within a month check-in 30%

BY BOOKING PRIORITY

Users are mostly interested in same day or next day bookings.

6-8 days stay 2%

3-5 Days Stay 13%

1-2 Days Stay 85%
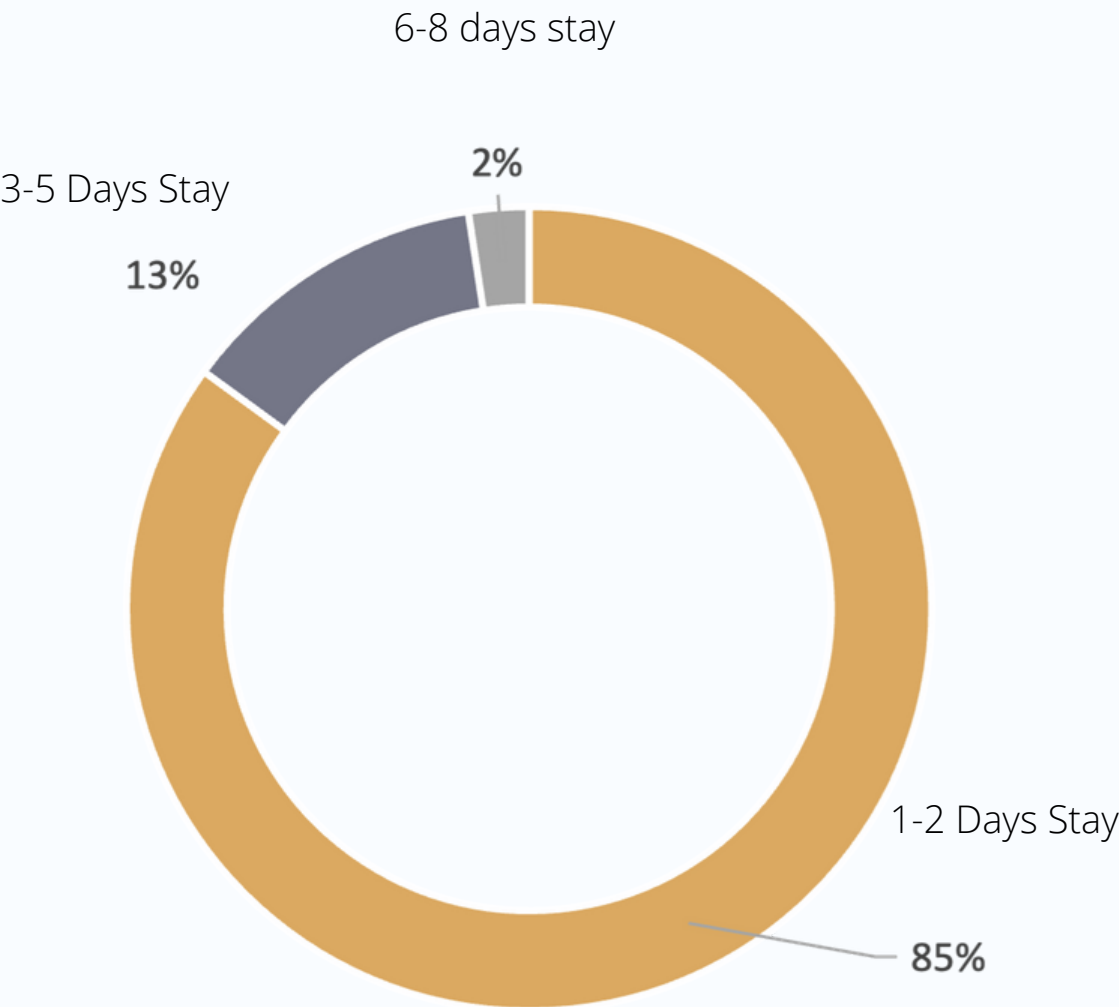
BY LENGTH OF STAY

Most users want to stay only for 1-2 days.

WHEN ARE THEY SEARCHING?

50% of the users
search
within the first 15
days of the month

Majority of the
searches
happen during the
Weekend

Day Of The Month
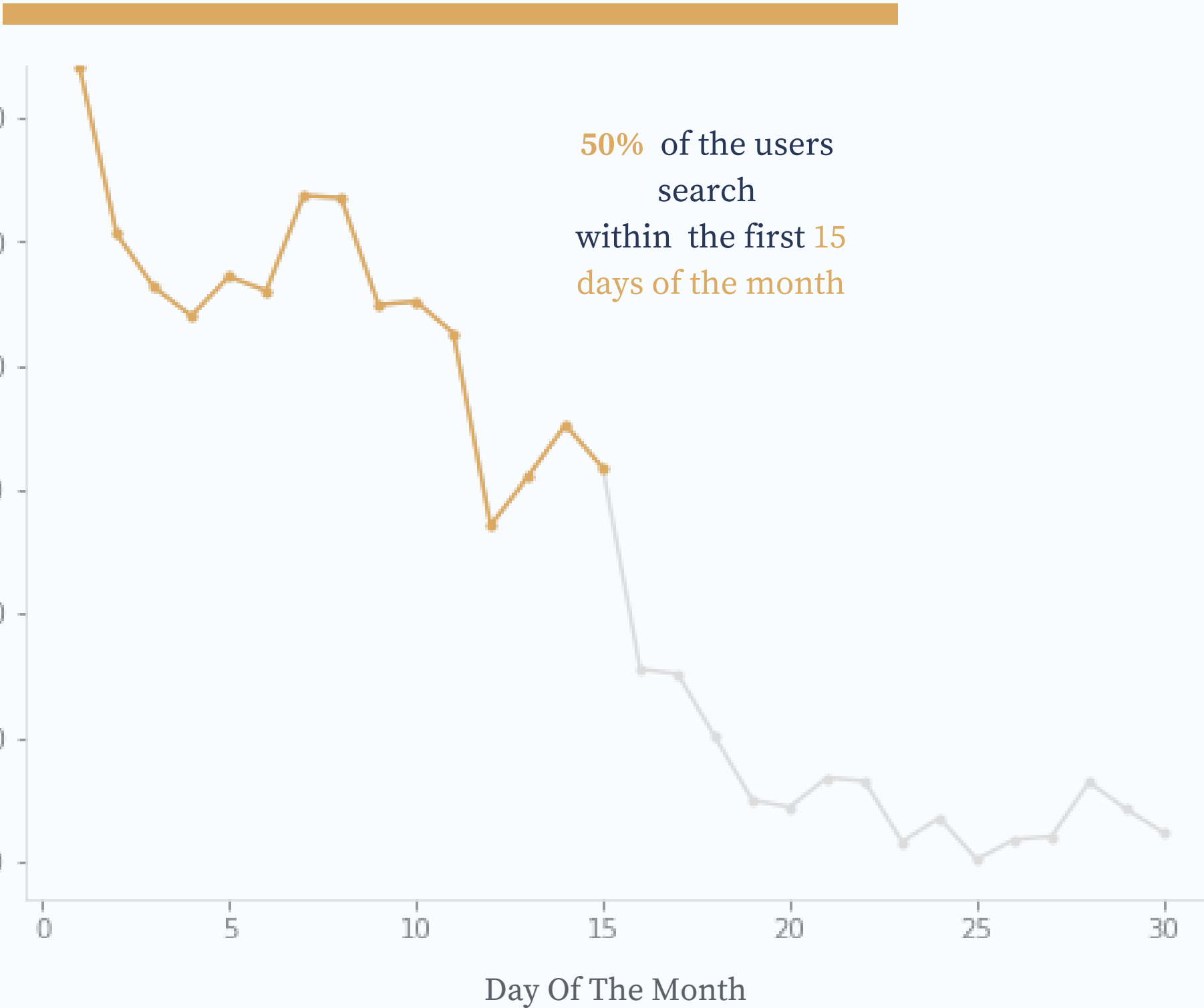
Day Of The Week

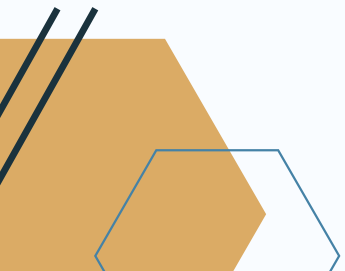**SEARCHES BY THE
DAY OF THE MONTH**
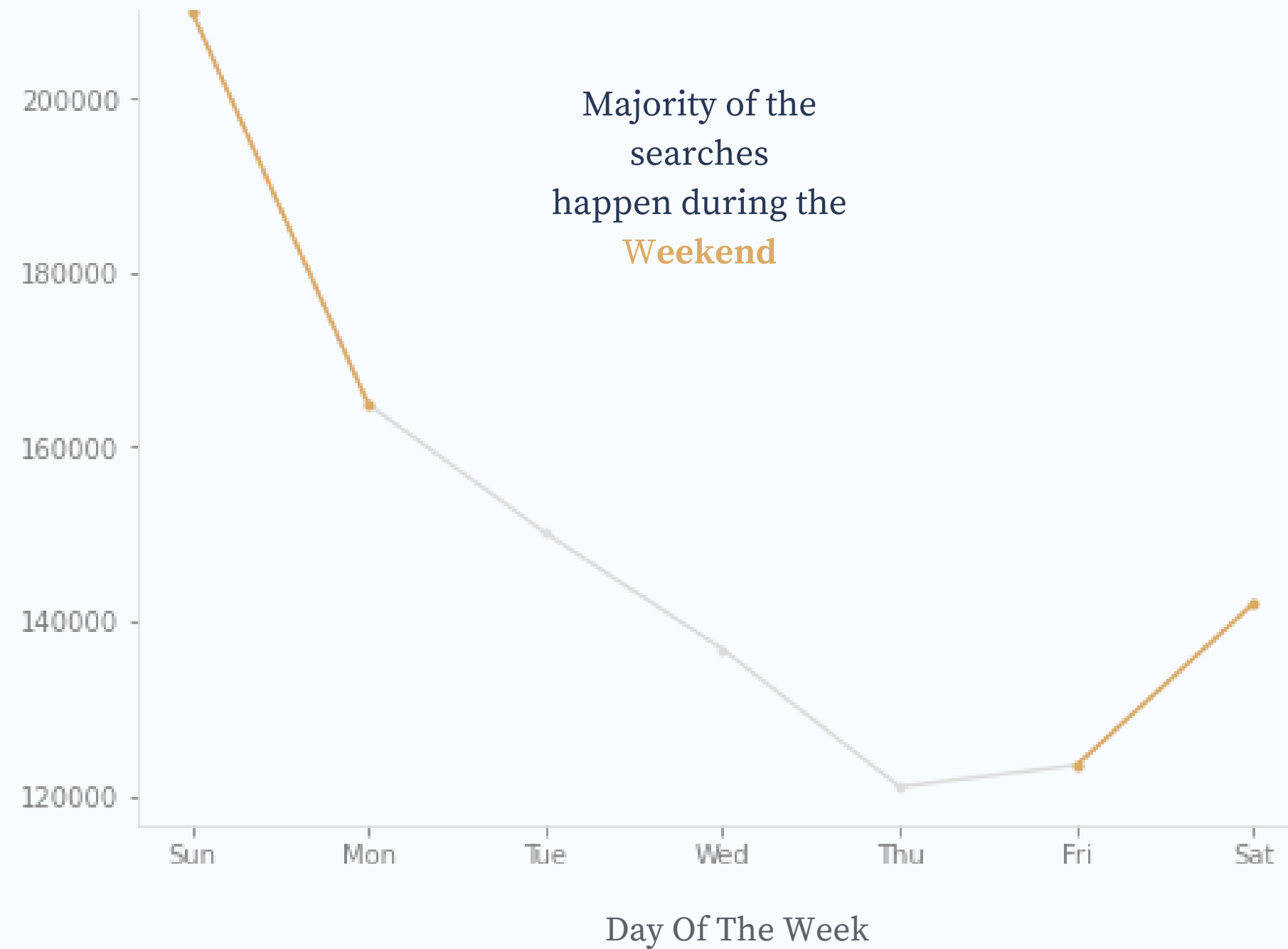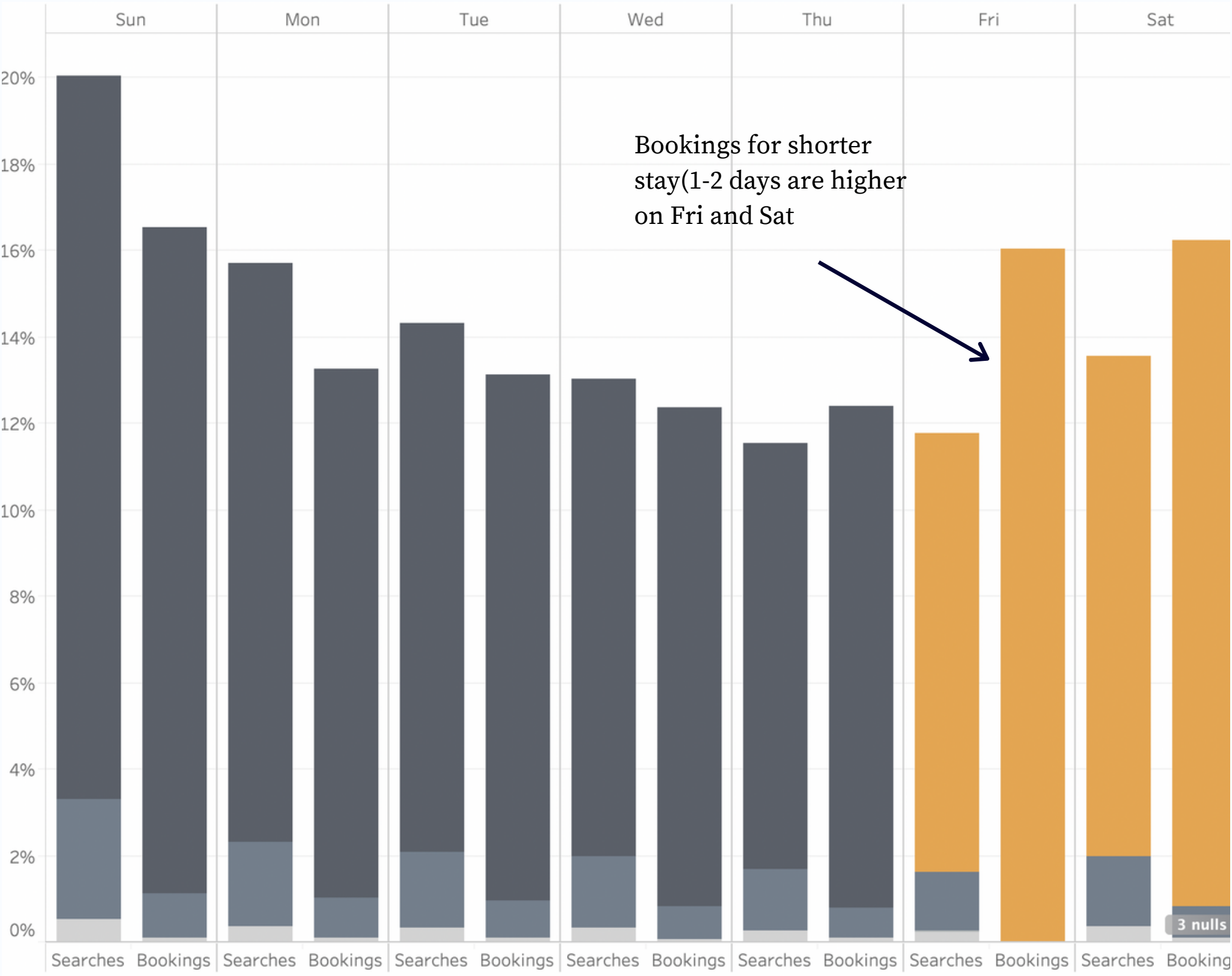
**SEARCHES BY THE
DAY OF THE WEEK**

WHEN DO PEOPLE BOOK FOR SHORTER STAYS?

During the 1st half of the week, people search more than they book. However, the bookings start to pick up from Thursday. This trend is more pronounced for shorter stay bookings (1-2 days)

Bookings for shorter stay(1-2 days are higher on Fri and Sat

- 1-2 Days Stay
- 3-5 Days Stay
- 6-8 Days Stay
- More than 8 days stay

Bookings and Searches for Length Of Stay Itinerary by Day of the week

WHICH TYPE OF CHECK-IN GENERATES MAXIMUM GMV

Although Priority Check-in has the most number of bookings, avg GMV for these bookings is only $100.01.

GMV is maximized for advanced bookings(check-in date after a month)

Do the users tend to book for longer days or expensive hotels when the check-in is more than a month away?
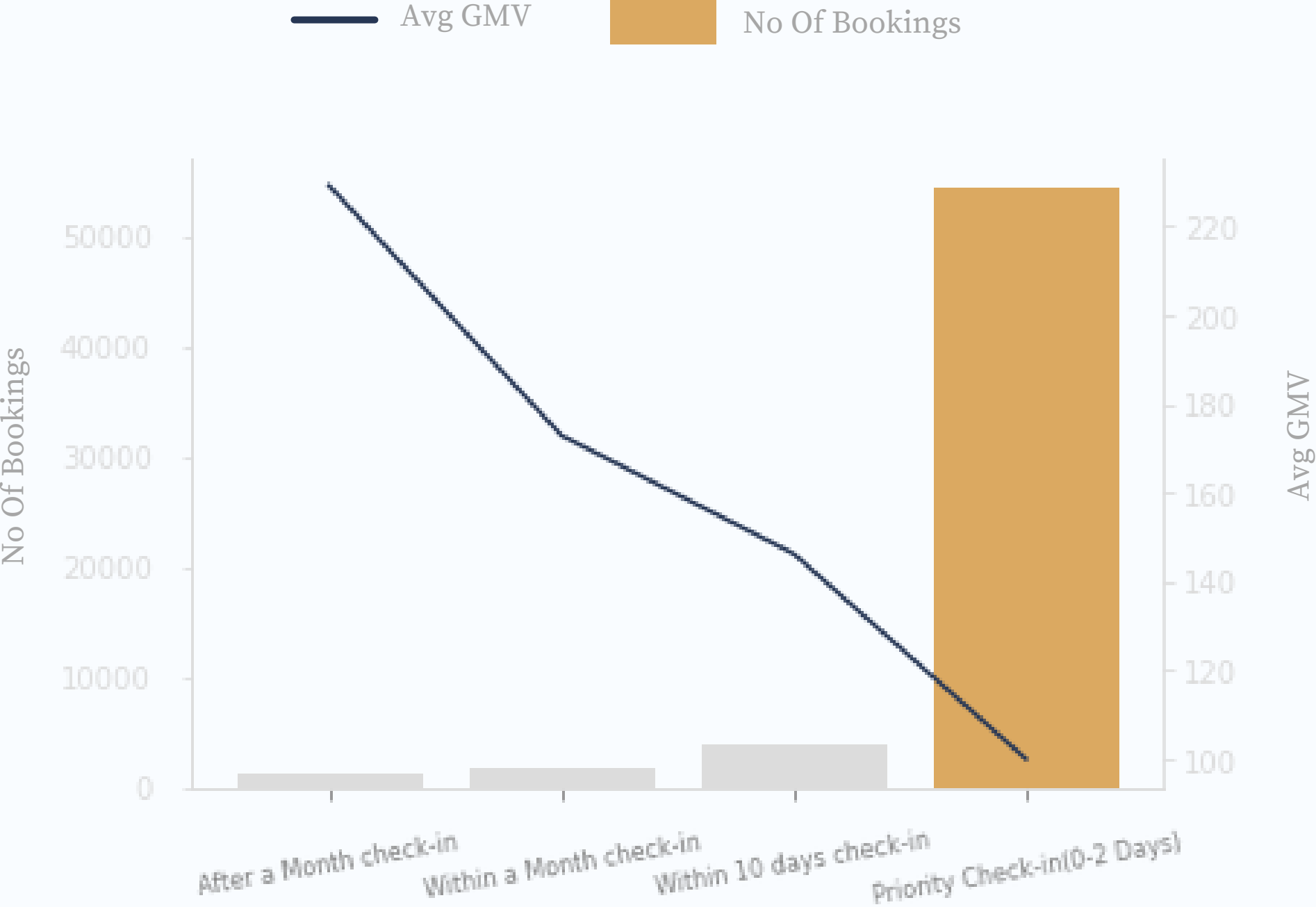
No of Bookings and Avg GMV for Type of Check-In

ARE WE SPENDING MONEY ON THE RIGHT SEARCHES?

1.04 M
Searches

28%
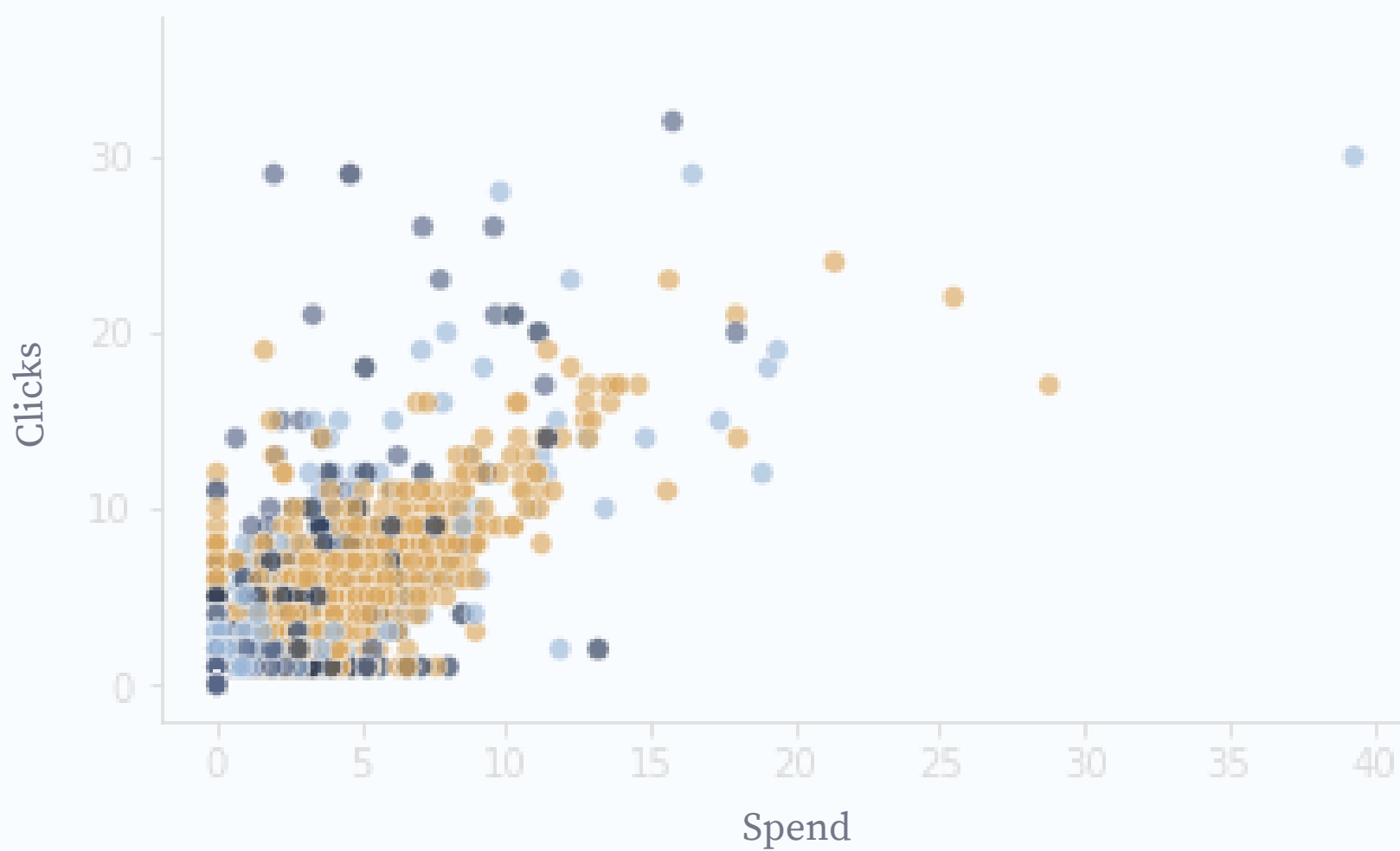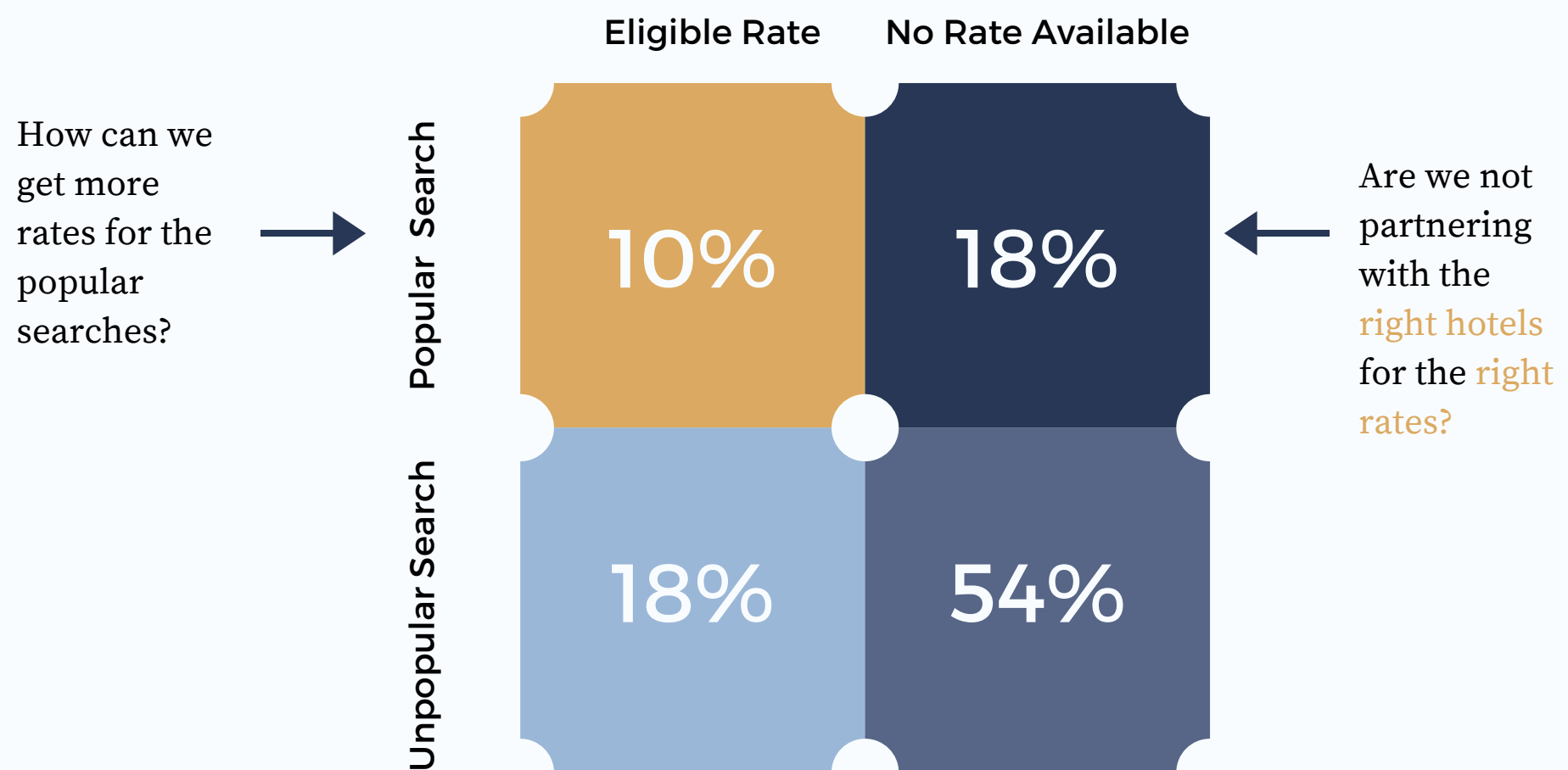Popular Search

10%
Eligible Rate & Good Deal

0.28
Avg Clicks

0.19
Avg Spend

Spend VS Clicks For Type Of Search and Available Rate

	Eligible Rate	No Rate Available
Popular Search	10%	18%
Unpopular Search	18%	54%

How can we get more rates for the popular searches?

Are we not partnering with the right hotels for the right rates?

Out of the 1.04 M Searches,
only 28% Of the time Snapcommerce had an
Eligible Rate and lower price than the competitor.

No of Clicks increases as we spend more,
but it looks as if Snapcommerce is
spending less for these clicks.

WHICH OTHER KEY INSIGHTS CAN WE DIVE DEEPER ON?

Why does the majority of the search happen during the first half of the month? Is it consistent with the historical data or is it an impact of Covid?

How can we increase the number of bookings for advanced bookings? Which months have the most advanced bookings? How long do users stay and what kind of hotels do they book?

Why don't we have eligible rates for 70% of the searches? Are we not partnering with the right hotels? Why are we spending so low on these searches?
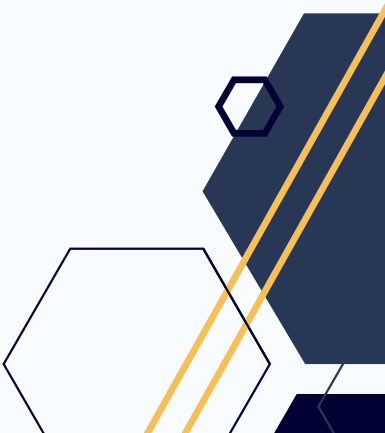
RECOMMENDATIONS FOR SNAPCOMMERCE'S SUCCESS

TARGET POPULAR ITINERARIES

Maximize cost per click for **shorter stay booking(1-2 days)**, **immediate check-in**,and **popular hotels** to improve the ranking of Snapcommerce.

PRIORITIZE BIDS DURING WEEKENDS

Strategically bid on the popular itineraries during the **weekend** since the majority of the searches and bookings happen during the weekend.

PARTNER WITH HIGH DEMAND HOTELS FOR BETTER RATES

Prioritizing rates from high-demand hotels with competitive pricing will boost chances of booking conversion.

PRIORITIZE ADVANCED BOOKINGS TO MAXIMIZE GMV

After immediate check-in itineraries, the focus should be on **Advanced bookings**(check-ins that are more than a month away) since they tend to bring the maximum profits.