Booking Conversion

Data Analyst Mindx

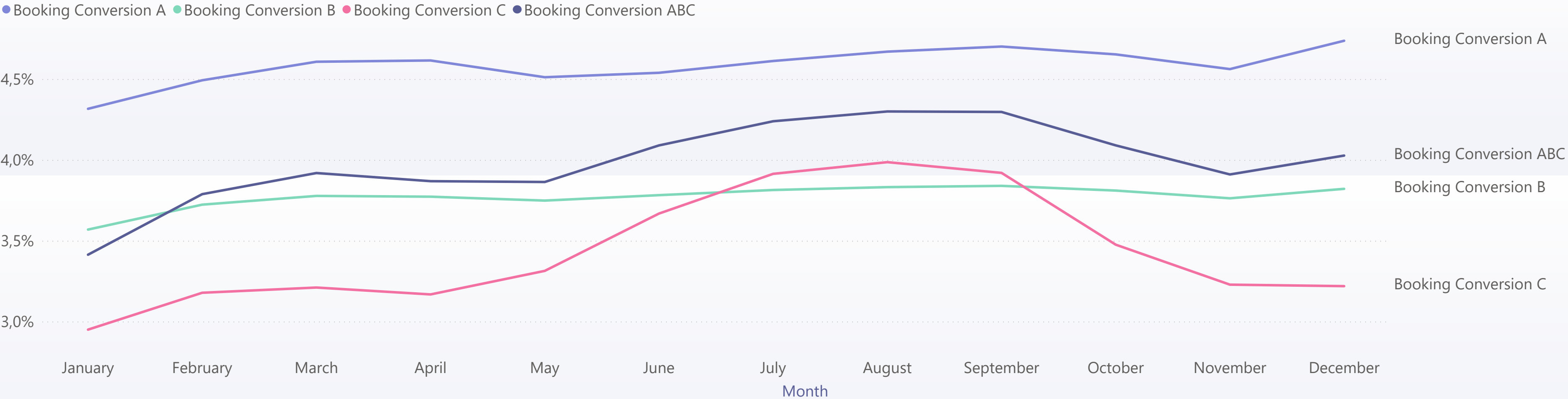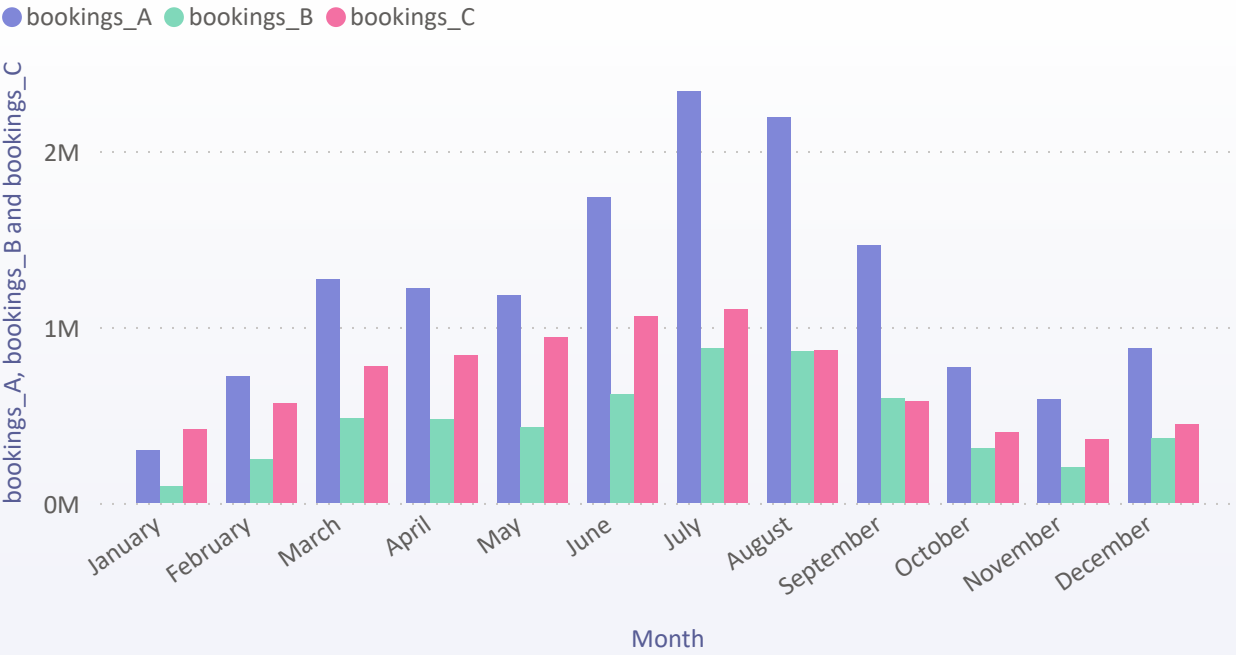| **4,61%**	**3,79%**	**3,46%**	**4,05%**	**29M**	**706M**
Booking Conversion A	Booking Conversion B	Booking Conversion C	Booking Conversion ABC	Total Booking	Total Click

Booking Conversion A, Booking Conversion B, Booking Conversion C and Booking Conversion ABC by Month

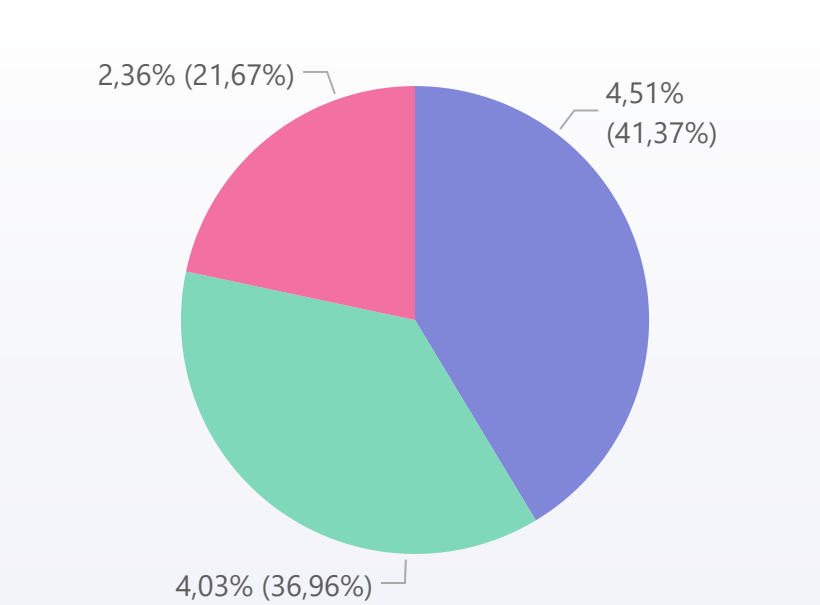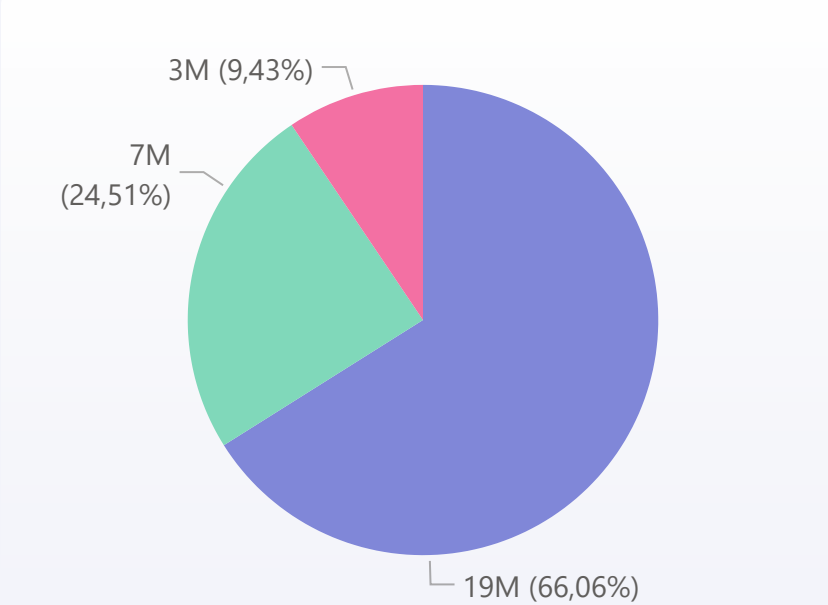● Booking Conversion A ● Booking Conversion B ● Booking Conversion C ● Booking Conversion ABC

bookings_A, bookings_B and bookings_C by Month

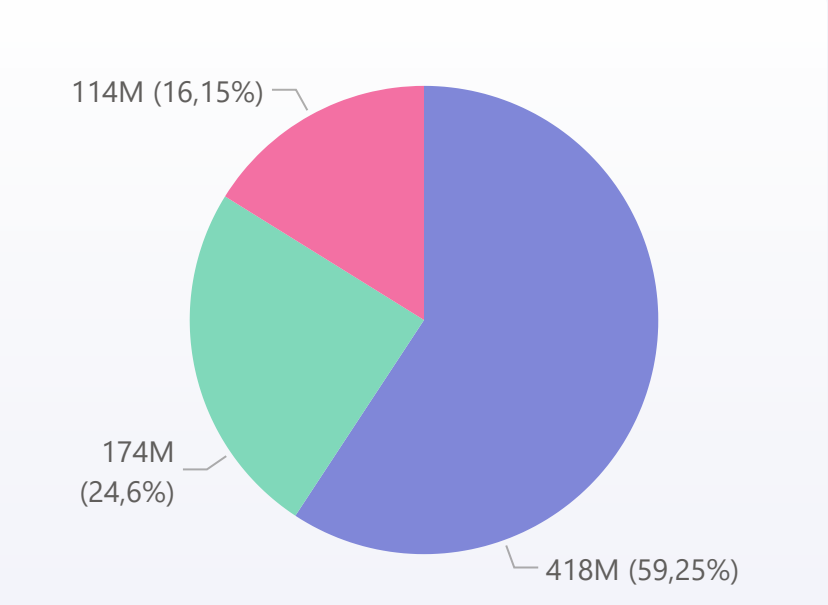● bookings_A ● bookings_B ● bookings_C

Booking Conversion ABC by Time to travel

2,36% (21,67%)
4,51% (41,37%)
4,03% (36,96%)

Total Booking by Time to travel

3M (9,43%)
7M (24,51%)
19M (66,06%)

Total Click by Time to travel

114M (16,15%)
174M (24,6%)
418M (59,25%)

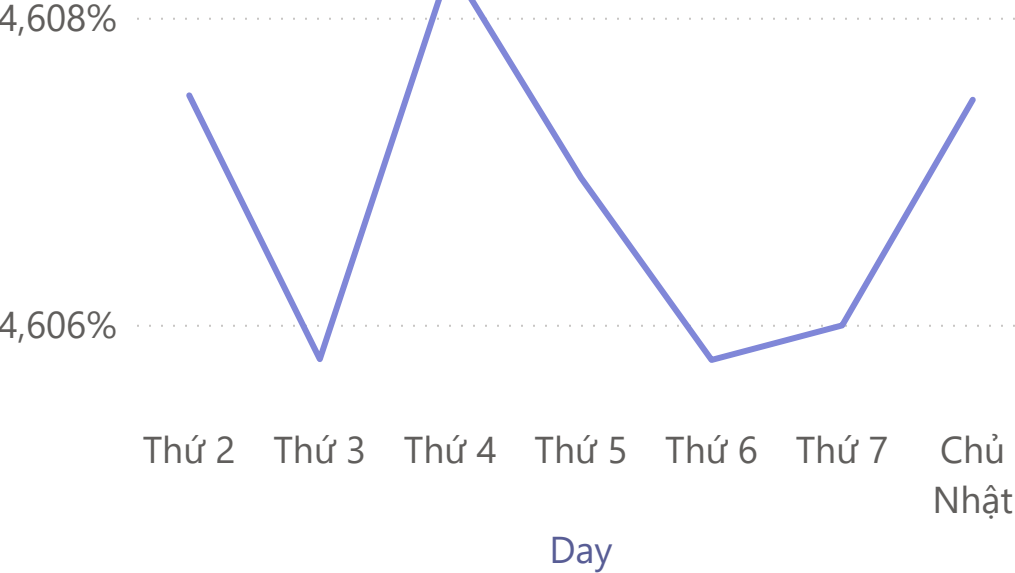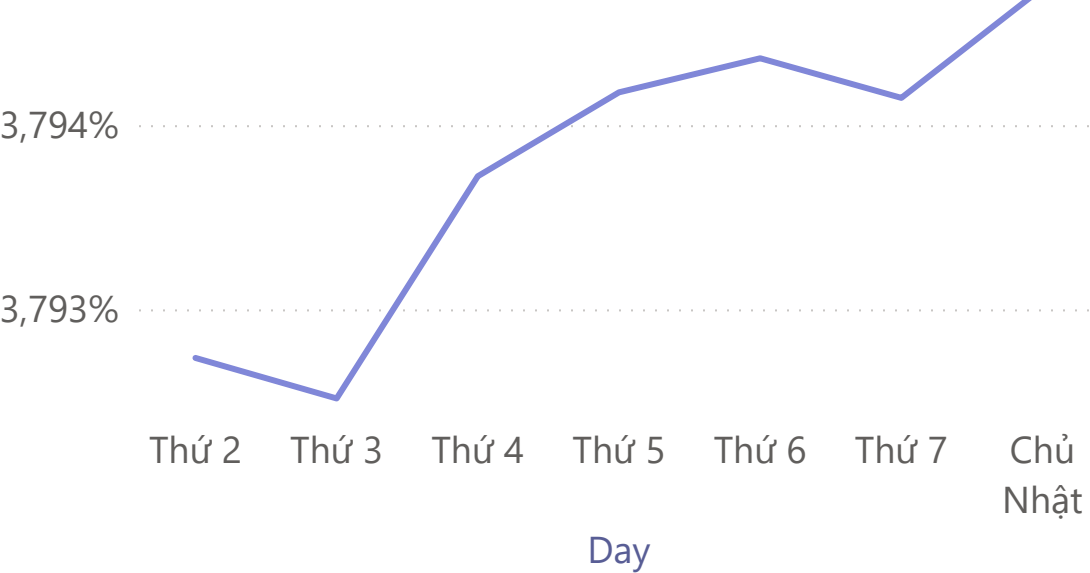## Month ⌄

- ☐ January
- ☐ February
- ☐ March
- ☐ April
- ☐ May
- ☐ June
- ☐ July
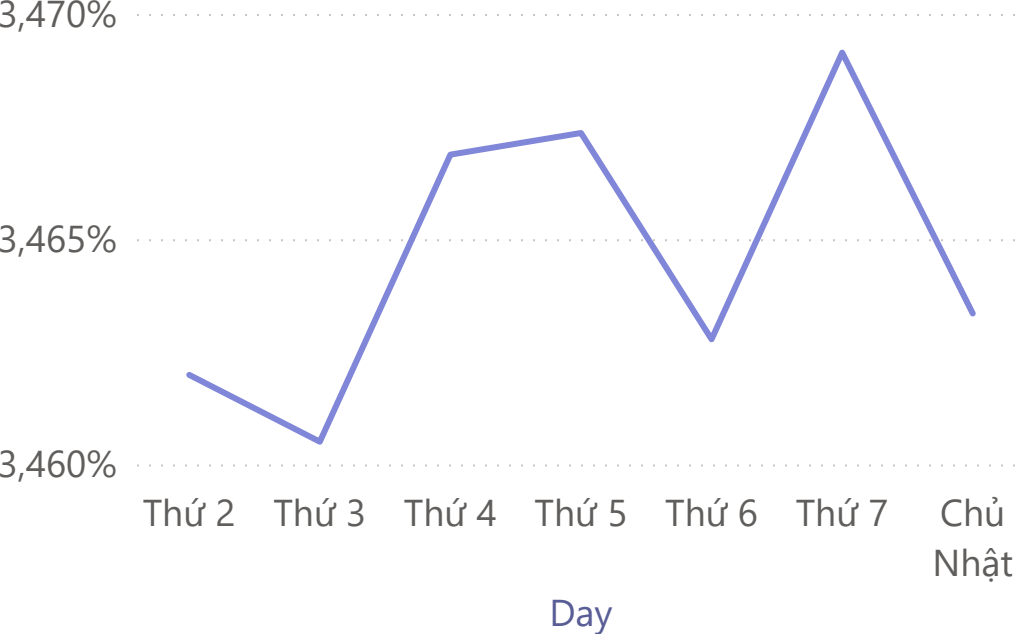- ☐ August
- ☐ September
- ☐ October
- ☐ November
- ☐ December
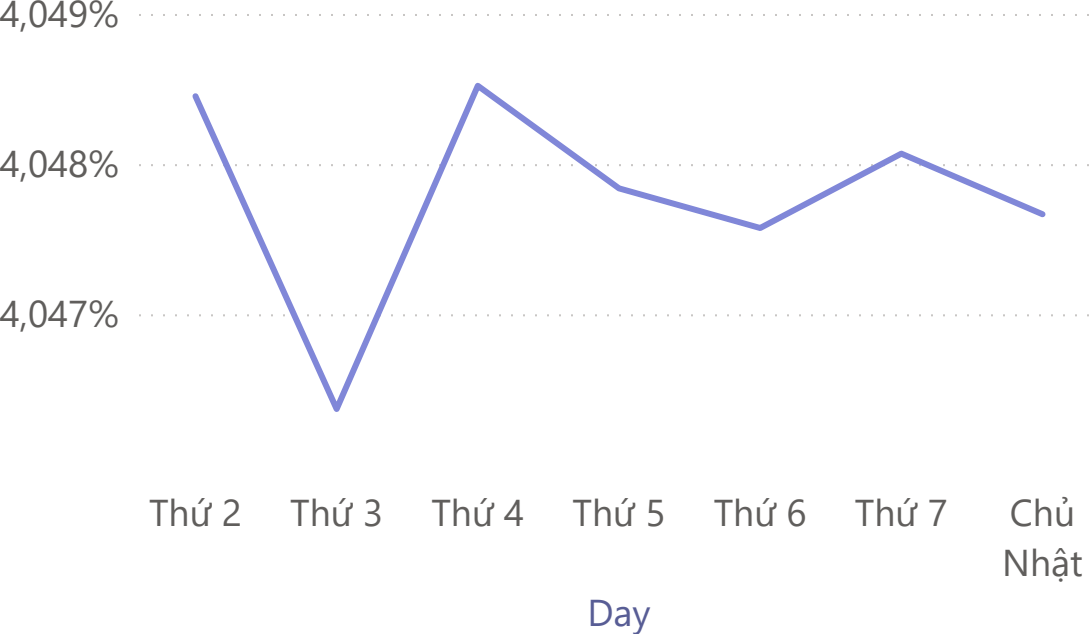
Booking Conversion A by Day

4,608%

4,606%

Thứ 2 — Thứ 3 — Thứ 4 — Thứ 5 — Thứ 6 — Thứ 7 — Chủ Nhật

Day

Booking Conversion B by Day

3,794%

3,793%

Thứ 2 — Thứ 3 — Thứ 4 — Thứ 5 — Thứ 6 — Thứ 7 — Chủ Nhật

Day

Booking Conversion C by Day

3,470%

3,465%

3,460%

Thứ 2 — Thứ 3 — Thứ 4 — Thứ 5 — Thứ 6 — Thứ 7 — Chủ Nhật

Day

Booking Conversion ABC by Day

4,049%

4,048%

4,047%

Thứ 2 — Thứ 3 — Thứ 4 — Thứ 5 — Thứ 6 — Thứ 7 — Chủ Nhật

Day

Profit Analyst

Data Analyst **Mindx**

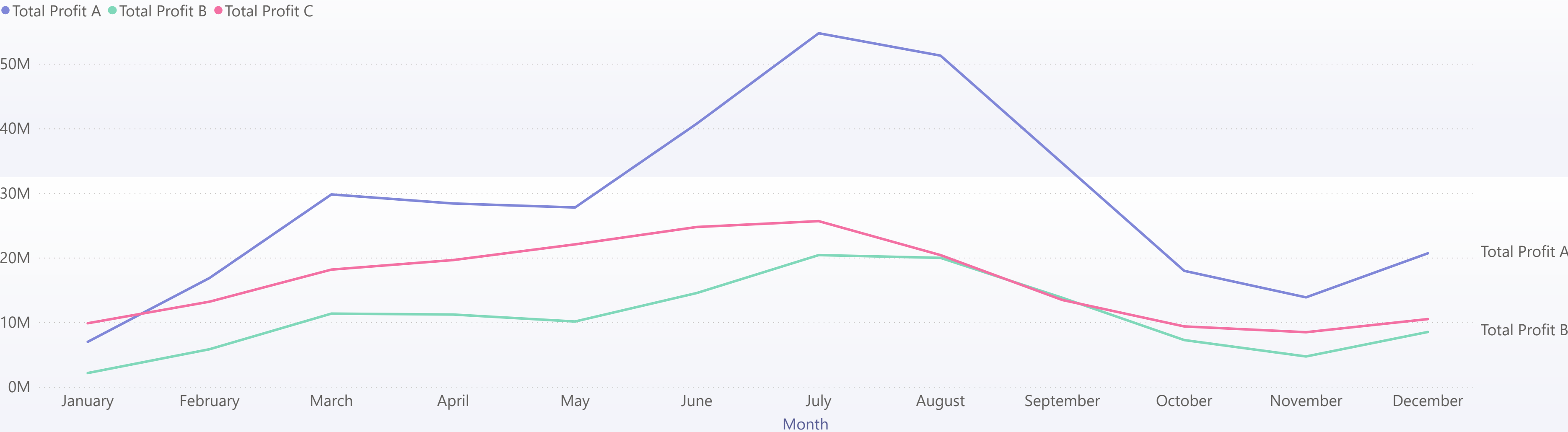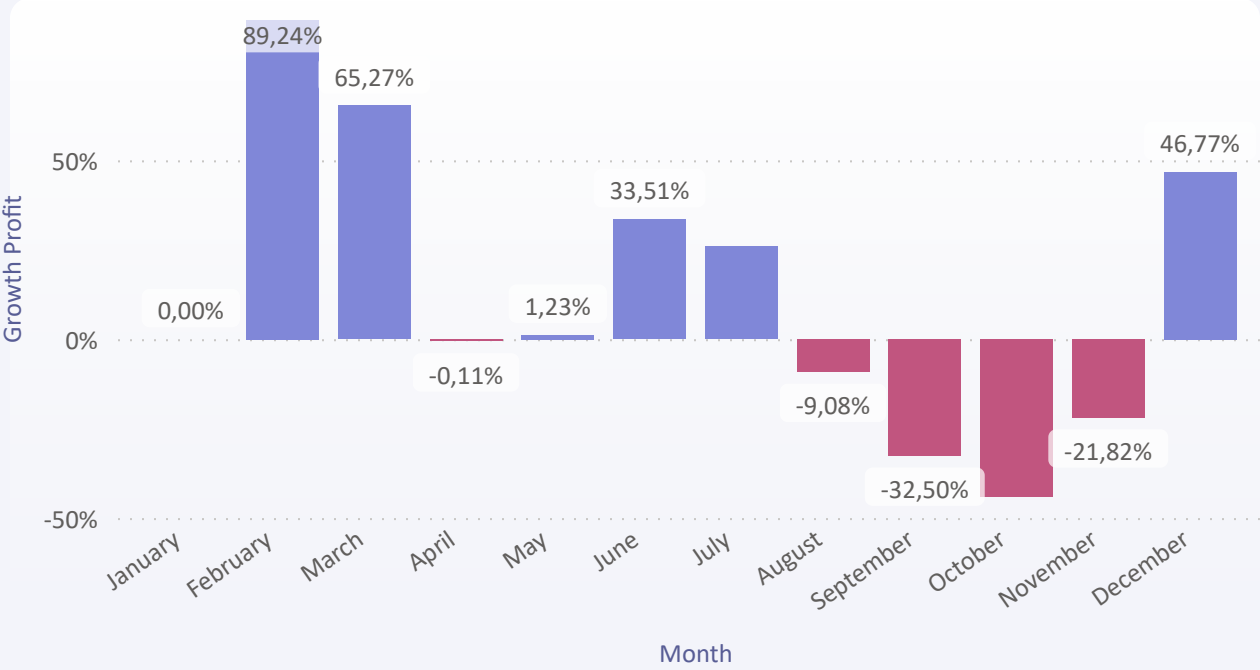| **343,71M**	**129,78M**	**195,63M**	**87,16%**	**85,03%**	**85,07%**
Total Profit A	Total Profit B	Total Profit C	Gross Profit Margin A	Gross Profit Margin B	Gross Profit Margin C

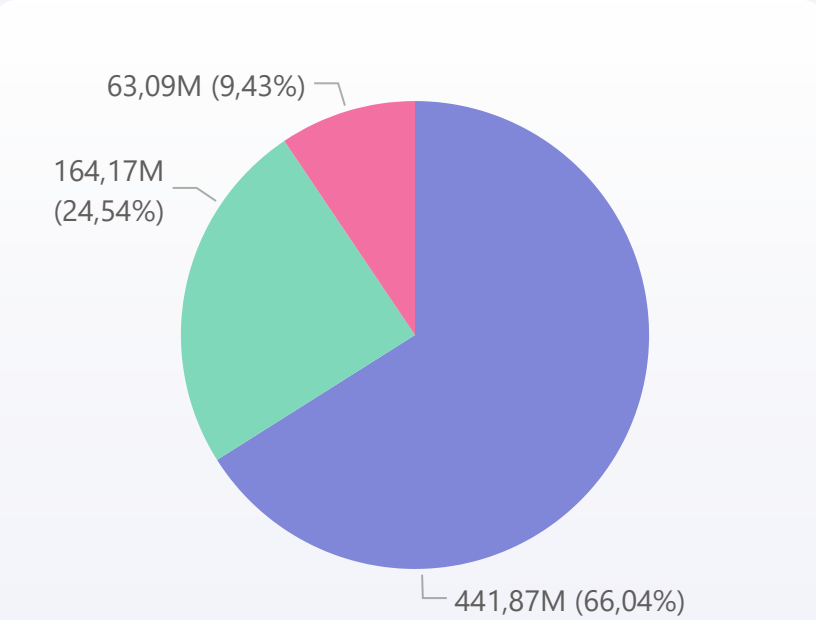## Total Profit A, Total Profit B and Total Profit C by Month

● Total Profit A ● Total Profit B ● Total Profit C

Growth Profit by Month

- 0,00% January
- 89,24% February
- 65,27% March
- -0,11% April
- 1,23% May
- 33,51% June
- (July)
- -9,08% August
- -32,50% September
- October
- -21,82% November
- 46,77% December

Total Profit ABC by Time to travel

- 63,09M (9,43%)
- 164,17M (24,54%)
- 441,87M (66,04%)

Total Cost by Time to travel

- 91M (14,65%)
- 139M (22,55%)
- 388M (62,8%)

Gross Profit Margin

- 87,16% (33,88%)
- 85,07% (33,07%)
- 85,03% (33,05%)
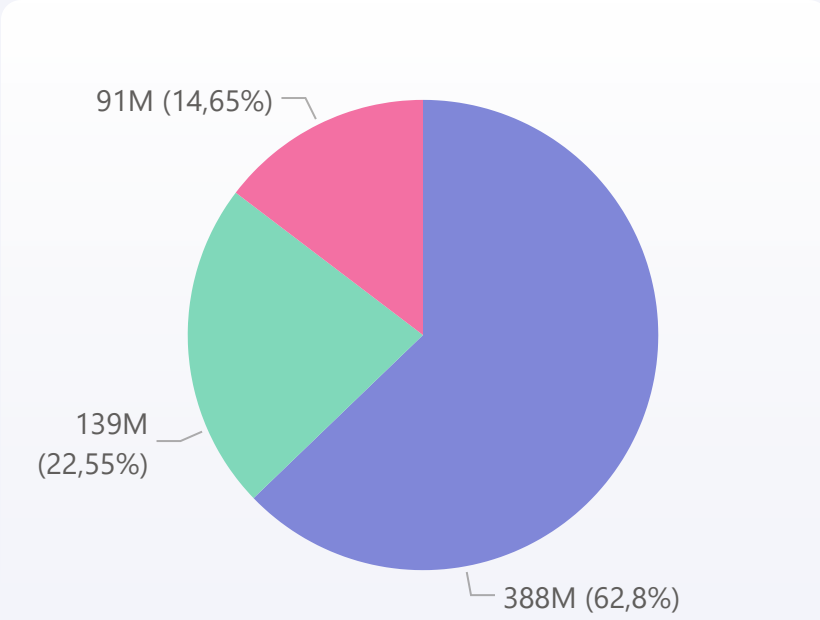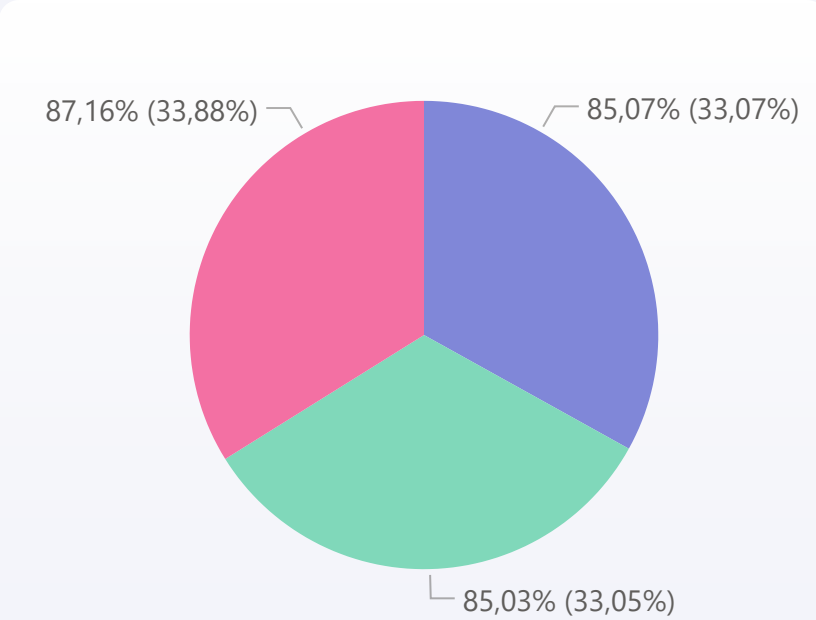
Total Profit ABC by Month and Time to travel

Time to travel ● long ● medium ● short
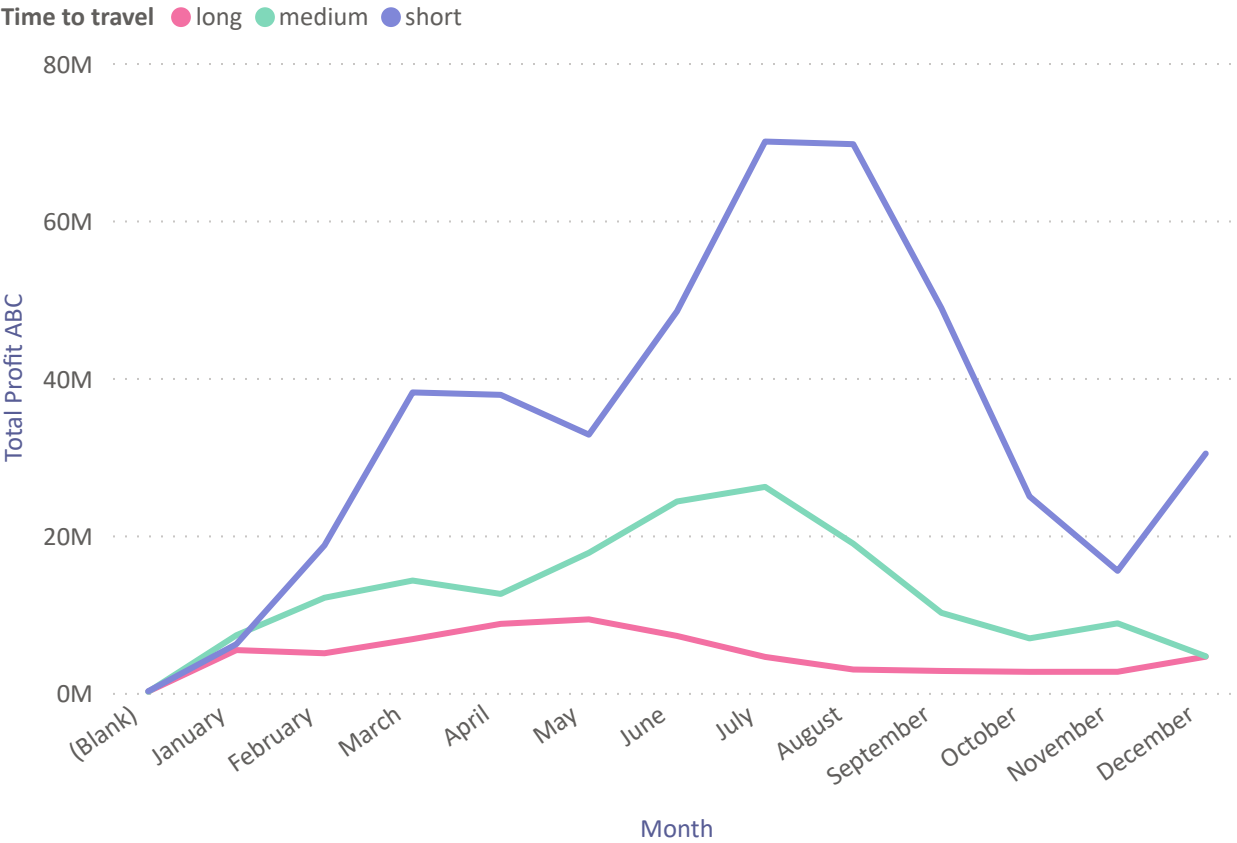
Total Profit A, Total Profit B and Total Profit C by Time to travel

● Total Profit A ● Total Profit B ● Total Profit C