



ALY 6070  
Communication and Visualization for Data Analytics

## **Final Project**

# **How to Increase the Sales Pitch Conversion Rate in Selling Travel Packages?**

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## **Group 4**

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# 1. Introduction

The tourism dataset is a comprehensive collection of information pertaining to customers in the tourism industry. With a diverse range of customers hailing from various backgrounds, this dataset offers a valuable resource for analyzing customer behavior and preferences. The dataset comprises 4,889 rows and 20 variables, encompassing essential details such as whether a customer has purchased a package, demographics, product preference, pitch quantity/quality and other indicators.

To conduct a thorough analysis and extract meaningful insights, we utilized the powerful visualization capabilities of Tableau and R. These tools enabled us to create visually impactful representations of the data, enabling a deeper understanding of the factors influencing customers' decision-making processes in purchasing tourism packages. By utilizing Tableau and R, we were able to employ various visualization techniques such as the strategic use of color, text, pre-attentive attributes, and decluttering techniques. These techniques helped us craft compelling visualizations that effectively conveyed a cohesive narrative.

Our objective was to obtain a comprehensive understanding of product preferences among different types of guests and to identify the key drivers behind a higher conversion rate for sales pitches on travel packages. Through meticulous analysis and visualization of the data, we aim to provide actionable insights that can be leveraged to optimize marketing strategies, enhance customer targeting, and ultimately improve the conversion rate of sales pitches.

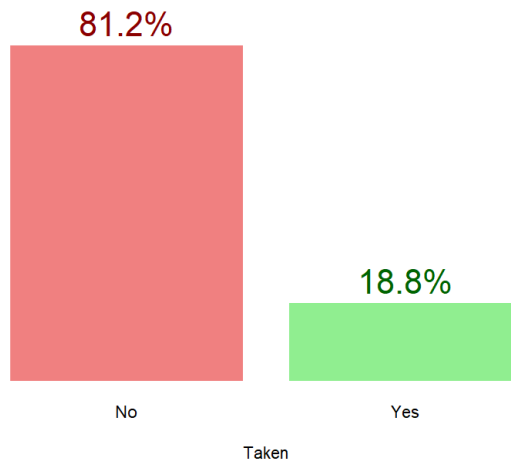
Below are the 20 variables in the data set.

Abc Data Dict	Abc Data Dict	Abc Data Dict
Data	Variable	Discription
Tourism	CustomerID	Unique customer ID
Tourism	ProdTaken	Whether the customer has purchased a package or not (0: No, 1: Yes)
Tourism	Age	Age of customer
Tourism	TypeofContact	How customer was contacted (Company Invited or Self Inquiry)
Tourism	CityTier	City tier depends on the development of a city, population, facilities, and living standards. The categories are ordered i.e. Tier 1 > Tier 2 > Tier 3
Tourism	DurationOfPitch	Duration of the pitch by a salesperson to the customer
Tourism	Occupation	Occupation of customer
Tourism	Gender	Gender of customer
Tourism	NumberOfPersonVisiting	Total number of persons planning to take the trip with the customer
Tourism	NumberOfFollowups	Total number of follow-ups has been done by sales person after sales pitch
Tourism	ProductPitched	Product pitched by the salesperson
Tourism	PreferredPropertyStar	Preferred hotel property rating by customer
Tourism	MaritalStatus	Marital status of customer
Tourism	NumberOfTrips	Average number of trips in a year by customer
Tourism	Passport	The customer has a passport or not (0: No, 1: Yes)
Tourism	PitchSatisfactionScore	Sales pitch satisfaction score
Tourism	OwnCar	Whether the customers own a car or not (0: No, 1: Yes)
Tourism	NumberOfChildrenVisi...	Total number of children with age less than 5 planning to take the trip with the customer
Tourism	Designation	Designation of the customer in the current organization
Tourism	MonthlyIncome	Gross monthly income of the customer

## 2. Overview of sales conversion

Sales conversion refers to the process of turning potential customers into actual buyers. Currently, the sales conversion rate is disappointingly low, with only 18.8% of customers agreeing to purchase the travel package. In order to improve this rate and achieve higher sales, we need to implement strategies that can effectively boost customer conversion.

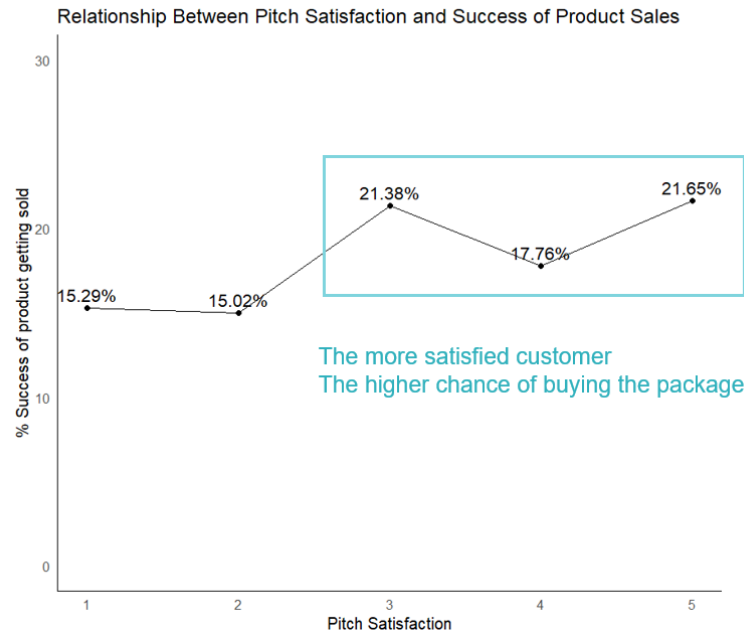
Portions of successful product sell



To enhance the sales conversion rate, it is crucial to identify the factors contributing to the low percentage of customers who agree to buy the travel package. Understanding customer behavior, preferences, and concerns is key to addressing their needs and increasing their likelihood of making a purchase.

### 3. Key Drivers to sales conversion

#### 3.1 Sales Conversion Increases with Pitch Satisfaction



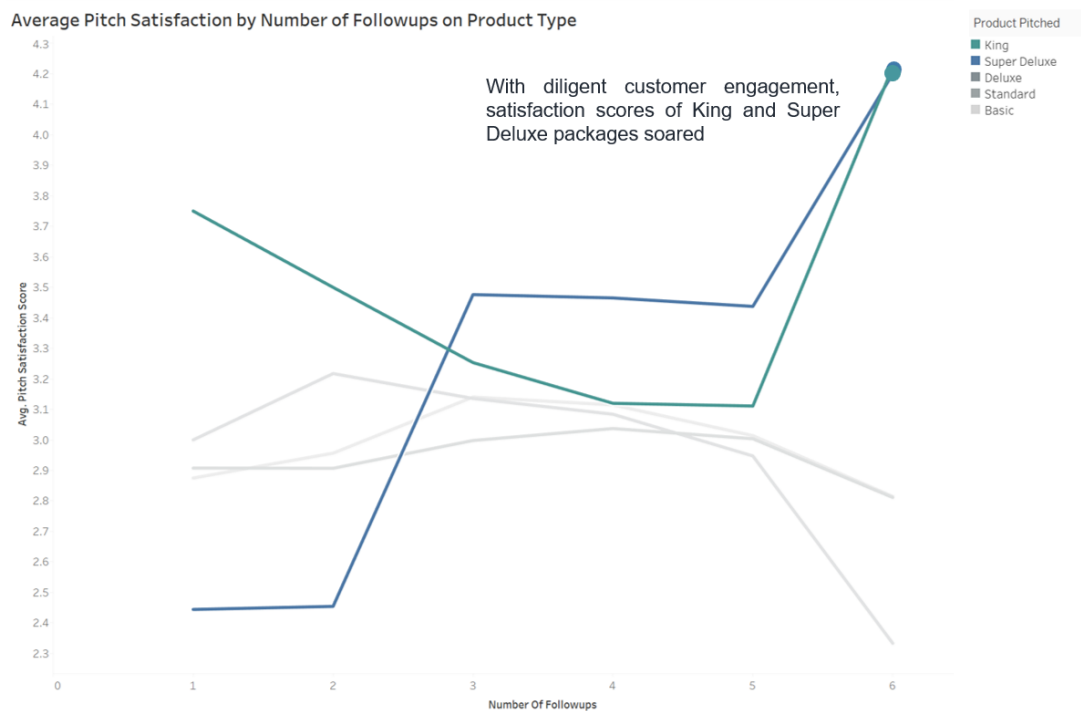
The above plot demonstrates the relationship between pitch satisfaction and the success rate of product sales. In general, the higher the pitch satisfaction score, the higher the success rate of getting the product sold.

It reveals that the success rate is higher with satisfaction score of 3 or above. However, there is a dip in the success rate at satisfaction level 4 in between score of 3 to 5. This finding suggests that there is room for improvement in sales when the satisfaction level is at 4.

To further enhance sales, the focus should be on increasing the sales conversion rate as the satisfaction level increases. This implies that efforts should be directed towards converting potential customers who have a satisfaction score of 4 into actual buyers. Analyzing the factors contributing to the lower success rate at this particular satisfaction level could help identify areas of improvement.

By directing efforts towards increasing sales conversion rates at satisfaction level 4, there is an opportunity to capitalize on a substantial portion of customers who have expressed a moderate level of satisfaction with the product. The implementation of personalized strategies, enhancements to the value proposition, addressing objections, refining marketing messages, and optimizing the sales process can collectively contribute to augmenting sales and overall success.

### 3.2 Pitch score is related to number of follow ups



The line graph above displays five trendlines representing different product types: King, Super Deluxe, Deluxe, Standard, and Basic. The x-axis represents the number of follow-ups conducted for each product type, while the y-axis represents the average pitch satisfaction score.

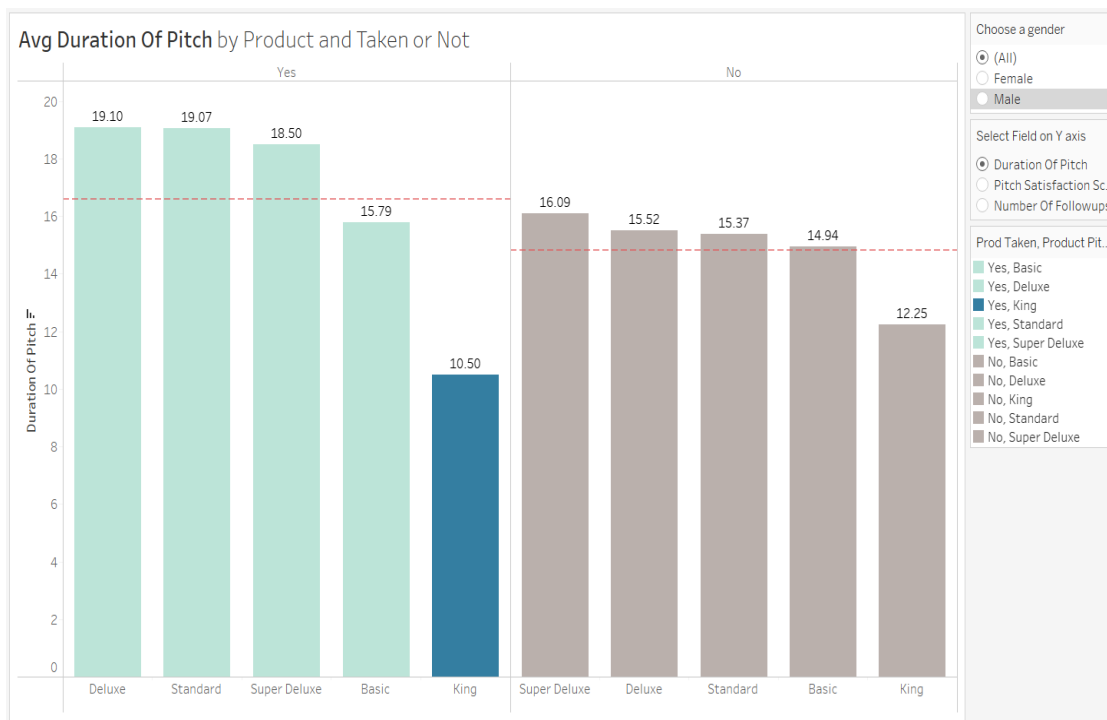
From the graph, it is evident that as the number of follow-ups increased for the higher end products - King (green line) and Super Deluxe (blue line), the satisfaction scores for both product types significantly improved and reached its highest when the number of follow up equals 6.

On the other hand, the graph indicates that increasing the number of follow-ups were followed by a decrease in satisfaction scores for lower end products - Deluxe, Standard, and Basic product types (grey lines). These product types experienced a drop in satisfaction score when the number of follow ups builds up to a level that exceeds customers' tolerance. It was observed that the optimal number of follow-ups for these mass products generally falls within the range of 2-3 times. Beyond this range, customer satisfaction tends to decline.

To sum up, the graph suggests that for the King and Super Deluxe product types, increasing the number of follow-ups had a positive impact on pitch satisfaction, leading to higher ratings. However, for the Deluxe, Standard, and Basic product types, the number of follow-ups did show a declining impact on pitch satisfaction. To enhance customer engagement and improve the success rate, it is crucial to adopt a tailored approach to follow-ups based on the specific product types. By carefully determining the appropriate number of follow-ups for each product, we can

optimize customer engagement and increase the likelihood of successful conversions. This strategy allows us to strike a balance between maintaining customer interest and avoiding excessive follow-ups that may lead to decreased satisfaction.

### 3.3 King Package required Lower Pitch Length to be Purchased



In the graph, it is evident that the King packages are sold with significantly lower pitch durations compared to other available packages. This suggests that there is a high demand and quick conversion for the King package.

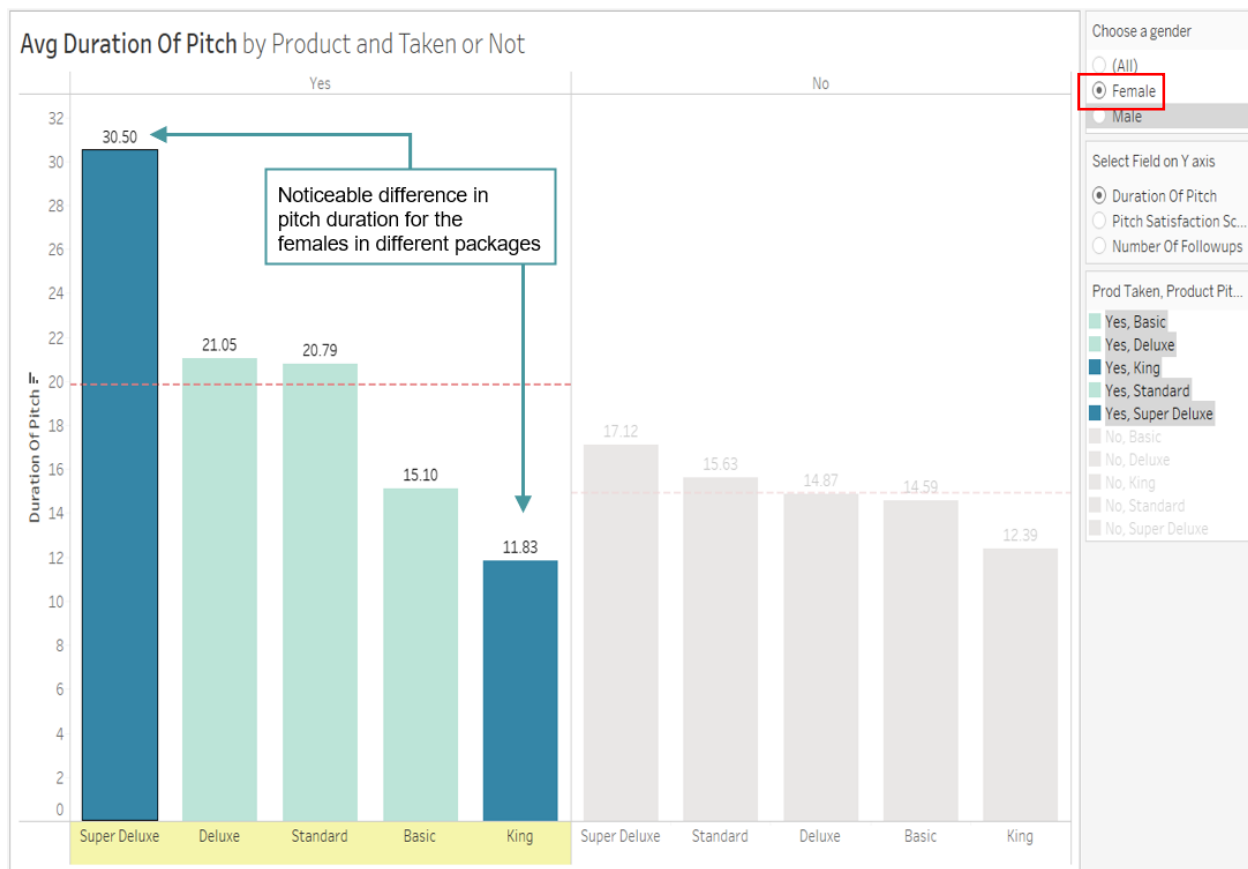
However, it is worth noting that the pitch durations for the Deluxe, Super Deluxe, and Standard packages are higher than the average pitch duration. This indicates that there might be room for improvement in persuading customers during the pitch for these packages. Enhancing the pitch strategies, addressing customer concerns, and effectively highlighting the value proposition of these packages could potentially lead to increased sales conversion rates.

On the other hand, the pitch duration for the Basic package is slightly lower than the average pitch duration. This indicates that the Basic package is relatively easier to sell compared to other packages. It is important to maintain the effectiveness of the pitch for the Basic package while focusing efforts on improving the pitch for the Deluxe, Super Deluxe, and Standard packages.

By addressing the variations in pitch durations and implementing targeted strategies to improve the sales pitch for specific packages, it is possible to optimize the conversion rates and maximize sales potential for each package.

### 3.4 Shortest Pitch is from King product for Female group

Drilling down into gender groups:



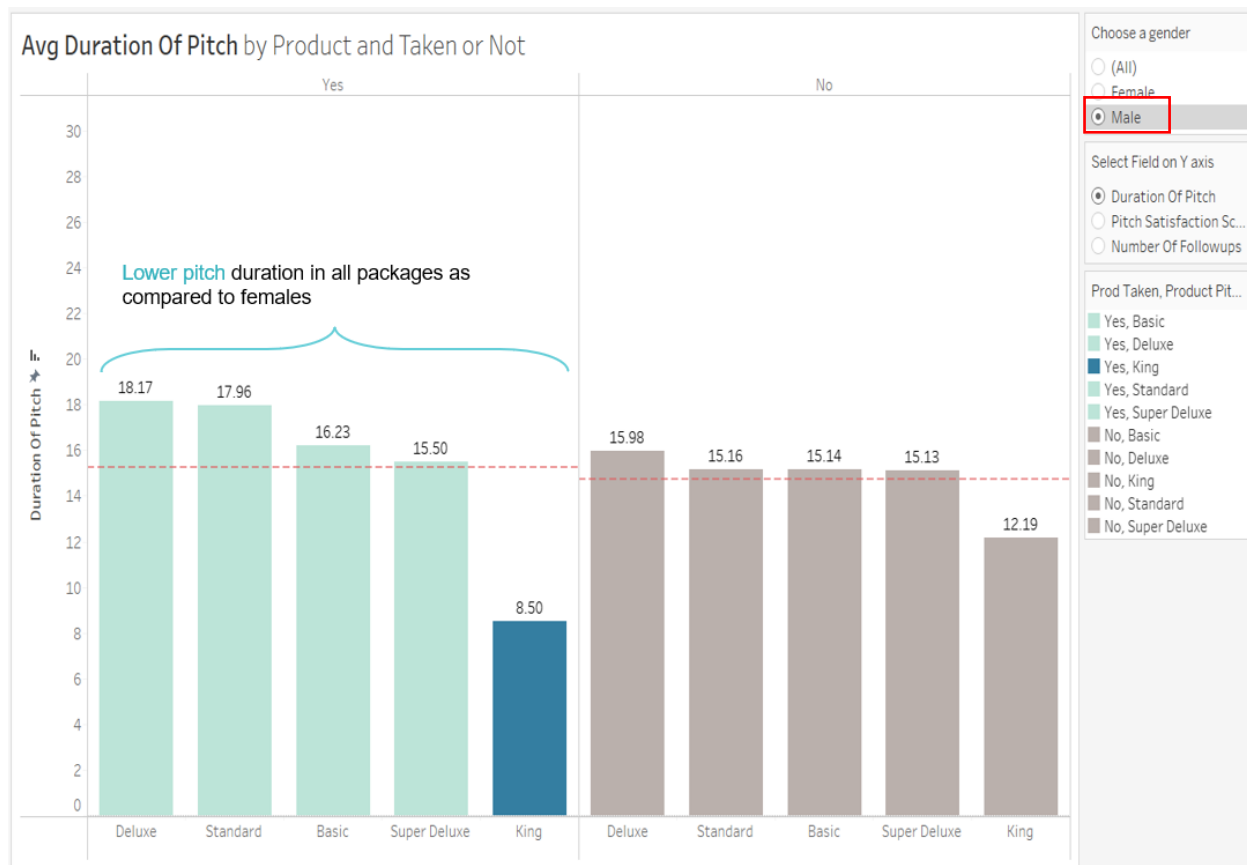
In analyzing the pitch duration for female customers, a notable difference was observed between the Super Deluxe package and the King package. On average, it took approximately 30 minutes of discussion to sell the Super Deluxe package, whereas the King package was sold within a significantly shorter timeframe of only 12 minutes.

This finding highlights the efficiency and effectiveness of the sales process for the King package when targeting female customers. The considerably shorter pitch duration suggests that the King package possesses strong appeal and persuasive elements that resonate well with this particular demographic.

However, to optimize sales and achieve a more balanced distribution among different package options, it is recommended to focus on improving the persuasion tactics during the pitch for other packages. By analyzing the success factors and persuasive strategies employed during the selling of the King package, insights can be gained to enhance the sales pitch for the Super Deluxe and other packages. This approach will help ensure that all package options receive adequate attention and have the potential to achieve similar levels of success in terms of conversion rates and pitch duration among female customers.

Continued efforts in refining the sales pitch and tailoring it to the preferences and needs of the target audience can lead to improved conversion rates and a more equitable distribution of package sales across all options.

### 3.5 Male shows a Faster Decision-making process with Shorter Pitch



Analysis of the pitching duration for different package types reveals notable differences in purchasing behavior between males and females. Across all package types, males tend to make purchasing decisions at relatively lower pitching times compared to females. Specifically, the King



package demonstrates the lowest average pitching time, indicating that it is the fastest-selling package.

The data shows that when targeting male customers, it is crucial to deliver a persuasive pitch within a shorter duration to increase the likelihood of conversion. This suggests that males are more inclined to make purchase decisions quickly, requiring effective and concise communication during the pitch.

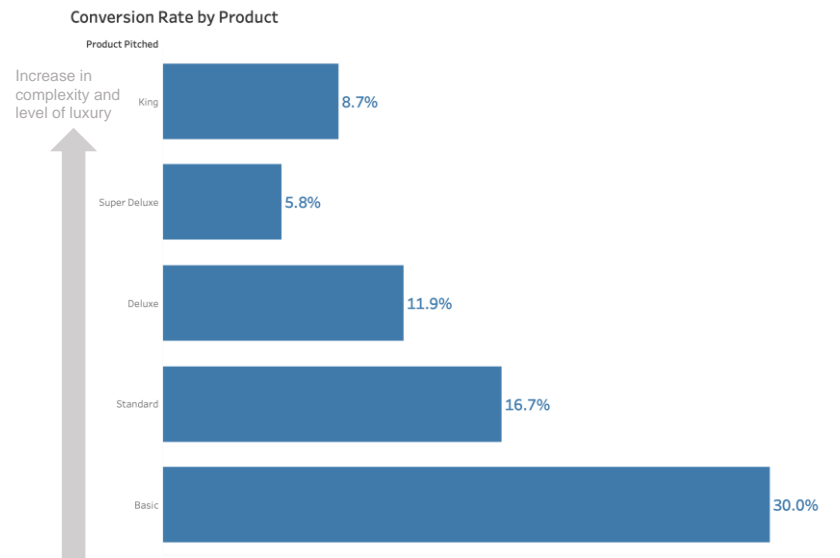
The findings also highlight the importance of tailoring the pitching strategies for different genders. In particular, special attention should be given to enhancing the efficiency and effectiveness of the pitch for the King package, considering its consistently fast-selling nature among both male and female customers.

To optimize sales conversion, it is recommended to employ strategies that capture the attention and address the preferences of male customers during the pitch. This may involve focusing on the unique selling points, emphasizing the benefits, and delivering concise and impactful messages to cater to their faster decision-making process.

Further analysis and exploration can be conducted to uncover the underlying factors driving these gender-based differences in purchasing behavior. This could include studying the impact of marketing messages, pricing strategies, or package features that may influence the decision-making process of both genders.

In conclusion, the data indicates that males generally make purchase decisions at relatively lower pitching times compared to females across all package types. The King package stands out as the fastest-selling option, emphasizing the need for efficient and persuasive pitching strategies to maximize sales conversion. Understanding and tailoring pitching approaches based on gender-specific preferences can help optimize the effectiveness of sales efforts and drive higher conversion rates.

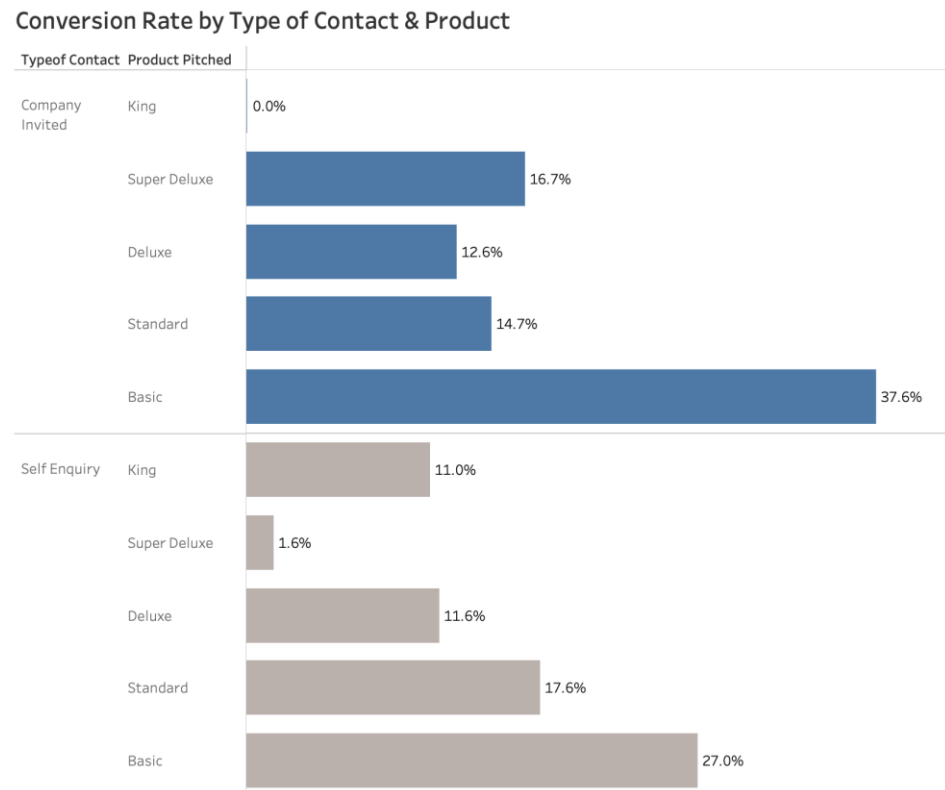
### 3.6 Conversion Rate Declines as the Product Shifts from Lower-end to Higher-end



Regarding the breakdown of conversion rates by product type, it is important to highlight that the success rate tends to decrease as we transition from lower-end to higher-end products. In general, the conversion rate for the basic product stands at 30%. However, as the product complexity and level of luxury increase towards the King product, the success rate significantly drops to only 8.7% of sales pitches resulting in successful conversions for the King product.

We can next explore the reasons behind the lower conversion rates for higher-end products. Conduct customer surveys, interviews, or focus groups to understand the specific challenges or objections customers face when considering these premium offerings. This feedback can help identify barriers and enable the company to develop targeted strategies to address them.

### 3.7 Higher Conversion Rate for Company-Invited Guests vs. Self-Enquiry Guests

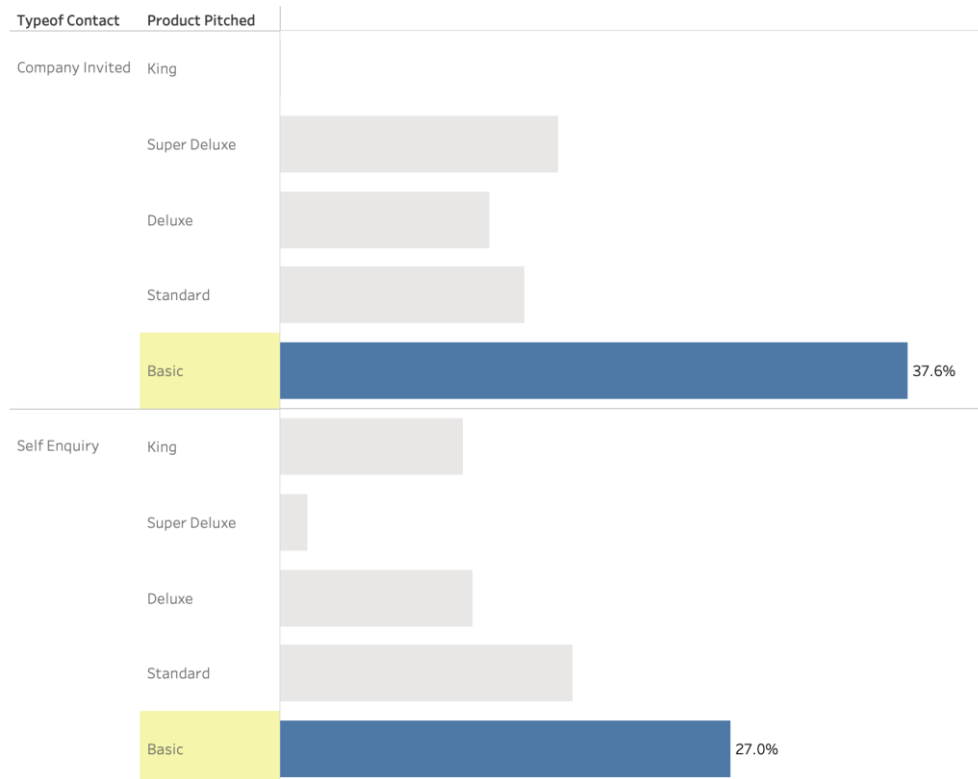


From a contact channel perspective, it is noteworthy that the conversion rate for company-invited customers consistently surpasses that of self-enquiry customers across most product types except Standard.

Given that company-invited customers consistently have higher conversion rates across most product types, it is important to assess the success of the company-invited customer acquisition strategy. Examine the criteria used to invite customers, the targeting methods, and the overall effectiveness of this approach. Identify the characteristics of company-invited customers that contribute to their higher conversion rates and explore ways to leverage these insights to improve the acquisition and targeting strategies for self-enquiry customers.

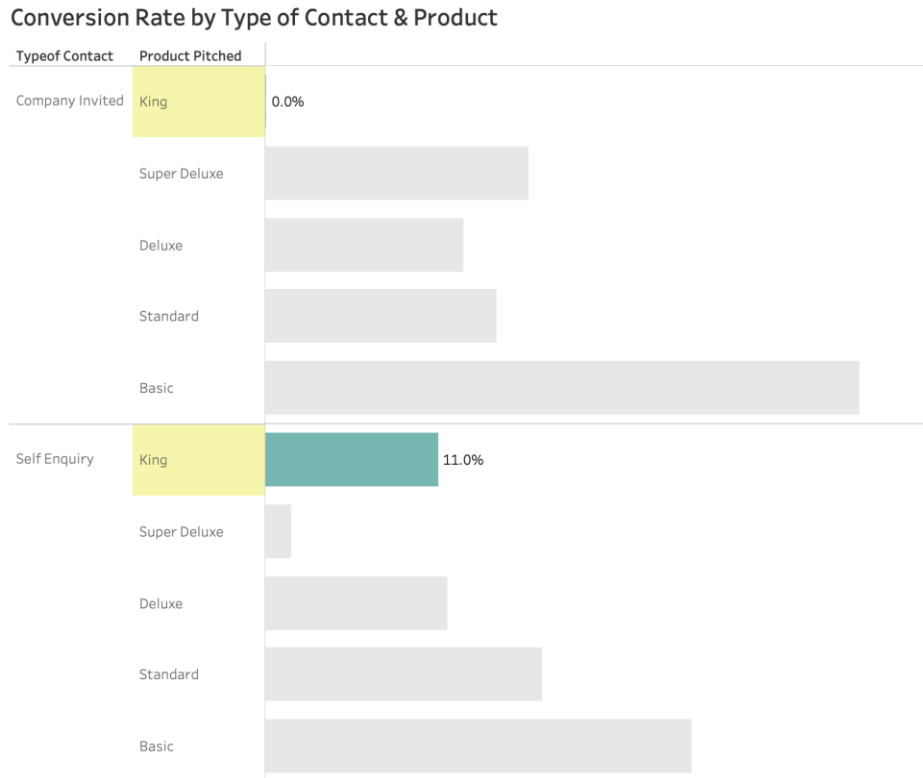
### 3.8 Highest Conversion Rate in Basic Product for All Contact Types

Conversion Rate by Type of Contact & Product



The highest conversion rate is consistently observed for the basic product, regardless of the contact type. It achieves a remarkable success rate of 37.6% for company-invited guests and 27.0% for self-enquiry guests. This indicates that the basic product enjoys a significantly higher rate of success compared to other offerings, regardless of the initial contact method.

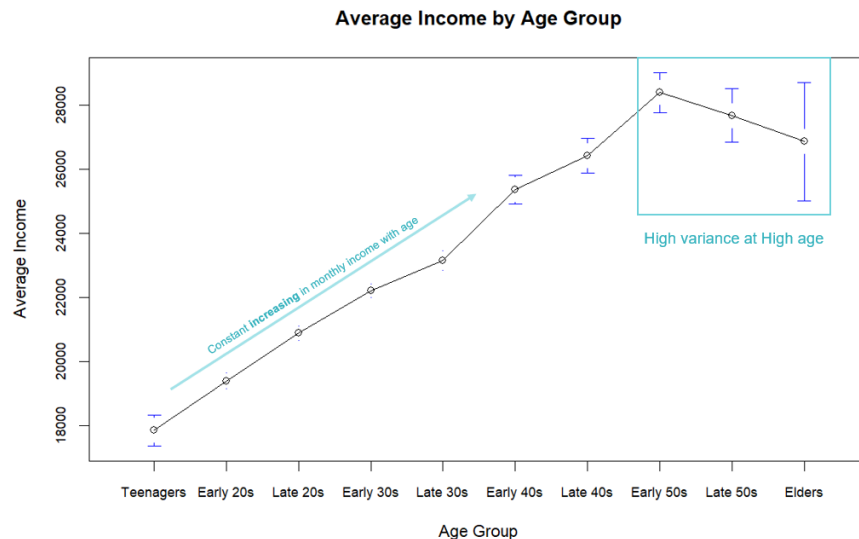
### 3.9 Company-invited Customers Show a Lack of Enthusiasm towards "King" Product



Interestingly, for the King product, company-invited guests show a lack of enthusiasm, resulting in a zero conversion rate. Conversely, self-enquiry guests demonstrate an 11% conversion rate for this high-end product. Therefore, if the goal is to sell the King product, it is advisable to target self-enquiry guests as they exhibit a higher likelihood of conversion.

## 4. Behaviors & Preference by Customer Segments

### 4.1 Highest Growth of Income up to 40s with a Decline at Older Age

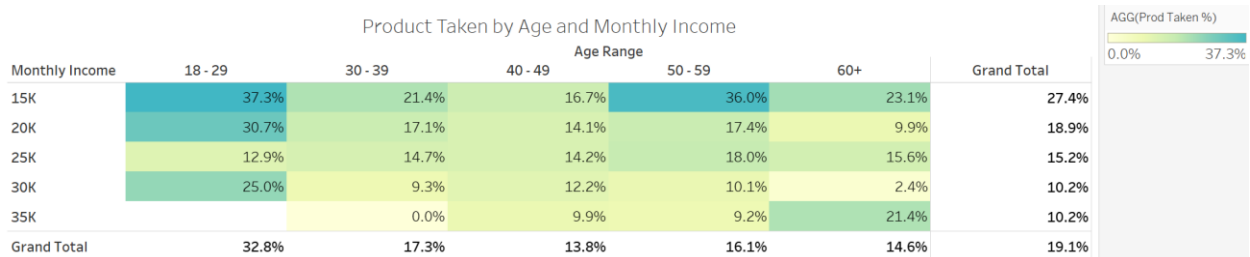


Based on the above plot, it is observed that the average monthly income tends to increase with age, but there is a decline in income after the age of 50. Additionally, there is an increase in the variance of average monthly income as age increases.

Aligning the travel package pitch with individuals' income levels can significantly increase the likelihood of converting potential customers into buyers. By offering options that are affordable and cater to different income segments, emphasizing the value of the package, providing flexibility in pricing, and conducting continuous market research, a well-developed strategy can be formulated to maximize sales potential.

With the aforementioned findings, it is important to explore whether higher income levels lead to higher conversion rates or a preference for more premium products. We will delve into this topic in the upcoming sections.

### 4.2 Younger travelers and lower income group have higher conversion rate

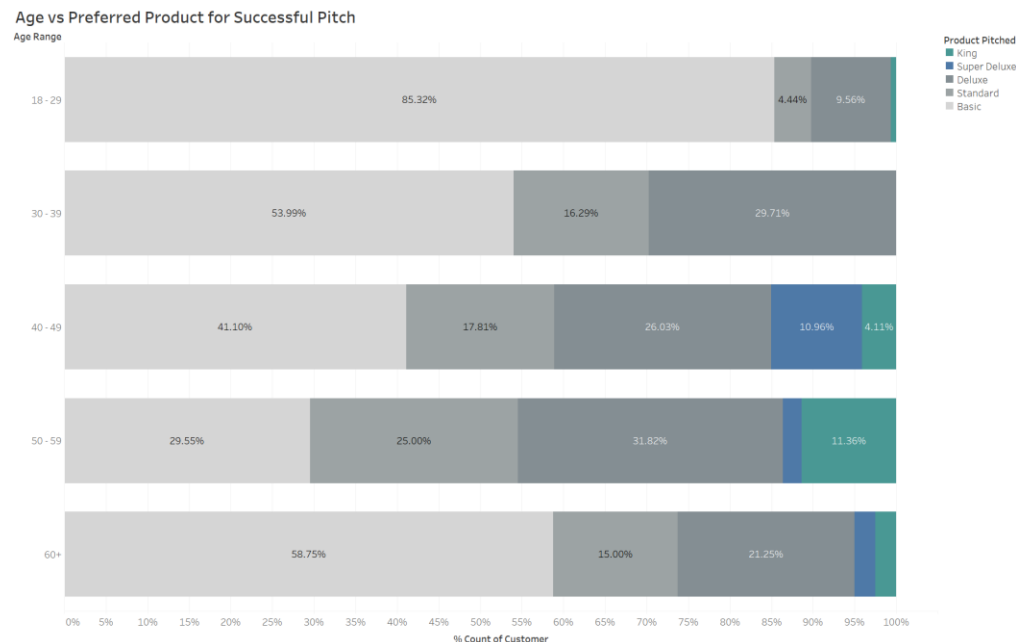


The heatmap above visualizes the relationship between age, monthly income, and the percentage of people who have taken a package. The column represents different age groups, while the row represents monthly income ranges. The colors in the heatmap indicate the varying percentages of people within each age and income category who have taken the product. The darker the color, the higher the conversion rate.

Based on the heatmap, it is evident that individuals between the ages of 18 and 29 have the highest percentages of product adoption, particularly in the lower monthly income range of 15-20k. This suggests that a significant proportion of young adults in this age range, with lower monthly incomes, have taken the product.

Furthermore, the heatmap reveals a notable trend where the adoption rate generally decreases as income increases. The highest conversion rate was observed within the monthly income range of 15-20k, and it gradually declined as the monthly income increased, reaching a low of 10.2% for customers with incomes of 30K or above. This trend is observed across most age groups, with the exception of the 18-29 and 70+ age brackets, there is a sudden climb in conversion rate in the top salary range in above groups. These findings challenge the conventional perception that higher income customers inherently possess greater affordability and, as a result, enjoy a higher conversion rate.

4.3 Mature Adults and their Affinity for High-End Tourism Packages



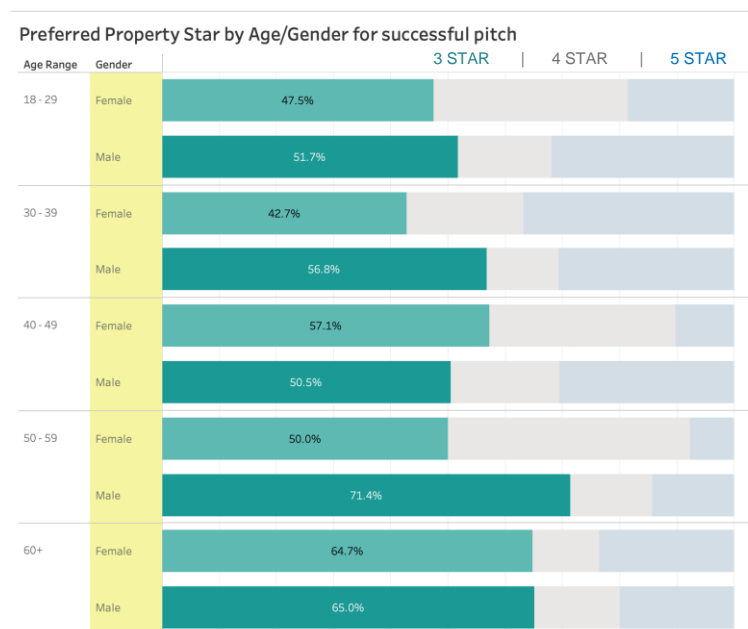
The horizontal stacked bar graph provides a comparison of preferred product choices based on age for successful pitches. The y-axis represents different age groups, while the x-axis represents the

percentage count of customers. Each bar is divided into different colors, representing various product options pitched. These options range from the least premium, positioned on the left side of the chart, to the more premium product on the right side of the chart. The product options include King, Super Deluxe, Deluxe, Standard, and Basic.

Age groups 18-29 and 30-39 show no preference for the King or Super Deluxe product options. This suggests that individuals in these age ranges, are less inclined to choose these high-end luxury packages.

In contrast, in age groups 40-49, 50-59, and 60+, there is an apparent increase in the percentage of customers who have chosen luxury packages (King or Super Deluxe) compared to the younger age groups. This implies that as individuals get older, they show a higher likelihood of opting for luxurious accommodations. Across all age groups, there is some variation in the preference for other product options (Deluxe, Standard, Basic).

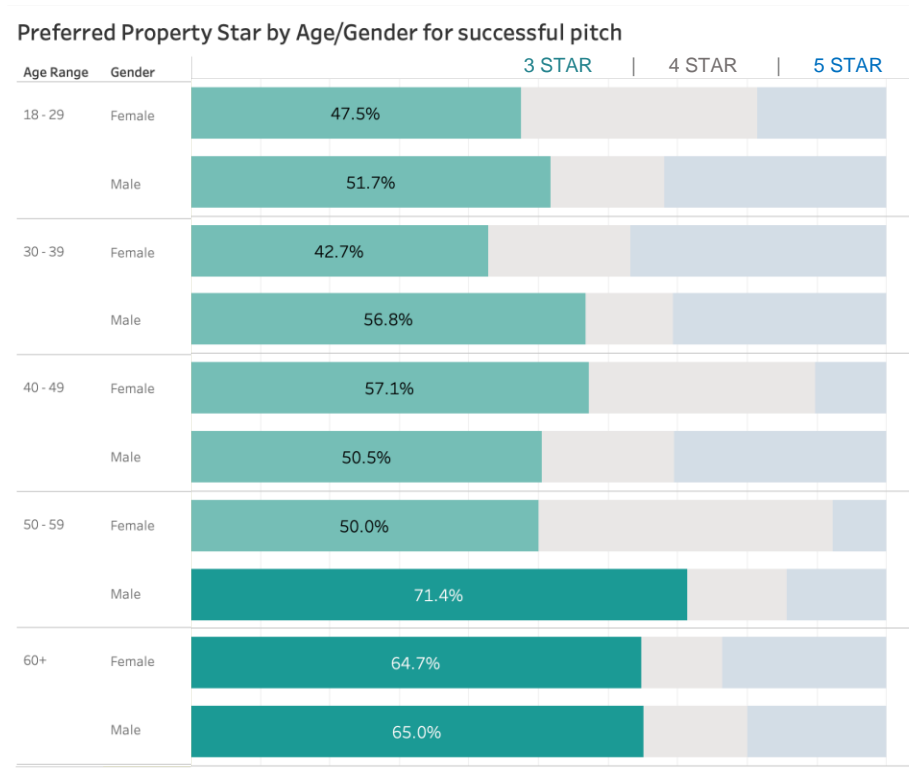
#### 4.4 Male Prefers Lower Star of Accommodation Than Female



When comparing male and female preferences, an interesting trend emerges. Males tend to prefer lower-rated properties, specifically 3-star hotels, across most age groups, except for the 40-49 age range. Surprisingly, more than half of the male respondents in every age group expressed a preference for 3-star accommodations.



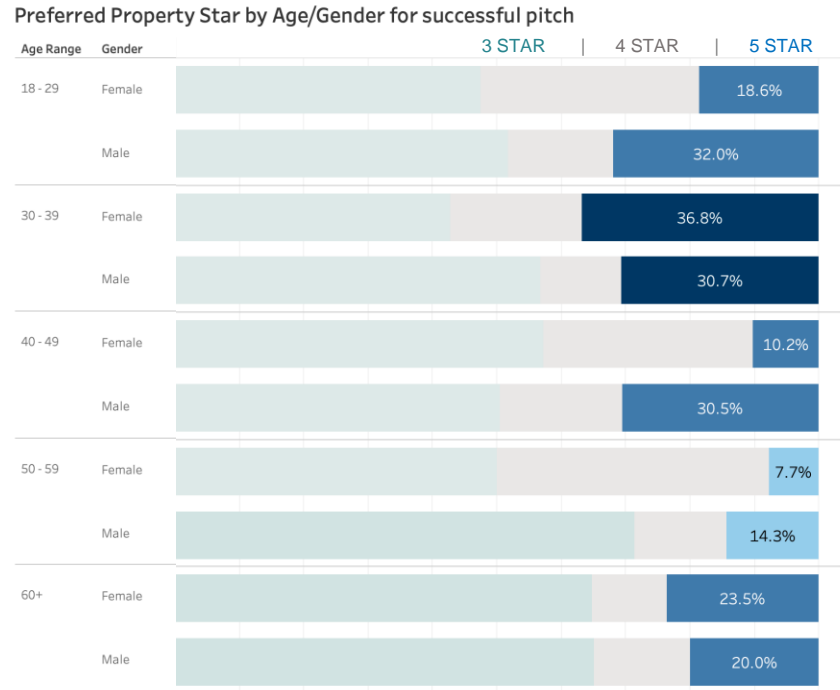
#### 4.5 Mature Generations Prefer Lower Property Star Than Younger Age Groups



There is a noteworthy surge in the preference for 3-star accommodation among males aged 50 and above, as well as females aged 60 and above. Specifically, more than 70% of males between the ages of 50 and 59 express a preference for 3-star accommodation. Moreover, approximately two-thirds of respondents aged 60 and above, irrespective of gender, favor 3-star accommodation.

These insights shed light on the differing preferences based on gender and age and can be leveraged to tailor marketing strategies and product offerings to better meet the needs and preferences of various customer segments.

#### 4.6 Highest preference for 5-star accommodations for customers of age 30-39



On the other hand, when examining the proportion of customers who preferred a 5-star property, a different pattern emerges. Specifically, customers in the 30-39 age range, regardless of gender, exhibit the highest preference for 5-star accommodations, with approximately one-third of the total customer base. This translates to 36.8% for females and 30.7% for males within that age group.

However, as customers surpass the age of 50-59 and enter older age brackets, the proportion of those preferring 5-star properties decreases significantly. For females aged 50-59, the proportion drops to 7.7%, while for males in the same age group, it decreases to 14.3%.

These insights can be valuable in understanding the shifting preferences of different age groups and can aid in making strategic decisions regarding marketing and product offerings targeting specific customer segments.

## **5. Conclusion**

Based on the results of our analysis, it is evident that tailoring travel product pitches to specific demographic segments is crucial for improving the conversion rate of packages. Here are the key takeaways and recommended strategies for targeting customers, product development, acquisition channels, and pitch quality to effectively turn prospects into customers.

### **Demographics**

#### *1. Gender*

It is important to note that King yielded the lowest pitch duration across all genders. For males, shorter pitch durations to turn into sales is observed. Since males are fast decision-makers, it is crucial to keep pitch durations concise and to the point. Additionally, they prefer lower-star accommodations. By offering a range of options with lower-star accommodations, we can increase the likelihood of converting male prospects into customers.

#### *2. Age*

Customers in the 40-59 age range show a preference for higher quality packages. To cater to this segment, focus on developing and promoting packages that offer superior amenities, services, and experiences. On the other hand, matured customers tend to prefer lower-star-rated properties. Curate packages that include accommodations with lower star ratings but still maintain decent standards can be promoted to this segment. Emphasize the affordability, simplicity, and practicality of these packages, which may align better with the preferences and budget considerations of matured customers.

### **Product Type**

King packages have significantly shorter pitch durations compared to other product types. This suggests that King packages should be emphasized and promoted for customers who prefer faster decision-making.

The success rate of conversion decreases as the premium of the product increases. This indicates the need for a balanced pricing strategy that appeals to a wider range of customers.

### **Acquisition Channel**

Customers invited by the company tend to have a higher conversion rate compared to self-enquiry customers. Therefore, efforts should be focused on targeting and engaging customers through proactive invitations.

Interestingly, all customers who preferred King packages came from self-enquiries. This highlights the importance of optimizing self-enquiry channels and providing compelling information about King packages to attract potential customers.

## **Pitch Quality**

There is a positive correlation between pitch satisfaction and conversion rate. Enhancing the quality of pitches is essential to improve customer satisfaction and increase the likelihood of conversion.

King and Super Deluxe packages consistently received higher satisfaction ratings as the number of follow-ups increased, with the highest satisfaction observed when there were 6 follow-ups conducted. For basic to deluxe products, our data suggests that exceeding 2-3 follow-ups can lead to a decline in satisfaction scores. This implies that customers may start feeling overwhelmed or annoyed with excessive follow-ups.

Therefore, it is crucial to strike a balance between providing sufficient attention and not overwhelming customers. By limiting the number of follow-ups to 2-3 for basic to deluxe products, travel companies can maintain a satisfactory level of customer satisfaction while still engaging and nurturing potential customers.

In summary, by leveraging the insights from demographic preferences, product types, acquisition channels, and pitch quality, travel companies can effectively target specific customer segments and tailor their offerings to enhance the conversion rate of travel packages.

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