# Key Findings & Business Implications

📍 **Top Cities & Countries by Reservations & Revenue**

Singapore leads in revenue (~$1.96M), followed by Germany (Berlin, Köln, München).

Vienna, Melbourne, London, Sydney, and Helsinki show strong potential.

Germany, Singapore, and Austria should be marketing priorities.

Italy & Australia need additional investment, while Turkey, Netherlands & Switzerland require feasibility analysis.

📈 **Most Effective Marketing Channels (ROAS Analysis)**

📌 Assumption: ROAS analysis is based on mapping marketing subchannels (Google, Bing, Facebook, Impact) to broader marketing channels (SEM, Paid Social, Affiliate). Any incorrect mapping may impact the results.

Affiliate Marketing (ROAS = 30.2) is the most profitable—higher investment recommended.

SEM (Google & Bing Ads) (ROAS = 0.088) is inefficient—budget needs optimization.

Paid Social (Facebook Ads) (ROAS = 0.001) is failing—consider discontinuation.

Referral & Direct traffic generate revenue but lack marketing spend data—further analysis needed.

📊 **Key Business Metrics to Track**

Customer & Reservation Metrics: Total Reservations, Growth Rate, Revenue per Reservation, No-Show Rate.

Marketing Metrics: ROAS, CTR, Conversion Rate, Spend per Reservation.

Customer Behavior & Retention: Repeat Customer Rate, CLV, Cancellation & No-Show Rates.

🚀 **Action Plan**

✅ Focus on Germany, Singapore & Austria for expansion.

✅ Increase Affiliate Marketing spend, optimize SEM, reconsider Paid Social.

✅ Track Referral & Direct marketing costs to evaluate profitability.

✅ Invest in Italy, Australia & UK for growth potential.