Customer Analysis Plan
(Tour Products)

Use Google Analytics to understand who are the TOTAL customers and how to market the right product to them.

(1) Most popular page on our website

From this information, we will know which is our most popular tour (destination). If the most popular tour is not the same as the one that we currently has been sold, this means we should focus on creating tour packages with the destinations that most of our visitors are interested in.

For example, most of our bookings are from 9 days special deal, but most of our website visitors are actually looking at the tours to Guilin or Chengdu, then we should move our focus on creating a tour that is at reasonable price but same time goes to Guilin or Chengdu. If most of the people are looking at 16 days tour than 9 days tour that means we should make more package that is for 16 days not for 9 days.

(2) Average number of people visit our website per month/week/day

Continuously monitoring the number of visitors if it is decreasing or not high enough, it gives a signal that our website has problem and needs to be improved, or our tour packages are not good enough or Google is not showing us on the top ranking. Many things should be paid attention to rank our website at the top of Google ranking,

(3) Number of time visitors spend on our website

If people are leaving our website in a very short time that means our website are not appealing enough. This will also affects the ranking we had on Google, they will drops our ranking automatically because they think we are not giving the right information to the customers

(4) The conversion rate: How many people actually booked after visiting our website by day/month/year

If there are 10,000 people browse our website, but only 200 have booked, then we are losing 800 potential customer. Our conversion rate is low and we need to improve or change our product or price etc.

(5) General Information
*Geographic
* Age

*Gender
*Interests
*What's the day of week and time in a day when people usually browser our website

This information can be also tracked by online resource (Search Engine, Social Media, OTA)

From these information we will know when and how we should do advertise on what online resource.

For example, if Google analytics is showing us many of our bookings from Facebook link are 25-30 years old men whose interests are outdoor sports, and they usually browser the website on Saturday between 9-11:00PM from California.

This tells us we should advertise a tour that is sports related on facebook only between 9-11:00pm to people from California

(6) How much in advance usually people book the tour

This helps us to know when we should launch what type of tour and when we should have promotion rate.

For example, we know most of the people will book 9 days tour 3 month ahead, then we should launch the 9 days tour 3 month ahead and giving discount only 1 month ahead since we have known that there are less chances we are going to sell our tour, we need to do promotion. Sometimes it also depends on how much inventory do we left (how many spots do we left for the specific tour)

(7) This also helps us to do pricing strategies.

AB Testing (Situation A & B, which one is better)

We can try to increase or decrease the price and to see the price sensitivity of customers. If the price sensitivity is high that means price is not a main issue for their purchase behavior. We should test different scenarios to find the equivalence price, which is the best price, which brings the highest revenue to us.

For example, if we try to increase 10% of the price, our revenue increase 5%, this means we should try to increase the price again. When we try to increase 15% of the price, we found that our revenue decrease 2%, this tells us we should not lower our price. Eventually we find this equivalence price at which the revenue increase is 0%.

Summary : knowing who are our customers would helps us making decisions better in following ways:

(1) We know how to use different sources to advertise to these people.

(2) What type of product we should provide to our customer?

(3) What is the best price we should offer to the customer?

Next Step: Is it worthwhile to advertise on certain sources?

Some calculations can be done to see whether the money we had spent on certain source has brought us positive income or not.