



# DATA ANALYTIC

## Application Development



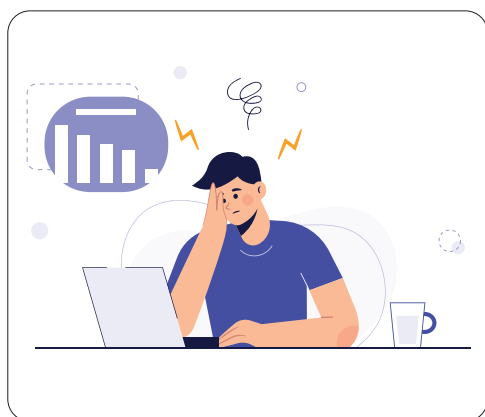
## **CLIENT OVERVIEW:**

A renowned travel services wholesaler is a prominent in travel business that offers a wide range of travel services, including flight bookings, hotel reservations, tour packages, and travel advisory services. As a leading player in the travel industry,

A renowned travel services wholesaler values data-driven decision-making and aims to optimize its operations continuously. They identified the need to forecast the churn of their agents every month to improve agent retention and ensure a high level of customer service.

## CLIENT CHALLENGES:

A renowned travel services wholesaler faced specific challenges related to agent churn and retention:

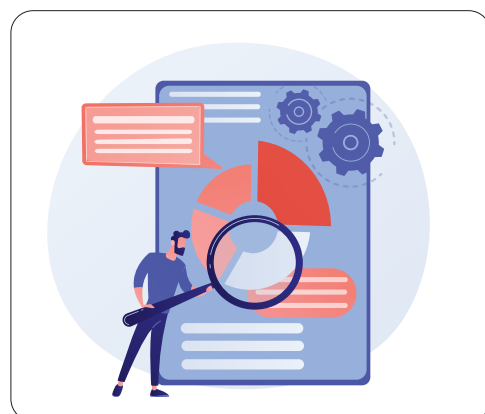
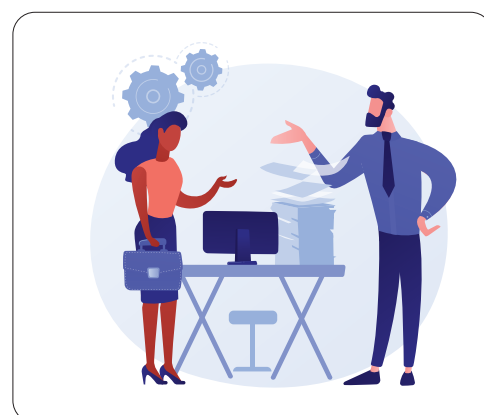


### Lack of Insights:

The company lacked a robust data analytics system to monitor agent performance, identify churn patterns, and understand the underlying reasons for agent turnover.

### Inefficient Agent Retention:

Without data-backed insights, it was challenging to implement effective agent retention strategies, leading to higher recruitment costs and disruptions in customer service.

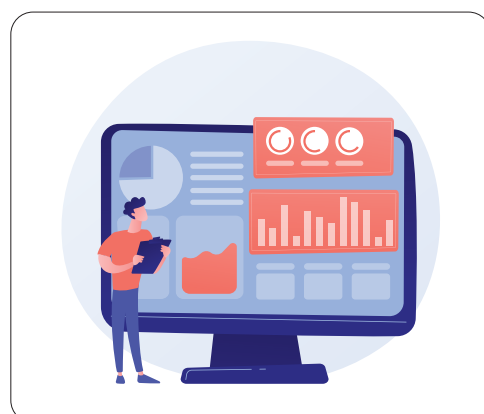


### Manual Data Analysis:

The existing process of collecting and analyzing agent churn data was manual and time-consuming, resulting in delays in taking proactive measures.

### Predictive Forecasting:

A renowned travel services wholesaler needed a reliable data analytics solution that could predict agent churn every month, allowing them to be proactive in addressing potential issues.



## PROPOSED SOLUTION:

To address a renowned travel services wholesaler challenges, a custom data analytics application for forecasting agent churn every month was proposed. The application aimed to provide real-time insights into agent performance, identify churn patterns, and enable predictive analytics to forecast agent turnover.



## KEY OBJECTIVES:



### Data Collection and Integration

Develop a data analytics application that could collect, integrate, and store relevant data from various sources, including agent performance metrics and historical churn data.



### Real-Time Insights:

Implement a dashboard that provides real-time insights into agent performance, churn trends, and other relevant metrics for the management's review.



### Predictive Analytics:

Incorporate machine learning algorithms to perform predictive analytics, enabling the application to forecast agent churn every month.



### Automated Reporting:

Create automated reports and alerts to notify the management of potential churn risks and agent performance issues.

## DEVELOPMENT PROCESS:



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### Requirement Gathering:

The Bizinso development team collaborated closely with a renowned travel services wholesaler stakeholders to understand their specific data analytics needs, desired outcomes, and the key metrics for forecasting churn.

### Design and Prototyping:

Based on the gathered requirements, Bizinso's designers created intuitive data visualization prototypes to demonstrate the application's user interface and functionality.

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### Data Integration and Cleaning:

The team worked on integrating and cleaning the data from various sources to ensure data accuracy and consistency.

### Machine Learning Implementation:

Machine learning algorithms were implemented to perform predictive analytics based on historical data to forecast agent churn.

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### Testing and Quality Assurance:

Rigorous testing was conducted to ensure the accuracy and reliability of the predictive model and the overall application.

### Deployment and Training:

After successful testing, the data analytics application was deployed on a secure server, and training was provided to the management team on how to use the application effectively.

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## RESULTS AND ACHIEVEMENTS:



### **Real-Time Insights:**

The custom data analytics application provided the management with real-time insights into agent performance, churn trends, and potential risks.



### **Predictive Forecasting:**

The application's machine learning algorithms successfully forecasted agent churn every month, allowing the management to be proactive in implementing agent retention strategies.



### **Proactive Decision-Making:**

With automated reports and alerts, a renowned travel services wholesaler could take proactive measures to address potential churn risks and improve agent retention.



### **Cost Savings:**

By reducing agent churn and optimizing agent retention strategies, a renowned travel services wholesaler achieved cost savings on recruitment and training expenses.



## CONCLUSION:

The custom data analytics application developed by Bizinso for a renowned travel services wholesaler transformed their approach to agent churn management. By providing real-time insights, predictive analytics, and proactive decision-making tools, the data analytics application helped a renowned travel services wholesaler optimize agent retention, improve customer service, and achieve cost savings.

The successful implementation of the data analytics solution demonstrated a renowned travel services wholesaler commitment to leveraging data-driven insights to enhance its business operations and maintain its position as a leading player in the travel industry. Bizinso's expertise in developing tailored data analytics applications played a pivotal role in assisting a renowned travel services wholesaler in its journey towards data-driven excellence.

