⋈ **Datumize**

DATUMIZE
L2B ADVANCED ANALYTICS

All-in-one SaaS product to discover your requests & booking patterns and track your distribution performance

END-TO-END: From actionable data capture to insights visualization.

PUT YOUR REQUESTS DATA TO WORK.

Datumize L2B Advanced Analytics is the all-in-one web application helping tour operators, bed-banks, cruise operators, DMCs, airlines, wholesalers, hotels, and OTAs to increase sales by capturing, managing and analyzing all the requests and interactions from their distribution channels to fill the knowledge gap about the customer aspirations, real-demand, booking path, system performance, and lost opportunities.

ENJOY
a detailed view of your look2book funnel.

IDENTIFY
new sales opportunities from actual requests analysis.

ANALYZE
the conversion potential of your current product and catalog.

DETECT
technical issues and timeouts, and receive timely alerts.

MONITOR
all your distribution channels (API, XML, web, app)

Table of metrics:

	WIDGET	METRIC	INSIGHT
POWERLYTICS	Look2Book	Shows the look2book ratio	Monitor your conversion rate
	Total Req. vs No-response	Total requests and number of total no responses.	Understand your request and no response volume
	No Product	Total number of times that you showed "no-product"	Measure how catalog fits with your requests
	Total Errors	Total number of errors in your booking system	Monitor your daily number of errors
	Total Req. and Responses	Evolution of total requests versus total responses	Track the evolution of requests and responses
	Type of Search	Distribution of the different types of search	Understand how your customers search products
	Clients Requests (B2B)	Volume of requests per client (B2B) and trend.	Compare how your different clients are performing
	Source Market	Total Requests and Responses by Source Market	Compare how your different source markets perform
	Look2Book Evolution	Evolution of look2book ratio during the last week	Detect increasing or decreasing trends in L2B ratio
	Type of Responses	Distribution of response type (valid, blank or error)	Measure your response success rate
DISCOVERY	Total Searches	Total amount of searches	Oversee your volume of searches
	Total No Availability	Total number of no-availability responses	Monitor your offer availability
	Look in Advance	How many days in advance your customer books	Understand a key customer behavior: days in advance
	Av. Duration Days	How many days the client is requesting availability for	Understand a key booking pattern: length of the travels
	Lost Op by Destination	Times that you gave blank response, by destination	Track the destinations where you are loosing opportunities
	Lost Op by Hotel	Times that you gave blank response, by hotel	Identify the hotels, in which you are loosing sales
	Market Segment	Destination results based on the source market	Answer questions regarding the market trends
	Check in Dates	Total amount of check-ins made by date	The number of checks-in made in a period of time
	Top 10 Destinations	Top destination searches and total bookings	Identify the most popular/least popular destinations
	Total Searches	Total searches in a relevant period and no availability	Evolution of the rate searches / no availability
BOOKINGS & CANCELLATIONS	Availability	Requests vs no-responses, in availability requests	Demand volume and lost opportunities reach in availability
	Details	Requests vs no-responses, in detail requests	Demand volume and lost opportunities reach in details
	Booking	Requests vs no-responses, in booking requests	Demand volume and lost opportunities reach in booking
	Bookings & Cancellations	Total bookings and cancellations by client (B2B)	Monitor which clients have the highest/lowest success
	Average Duration Period	Average duration period for each booking	Compare the average duration period booked over time
	Establishment Info	Request and responses distribution by establishments	Analyse the performance of each establishment
	Type Requests	Amount of requests types by client	See a distribution of bookings and cancellations
	Books & Cancels by 5min	Total booking and cancellations done by 5 min	Monitor the bookings and cancellations in your system
DETAILS	Paxes Combinations	Distribution of each pax combination	Understand which are the most common pax combination
	Flags of Searches	This metric shows flags selected in requests	Refine your booking pattern understanding
	Requests Type	What are the most relevant requests type	Understand the booking pattern and customer behavior
	Source Market	Descriptive data about source market	Analyse in detail the performance of each source market
CRASHLYTICS	Total Errors	Total number of errors	See the amount of times your system is showing an error
	Requests & No Responses	Total number of requests and no responses	Understand volume of demand and impact of no-responses
	Size of package sending	This metric shows size of package sending	Track bandwidth load level
	Average Request Latency	The average latency request over time	Monitor your system performance
	Total Responses	Number of responses and its distribution	Analyse the evolution of your responses performance
	Total Requests by Protocol	Requests distribution by protocol	Measure the share of each protocol in your requests
	Requests by IP Destination	Requests distribution by IP Destination	Measure the weight of IP protocol in your requests
	Requests by IP Origin	Requests distribution by IP origin	Measure the IP origin your requests are coming from
MAINTENANCE	Valid Responses	Percentage of succesful responses	Monitor the performance of the system
	Blank Responses	Percentage of blank responses (no-product)	Measure the impact of your lack of offer or product
	Average Response Time	Average time of response	Track the performance and speed of your system
	Type of Responses	Distribution of responses by type (blank, error, valid)	Understand the weight of each type of response
	Responses Avg. Time	Number of responses by each average time	Compare the different response times of your system
	Error Distribution	Error distribution by clients	Monitor the errors and type of errors for each client
	Most Repeated issues	Most repeated issues	Comprehend the type of your system issues
	Errors	Distribution of the errors with the largest amount	Understand where your system is failing
	Technical Alerts	Tracking of specific technical errors	Timely detect errors and reduce MTTR