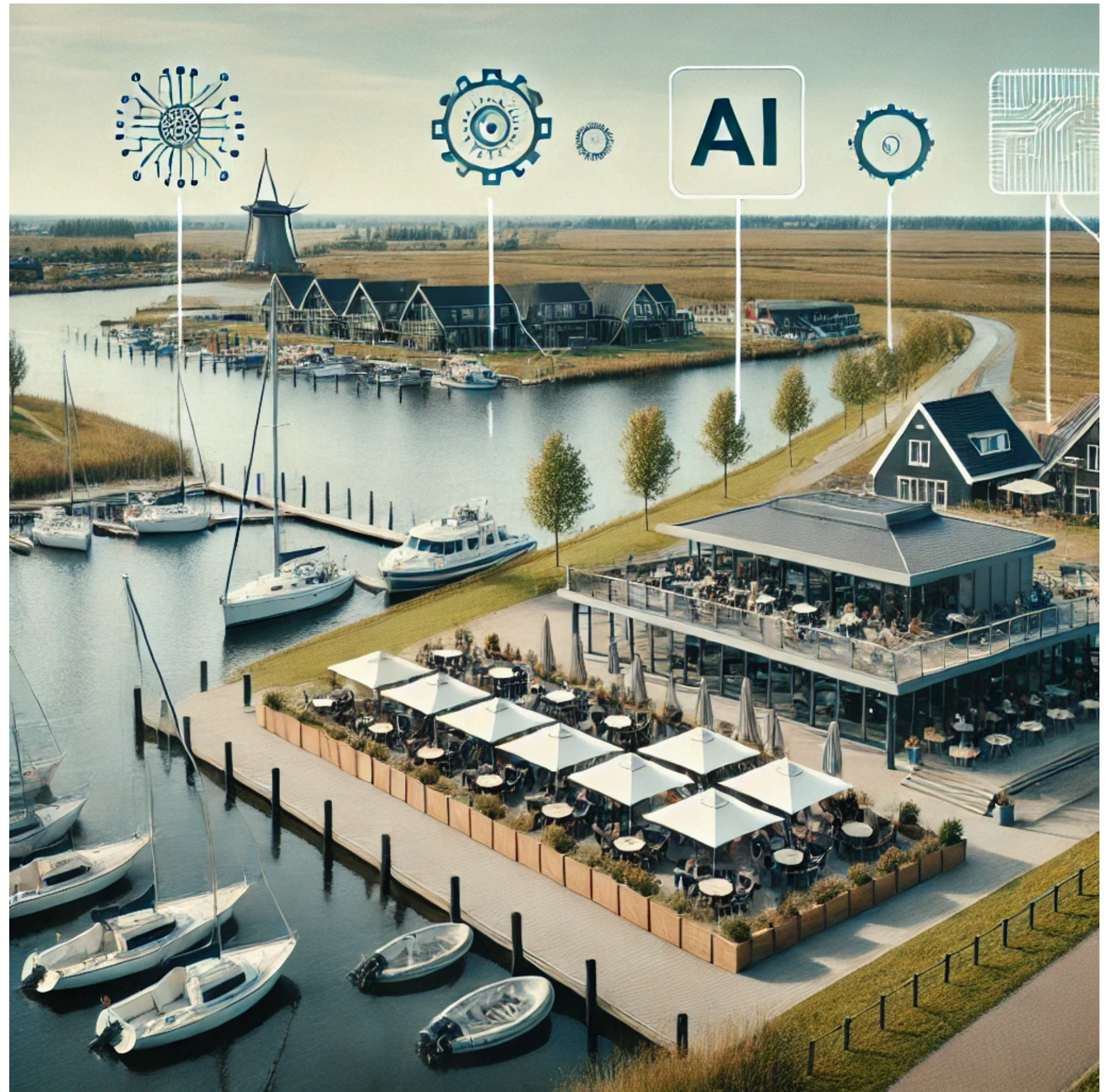


Group 5

- Luis, Juliette, Tim



Hoorra watersport, Heeg

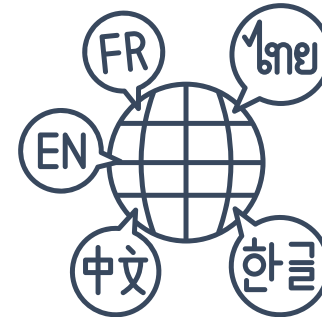
- Hoorra is a family business that has been building open sailboats and yachts since 1978.
- It offers the perfect place to rent boats and enjoy a memorable day on the water
- You can stay overnight, and participate in a variety of water-based activities.



Problem identification



User experience when ordering a product or service is overwhelming.



Dissatisfied with the translations of the website



Possibilities to improve financial decisions based on data.



High amount of time needed to expand the brand on social media platforms



High amount of time needed to review customer feedback

Advices

Predictive analysis:

- Predict what offers will be most appealing to customers

Personalized email marketing:

- Sending personalized emails to customers for better marketing.

Online reviews analysis:

- identify improvement points using customer reviews from websites like TripAdvisor.

Generating descriptions for boats or activities:

- generate clear information for the boats

Writing newsletters and social media posts:

- generate custom social media posts for better advertising

An AI chatbot for more information:

- Improves customer experience when questions need to be answered.

To translate and improve content:

- This will reach a broader audience like Germany and Belgium.

Simplification of the reservation system:

- To give a clear and simple view of the different options.

