**Sample only.** Every input is illustrative, for a hypothetical company. Nothing here describes a real business, client or result.

# Where to place the next ₹100 crore: draft memo

A hypothetical mid-size hotel chain in India. Illustrative inputs, nothing here describes a real company. 5,000 scenarios, fixed seed.

Public source · Customer-provided information · Assumption · Analysis or interpretation

RECOMMENDATION

## Place ₹40 crore in direct bookings, ₹40 crore in online travel agents and ₹20 crore in corporate and group sales.

Averages ₹153 crore of contribution, against ₹145 crore for the current 20 / 60 / 20 plan. It beats the plan in 80% of 5,000 scenarios.

KEY UNCERTAINTY

The answer depends most on direct bookings: sales at half the budget. At the low or high end of its range, the best split moves by up to 24 points of the budget.

NEXT ACTION

The evidence that would settle it is your booking and spend history for each channel. Replace the assumption with the real figure and rerun.

## What the analysis rests on

| Input | Value | Type |
|---|---|---|
| Budget to place | ₹100 crore | Customer-provided |
| Current split across the three routes | 20 / 60 / 20 | Customer-provided |
| Contribution margin for each route | Ranges below | Public source (example) |
| Sales at half the budget, and how fast returns fade | Ranges below | Assumption |

## Ranges used for each route: low / typical / high

| Route | Sales at half the budget, ₹ crore | Contribution margin | How fast returns fade |
|---|---|---|---|
| Direct bookings | 200 / **320** / 480 | 30% / **38%** / 46% | 0.40 / **0.55** / 0.70 |
| Online travel agents | 380 / **520** / 700 | 14% / **20%** / 26% | 0.50 / **0.65** / 0.78 |
| Corporate and group sales | 150 / **250** / 400 | 24% / **30%** / 38% | 0.40 / **0.58** / 0.72 |

Typical values are in bold. The workflow draws 5,000 scenarios from these ranges.

### Where each route stops paying

- Direct bookings: near ₹99 crore (80% range 50 to over 100).
- Online travel agents: near ₹114 crore (80% range 55 to over 100).

- Corporate and group sales: near ₹39 crore (80% range 20 to 85).

### The assumption to check first

Direct bookings: sales at half the budget. It moves the best split by up to 24 points of the budget. The evidence that would settle it is your booking and spend history for each channel.

### Knock-on effects to test

- Moving spend to direct bookings can cut commission costs. It can also reduce the guest data you get from agents.
- If rivals raise their agent spend, visibility on those sites gets more expensive for everyone.

### Limits

- Every input is illustrative. Each route is an independent curve, so this is the best split inside the model and not a forecast.

**Review status.** Draft prepared by a configured workflow. In a live engagement, a designated analyst reviews every delivered brief, covering source relevance, supporting evidence, assumptions, conflicting information and the interpretation, before it is shared. This sample has not been reviewed against any real company, and the business decision stays with the customer.

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