

Introduction

Not only does it embody all the creative energy. Spirit of TULIP-Lab, it's a "learning environment" on which the tourism and hospitality students are trained for future hoteliers.

Improve their potential customers' online experience, and help their Market Promotion Division to identify potential customers and their behaviour patterns

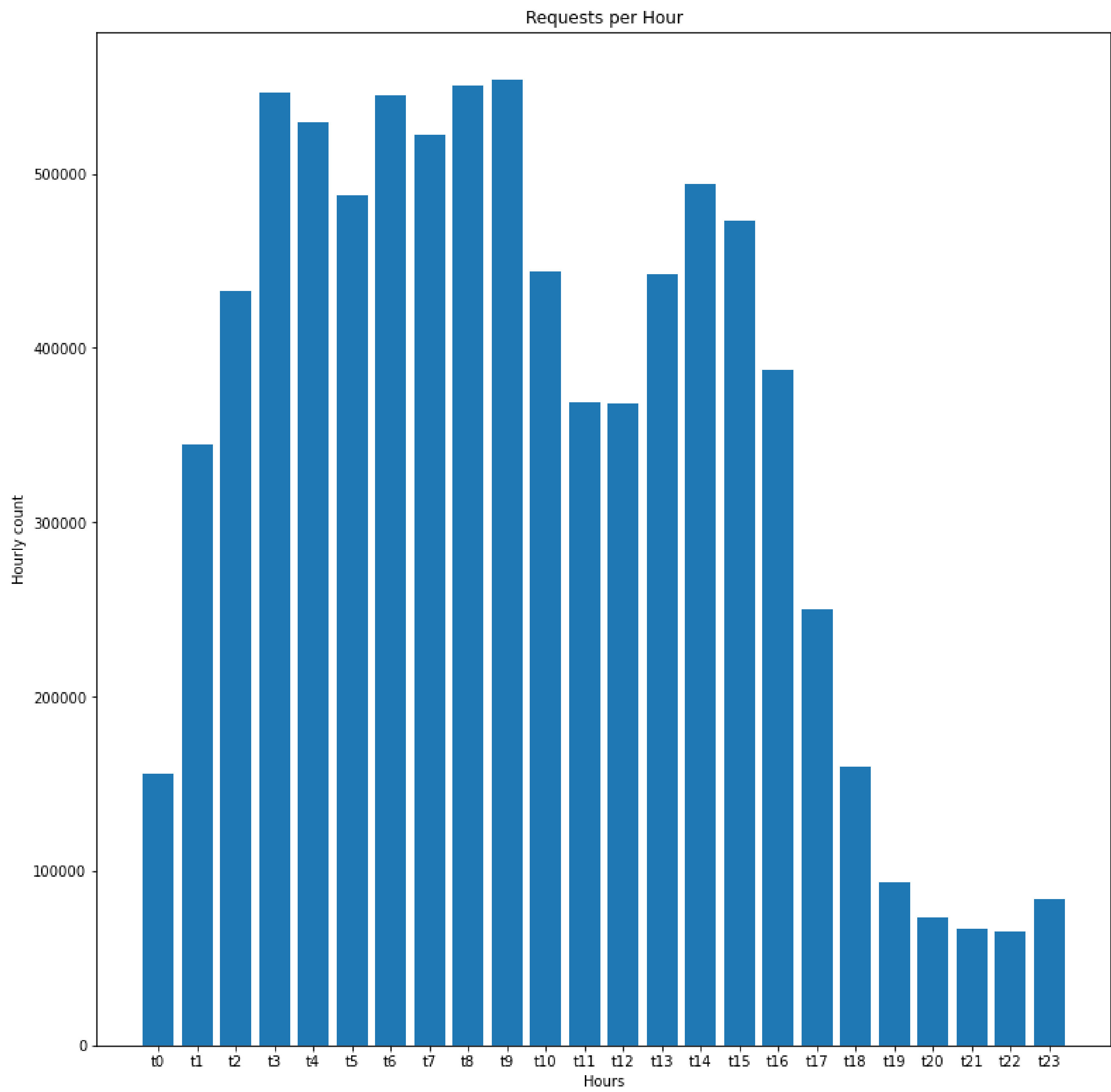
- In the past two decades
- the Web server of Hotel TULIP has logged all the web traffic to the hotel website.
- Stored large amount of data related to the use of various web pages

Process

- Performing data clean-up: removing missing and Nan values.
- Bar chart of user hits on the website by hour.
- Analysis of the protocol status of users visiting the site to determine the comparison of first and second visits by users.
- The ip of the user logging into the website is analysed. Statistics from national level and city level.

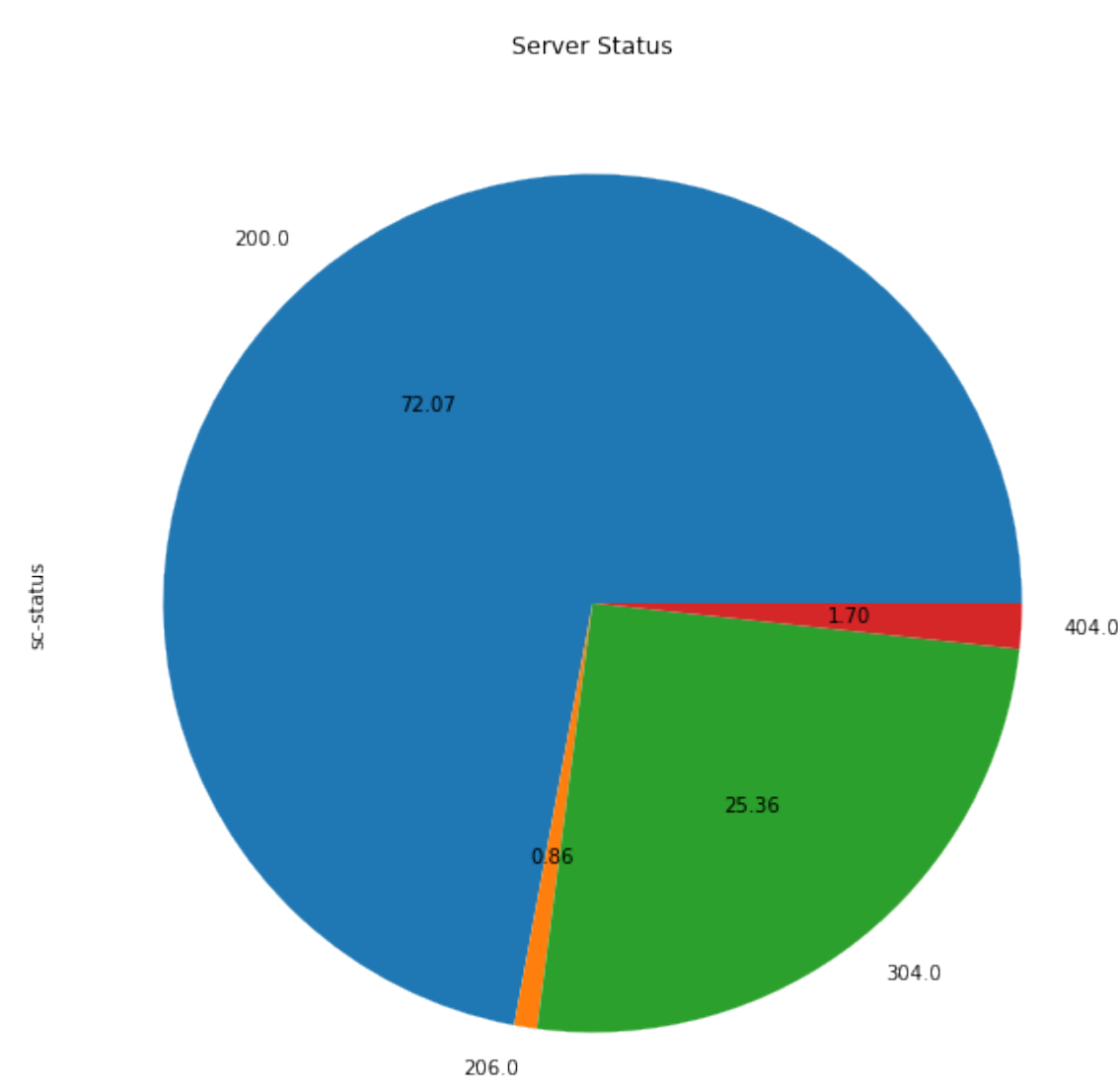
Data visualization-bar chart

The data obtained will be analysed using bar and sector charts. It is very clear what proportion of the total is accounted for by each component.

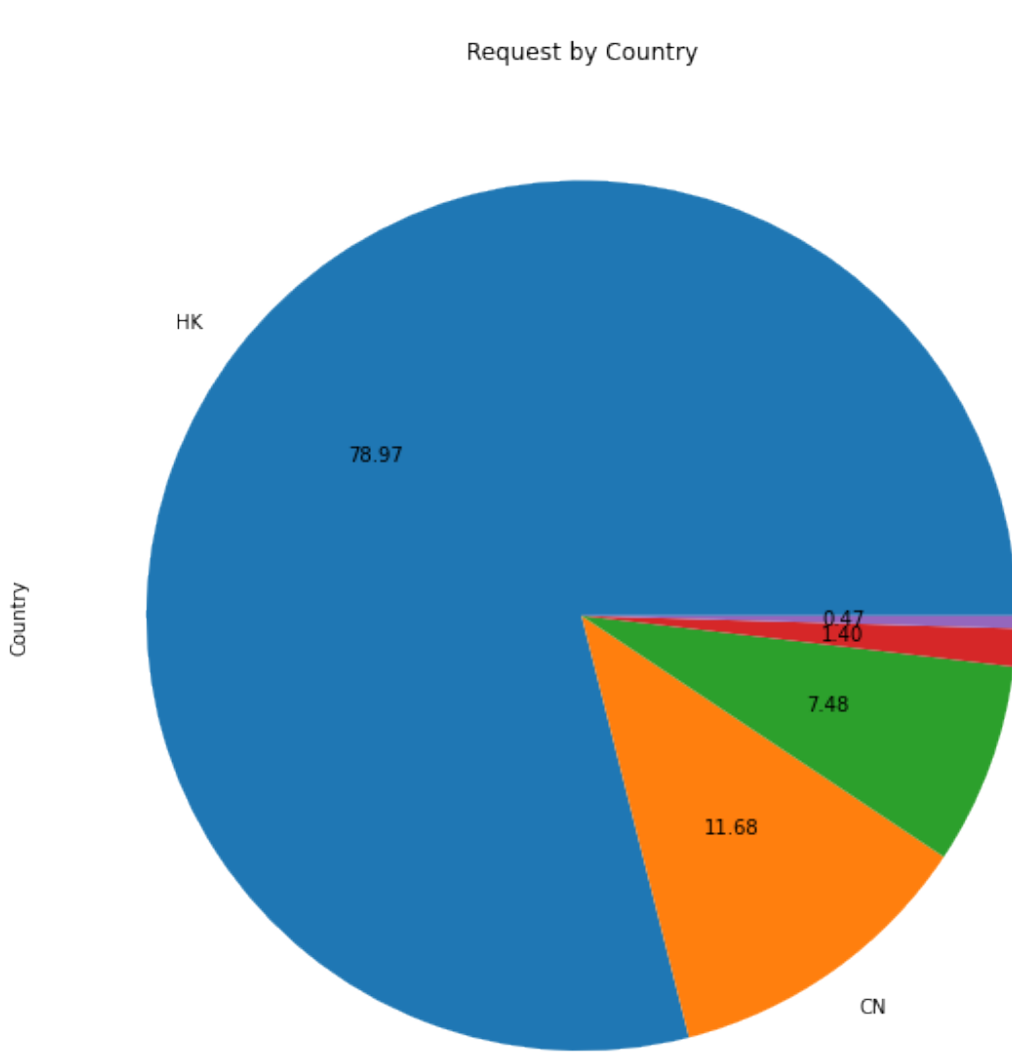


Data visualization-pie char

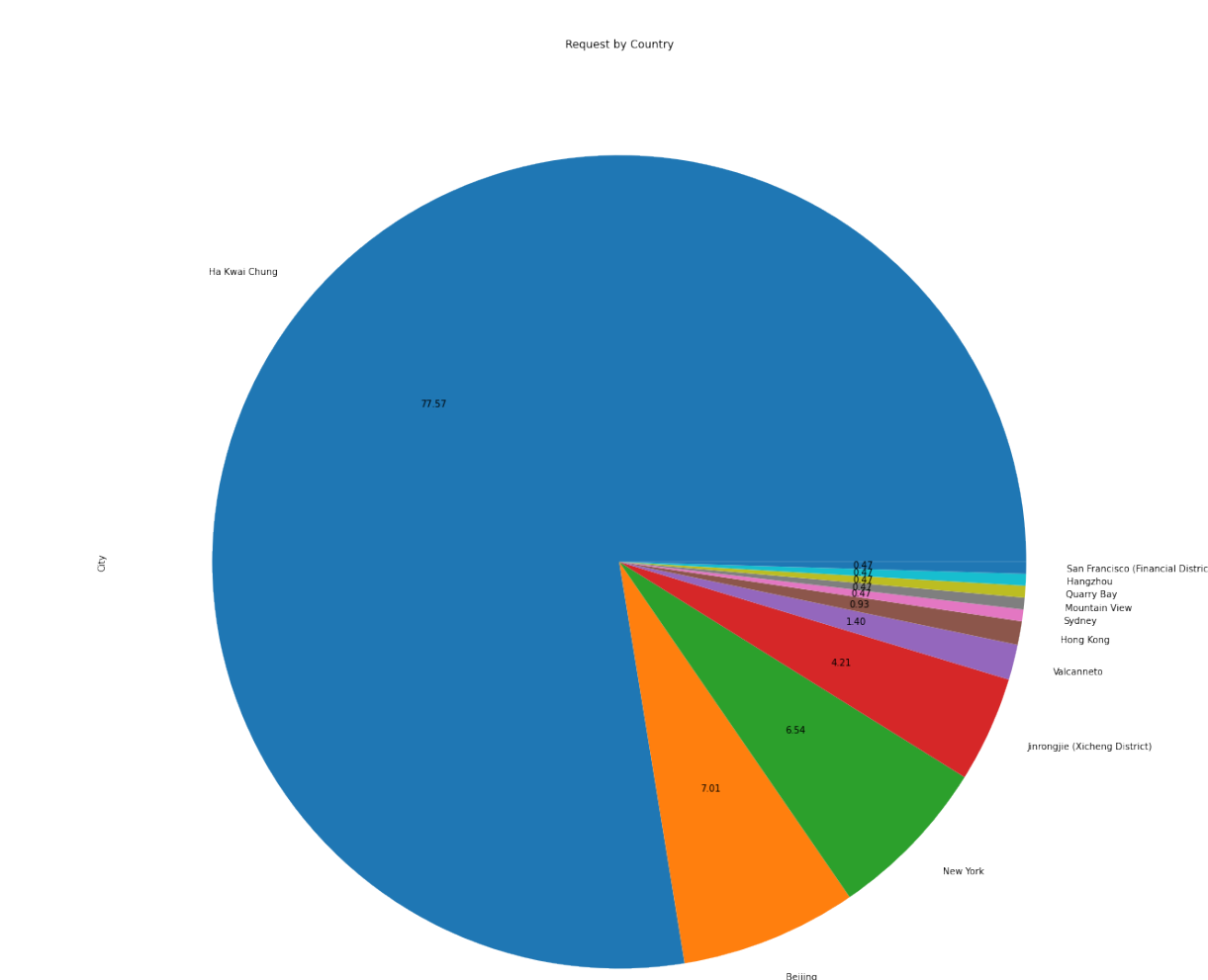
The protocol state of the page that the user accesses.



Six million people were the most successful. In second place is rendering 304, which means the server has a cache for the web page. This proves that the user has visited the site for the second or more times.



Want to know the possibilities of the location of potential users. The first is the country. Hong Kong, China and the USA were found to be the top three countries visited. Hong Kong is in the majority, so it is possible to re-market mainly to these three countries.



It is found that the first-tier cities in these three countries are the main visitors, such as Beijing in China and New York in the United States.

Conclusion

- Definite purpose** What information is held in the dataset and what can it be used for
- Data cleaning** There should be standards for cleaning and organising data, cleaning up nan and missing data, standardising tables.
- Data visualization** It is important to choose the right visual representation of data that is intuitive and highlights the key points of the report.