

An Analysis on Canadian Travel Behavior

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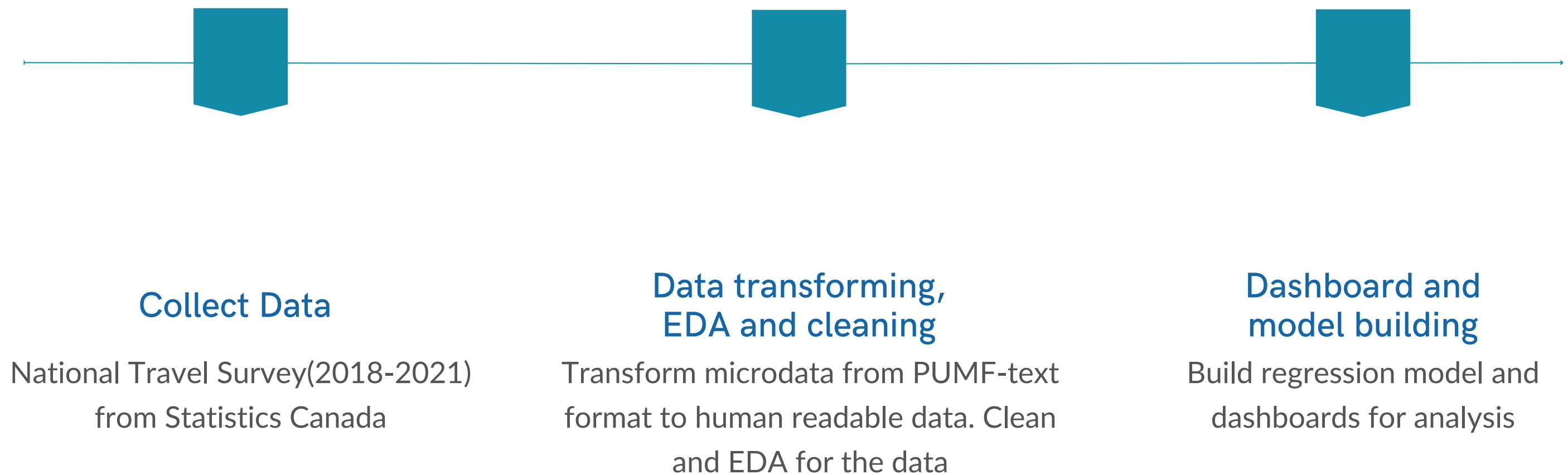


Introduction

Project Goals

- Create dashboards that showcases different aspect of the travel industry
- Build regression model to estimate the total spending of a trip

Project Timeline



Results

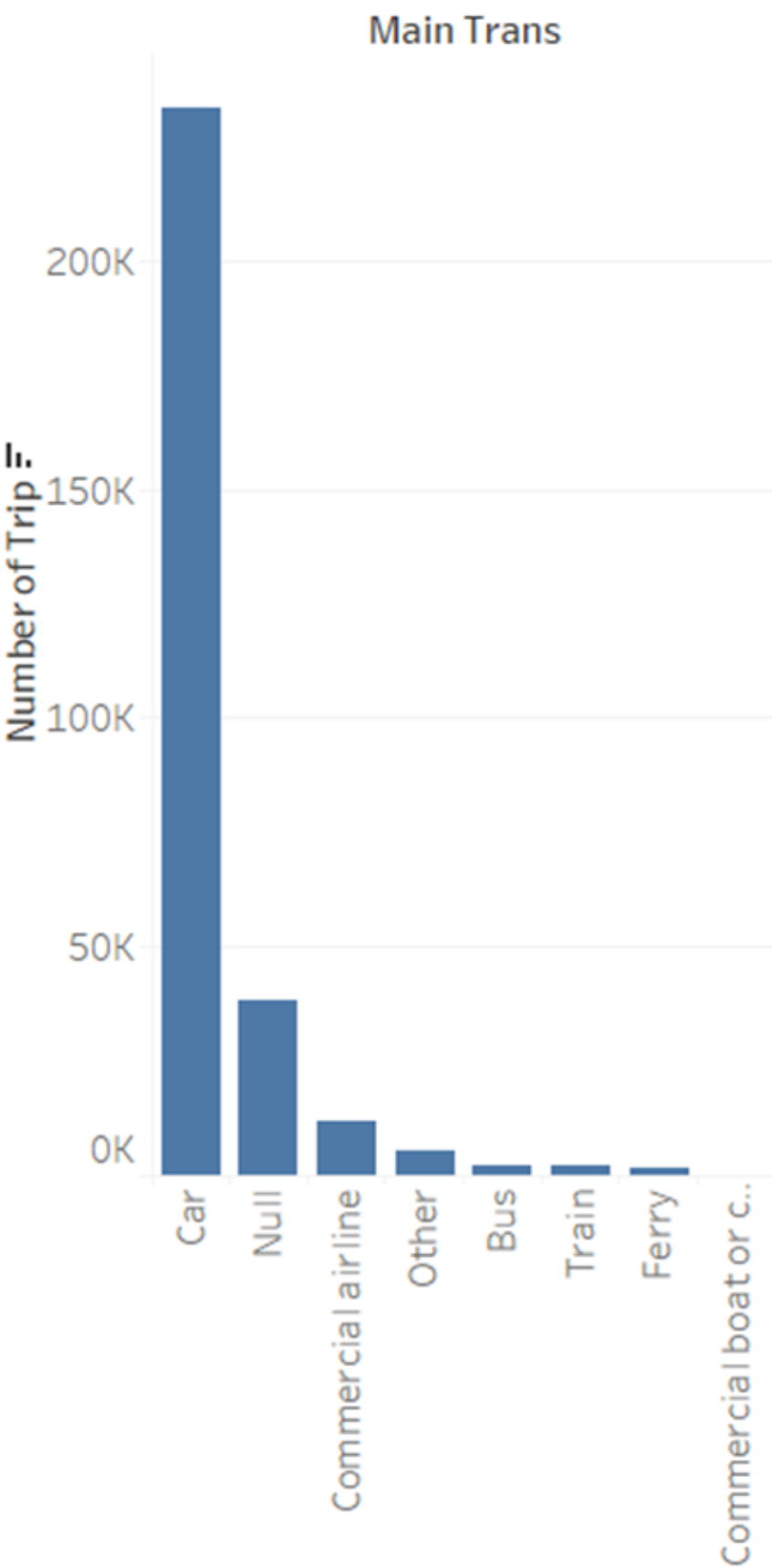
Build a linear regression model estimate the Total Spending from the Trip Duration, Trip Distance, Destination Region, Reason, and Income Group that can explain 37% of the in put data

Results

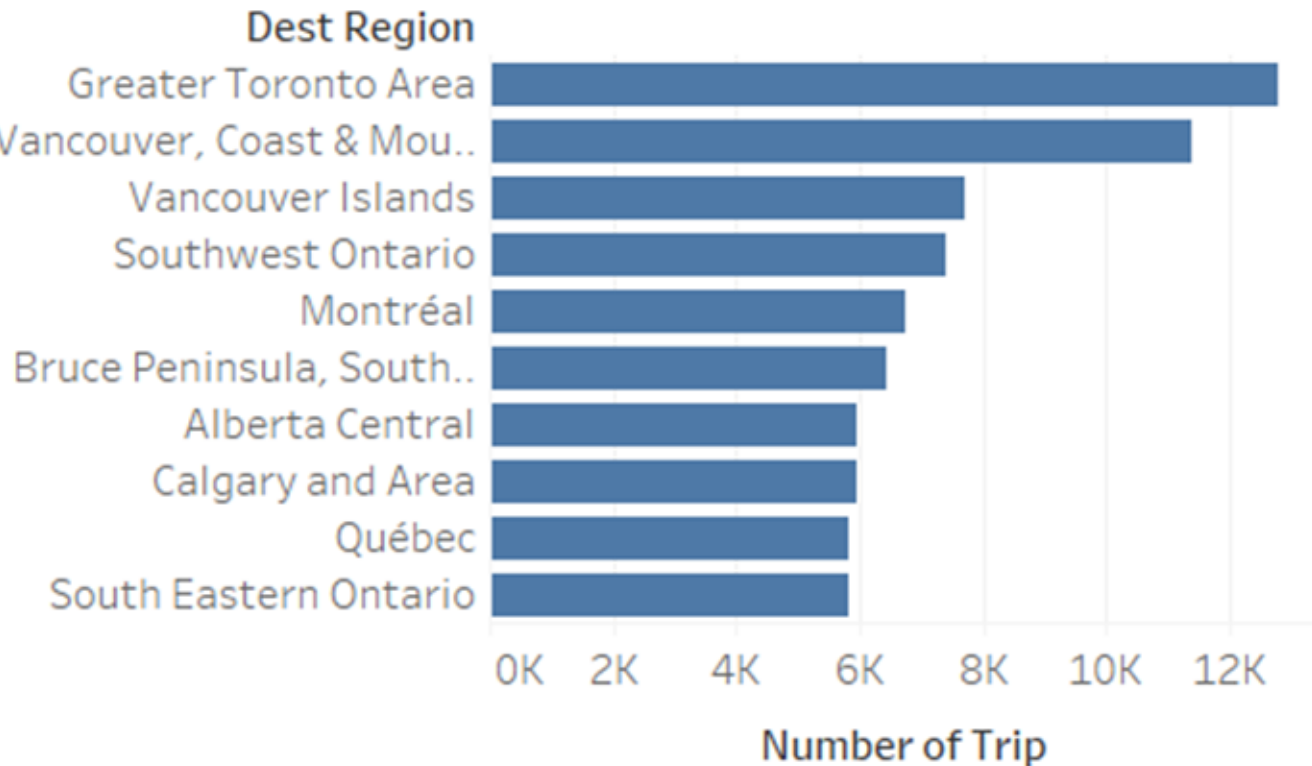
Build dashboard to helps answer business questions

Travel Location and Mean of Transportation

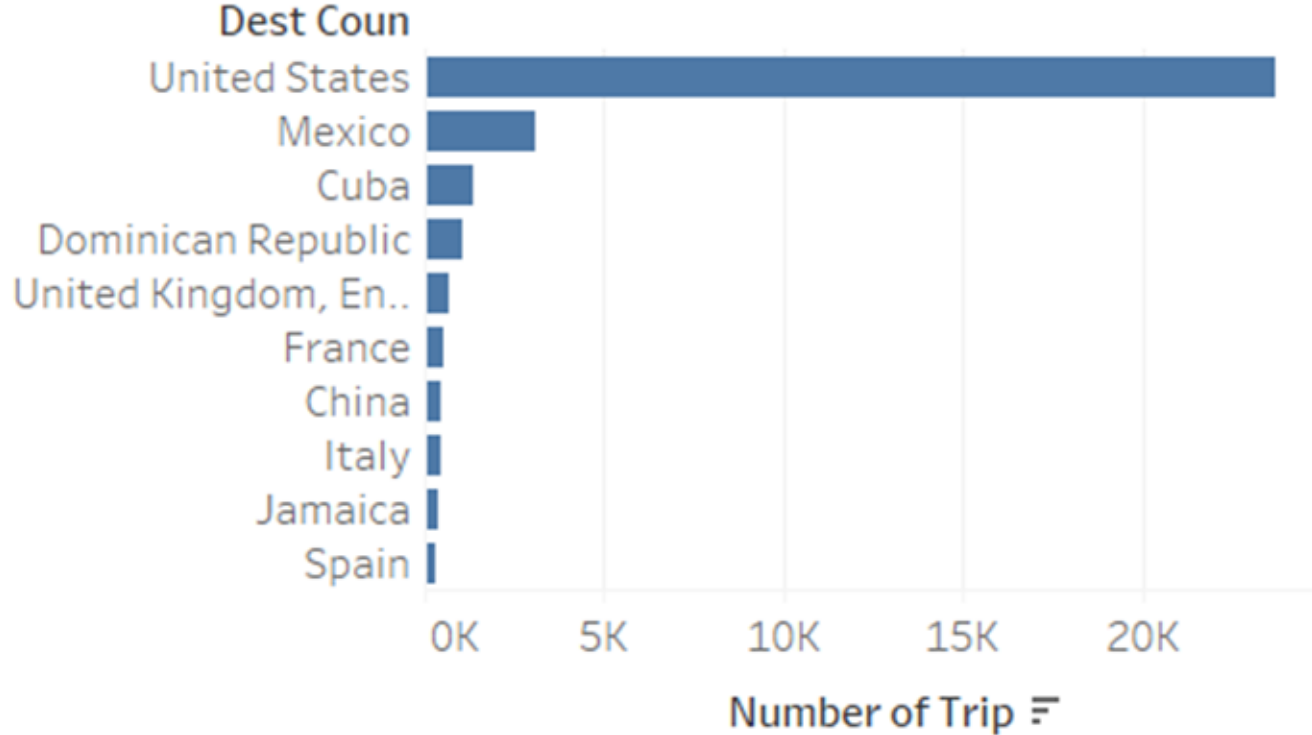
Number of Trip by Transportation Mean



Top 10 Visited Region in Canada



Top 10 Visited Country



Destination Province

Alberta
British Columbia
Manitoba
New Brunswick
Newfoundland and ..
Northwest Territori..
Nova Scotia
Nunavut
Ontario
Prince Edward Island
-

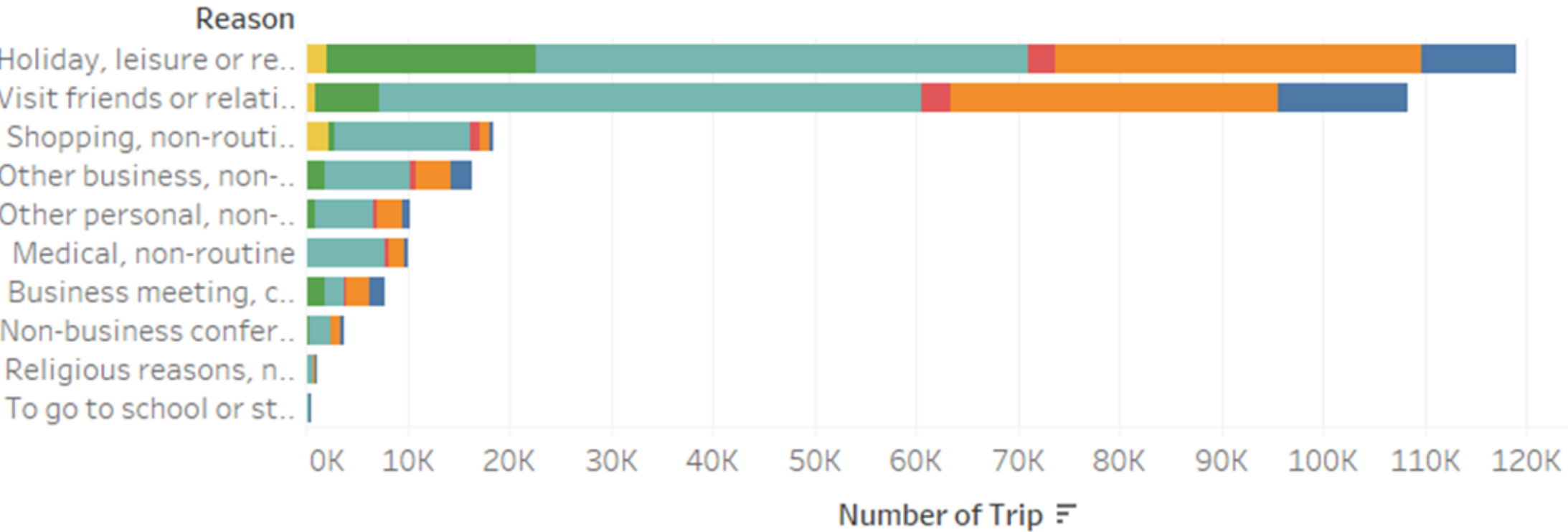
Reason(Domestics)

- ✓ Business meetin..
- ✓ Holiday, leisure ..
- ✓ Medical, non-rou..
- ✓ Non-business co..
- ✓ Other business, ..
- ✓ Other personal, ..
- ✓ Religious reason..
- ✓ Shopping, non-r..
- ✓ To go to school o..
- ✓ Visit friends or r..

Reason(Internation..

- ✓ Business meetin..
- ✓ Holiday, leisure ..
- ✓ Medical, non-rou..
- ✓ Non-business co..
- ✓ Other business, ..
- ✓ Other personal, ..
- ✓ Religious reason..
- ✓ Shopping, non-r..
- ✓ To go to school o..
- ✓ Visit friends or r..

Total Length of Stay and Trip Count by Trip Reason



Trip Type

- Domestic overnights
- Domestic overnights
- Domestic same day
- Domestic same day
- International overnights
- International same day

Gender

- Female
- Male

Age Group

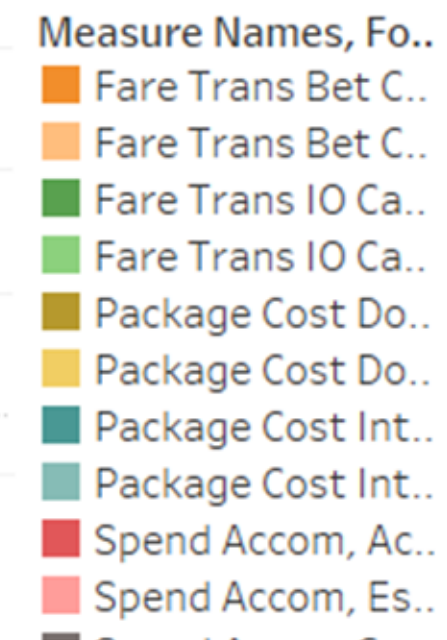
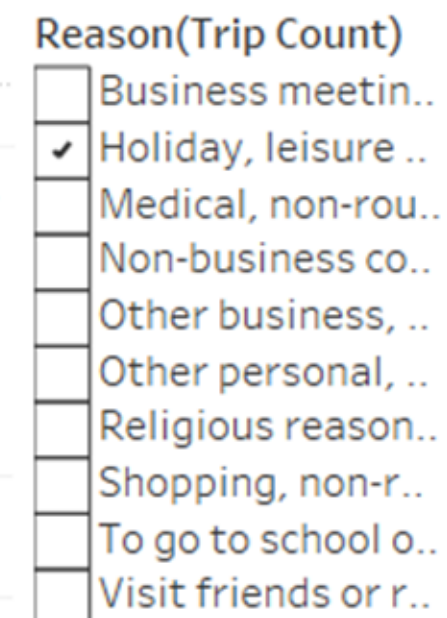
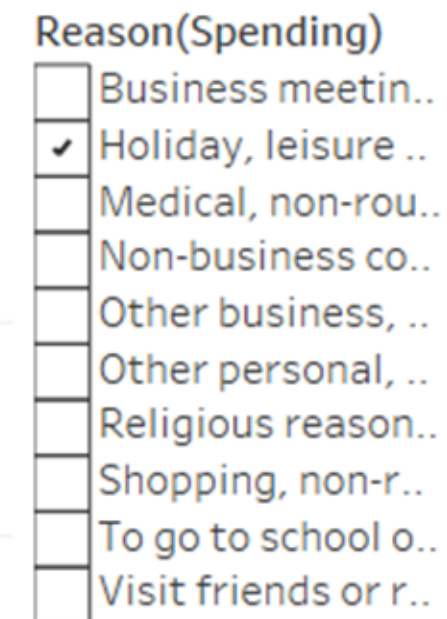
- Null
- 18 - 24 years old
- 25 - 34 years old
- 35 - 44 years old
- 45 - 54 years old
- 55 - 64 years old

Number of Trip by Income Group and Reason

Reason	Income Group	
	\$100,000 and over	\$70,000 to less than \$100,000
Holiday, leisure or recreation	22.38%	7.11%
Visit friends or relatives	16.57%	6.88%
Shopping, non-routine	2.63%	1.19%
Other business, non-routine	3.52%	0.84%
Other personal, non-routine	1.71%	0.63%
Medical, non-routine	1.15%	0.65%
Business meeting, conference, conventio..	1.88%	0.38%
Non-business conference, convention or ..	0.65%	0.22%
Religious reasons, non-routine	0.12%	0.07%
To go to school or study, non-routine	0.09%	0.03%

Travel Reason

Spending over Time



Results

- 47% canadian trip is is same day intraprovince trip, most of the trip use car as the main transportation. For interational trip, US and Mexico is the major country in the market
- Almost 50% of the trip is made by people with income over \$100.000
- The high season for holiday travel is from July - Octorber

Challenges

The dataset is only for a short period of time, and the exact date of the survey is not available.

Future Goal

- Collect data from more sources to expand the dataset
- Improve the models for better prediction
- Develop more suitable KPI and metrics for the dashboards

Thank you for your time!!