

## 1. Define Your Objective (The "Why")

- Establish the goal of your journey first. This establishes the basis for all decisions, much like when a business problem is defined in data analytics.
  - **Example Goal:**  
*"I want a relaxing beach vacation to unwind after a busy quarter, prioritizing quiet beaches, affordable stays, and minimal travel time."*
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## 2. Prepare: Scope Your Resources (The "What")

- Determine your needs and limitations, much like you would when establishing project specifications in analytics.
  - **Budget Breakdown (Example):**
    - Total: ₹50,00
    - Categories:
      1. Flights (₹15,000)
      2. Accommodation (₹20,000)
      3. Food (₹10,000)
      4. Activities (₹5,000).
  - **Non-Negotiables:**
    - Direct flights, Wi-Fi, safety, and vegetarian food options.
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## 3. Collect Data (The "How")

Gather structured and unstructured data to inform decisions—mirroring data sourcing in analytics.

- **Data Sources:**
  - **Structured Data:** Flight prices (Skyscanner), hotel rates (Booking.com), weather averages (AccuWeather).
  - **Unstructured Data:** Traveler reviews (TripAdvisor), Instagram travel blogs, Reddit threads.

- An example of insight

"Goa has monsoon rains in July, but Kerala's monsoon ends by September, making it a better fit for a November trip."

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## 4. Analyse & Compare Options (The "Insights")

Use analytical techniques to evaluate choices, like cost-benefit analysis.

- **Comparison Framework:**

| Destination | Cost (₹) | Weather | Travel Time | Reviews |
|-------------|----------|---------|-------------|---------|
| Goa         | 48,000   | Sunny   | 2h          | 4.5/5   |
| Andaman     | 62,000   | Humid   | 6h          | 4.8/5   |
| Kerala      | 45,000   | Mild    | 3h          | 4.7/5   |

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## 5. Collaborate & Validate (The "Peer Review")

Share findings with stakeholders (friends, family) to avoid bias—similar to peer review in analytics.

- **Example Questions to Discuss:**
    - *"Does Kerala's slower nightlife align with our goal of relaxation?"*
    - *"Is the budget realistic for a 7-day trip?"*
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## 6. Execute & Monitor (The "Implementation")

Book tickets, pack, and prepare—like deploying a data-driven solution.

- **Checklist:**
  - Confirm bookings (flights, hotels).

- Pack essentials: sunscreen, travel docs, emergency cash.
  - Set up expense-tracking.
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## Linking with Data Analytics

This process mirrors the **Data Lifecycle**:

1. **Plan**: Identify the issue (a pleasant holiday).
  2. **Prepare**: Set the scope (requirements, budget).
  3. **Process**: Gather and clean data (filter irrelevant destinations, compare costs).
  4. **Analyze**: Find trends (trade-offs between cost and weather).
  5. **Share**: Verify with interested parties.
  6. **Act**: Put the solution into practice (make the travel arrangements).
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