**Travel Analysis Planning Worksheet**

**Evaluation Question**

Predict potential clients who more likely to book packages for marketing purposes.

Does the duration of pitch by a salesperson and the number of follow ups influence the sales of a travel package?

Does the Product pitch result to the same travel package purchased by customers or do they go with their budget?

Does the city tier influence the type of travel package a customer purchase?

Which type of contact create more sales?

Which type of property sell the most to the travelers?

**Independent Variable(s)**

These variable(s) are causing something or creating an effect. List what each is and whether it is categorical or continuous. It is ok to only have one.

**Variable**

Age

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

**Variable**

TypeofContact

□ Categorical : # of levels : 2 Company Invited, Self Enquiry □ Continuous

**Variable**

CityTier

□ Categorical: 3 levels 1, 2, 3 □ Continuous

Variable

DurationOfPitch

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

Variable

Occupation

□ Categorical: 4 levels Free Lancer, Large Business, Salaried, Small Business

Variable

Gender

□ Categorical: 2 levels Male, Female □ Continuous

Variable

ProductPitched

□ Categorical: 5 levels Basic, Deluxe, King, Standard, Super Deluxe

Variable

PreferredPropertyStar

□ Categorical:# of levels □ Continuous

Variable

MaritalStatus

□ Categorical: 4 levels – Divorced, Married, Single, Unmarried.

Variable

NumberOfFollowups

□ Categorical:# of levels □ Continuous

Variable

Passport

□ Categorical: 2 levels: 0, 1 □ Continuous

Variable

PitchSatisfactionScore

□ Categorical:# of levels □ Continuous

Variable

OwnCar

□ Categorical: 2 levels: 0, 1 □ Continuous

Variable

Designation

□ Categorical: 5 levels – AVP, Executive, Manager, Senior Manager, VP

Variable

MonthlyIncome

□ Categorical:# of levels □ Continuous

Dependent Variable(s)

These variable(s) are influenced by your independent variable and *depend* on them. List what each is and whether it is categorical or continuous. Unless they are related, you should have only one.

**Variable**

NumberOfPersonVisiting

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

**Variable**

NumberOfTrips

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

**Variable**

NumberOfChildrenVisiting

□ Categorical: # of levels \_\_\_\_\_ □ Continuous

Variable

Now that you know the type and number of independent and dependent variables, you are ready to use the analysis flow charts to choose your analysis!

**Analysis:**

* Matrix to see which variables is more correlated with each other.
* Determine profile of potential customers using NumberOfTrips as dependent variable and independent variables as Occupation, MonthlyIncome, MaritalStatus, Gender and Age
* Examine the relationship between number of Children Visiting and Marital status.
* Examine whether having a passport influence the number of trips.
* Examine which group of Designation yield more trips.
* Examine the best duration pitch.
* Examine the best Product Pitched.
* Exam whether the type of contact influence the Number of Trips.
* Exam whether the Pitch Satisfaction Score influence the Number of Trips.
* Exam which pitch duration and product yield the most Pitch Satisfaction score.

**Information regarding data set:**

<https://www.kaggle.com/susant4learning/holiday-package-purchase-prediction>

Context

"Trips & Travel.Com" company wants to enable and establish a viable business model to expand the customer base. One of the ways to expand the customer base is to introduce a new offering of packages. Currently, there are 5 types of packages the company is offering - Basic, Standard, Deluxe, Super Deluxe, King. Looking at the data of the last year, we observed that 18% of the customers purchased the packages. However, the marketing cost was quite high because customers were contacted at random without looking at the available information. The company is now planning to launch a new product i.e. Wellness Tourism Package. Wellness Tourism is defined as Travel that allows the traveler to maintain, enhance or kick-start a healthy lifestyle, and support or increase one's sense of well-being. However, this time company wants to harness the available data of existing and potential customers to make the marketing expenditure more efficient.

Content

What's inside is more than just rows and columns. Make it easy for others to get started by describing how you acquired the data and what time period it represents, too.

* Most important features that have an impact on Product taken: Designation, Passport, Tier City, Martial status, occupation
* Customers with Designation as Executive should be the target customers for the company .Customers who have passport and are from tier 3 city and are single or unmarried, have large business such customers have higher chances of taking new package.
* Customers monthly income in range of 15000- 25000, and age range 15-30, prefer 5 star properties also have higher chances of taking new package based on EDA.

Inspiration

We need to analyze the customers' data and information to provide recommendations to the Policy Maker and Marketing Team and also build a model to predict the potential customer who is going to purchase the newly introduced travel package.

Tasks to Solve :

To predict which customer is more likely to purchase the newly introduced travel package  
Which variables are most significant.  
Which segment of customers should be targeted more.

**About this file**

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