SAFARI HUB

Tour Recommendation System

BUSINESS UNDERSTANDING

Tourism is a thriving industry in Kenya, and travelers often face the challenge of choosing the right destinations for their trips. Our project aims to address this problem by creating a recommendation system that assists users in discovering personalized tourist destinations in the country.

PROBLEM STATEMENT

Travelers often struggle to choose the most suitable tourist destinations for their trips. With an overwhelming number of options available, personalized recommendations are crucial. Our project aims to address this challenge by creating a recommendation system that suggests relevant destinations in Kenya based on user preferences and historical interactions.

OBJECTIVES

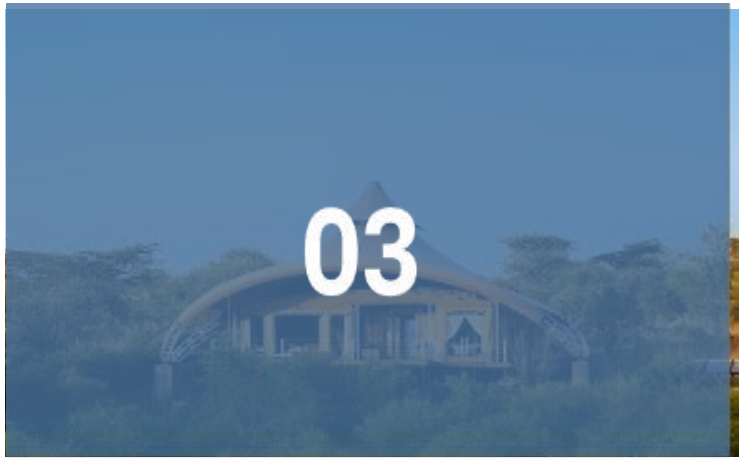
01 Build a collaborative filtering model to recommend destinations.

02 Reduce cold-start problem by incorporating content-based features.

03 Model Recall score ≥ 80%

04 Model Accuracy ≥ 80%

DATA UNDERSTANDING



Data Source

The dataset was scraped using the APIFY Tripadvisor Scraper.It contains information about tourist destinations, including their names, categories, ratings, review counts, images, and other relevant features.

Dataset Overview

2567 entries
10 columns
Missing Values: Some entries lack ratings, images, or price information.

Data Limitations

Missing Values: Some entries lack ratings, images, or price information.

Limited Price Data: Only 1487 entries have price-related details.

Data Quality: Ensure data quality and handle missing values appropriately.

Results

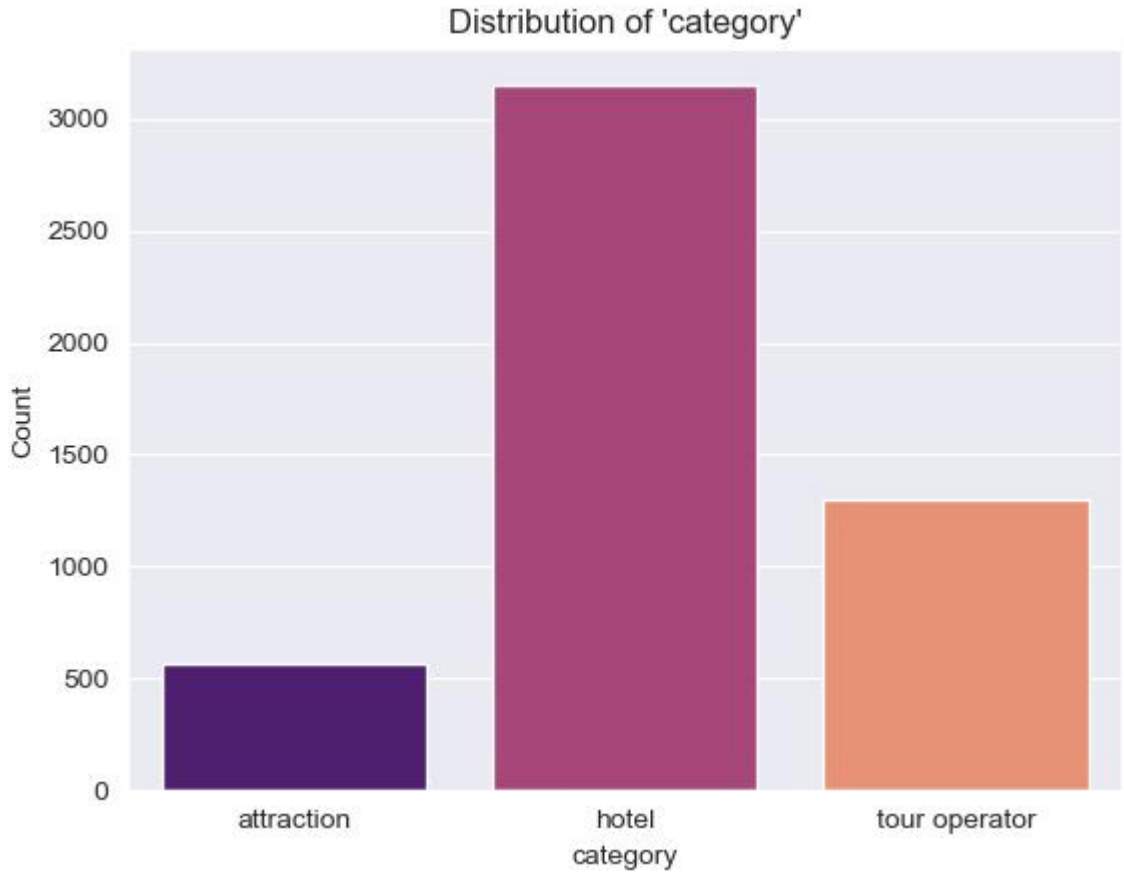
Summary of Key Themes

- Safari and Wildlife
- Accommodation and Service
- Location
- Positive Sentiment: Words like "amazing," "great," "beautiful," and "enjoyable" are dominant

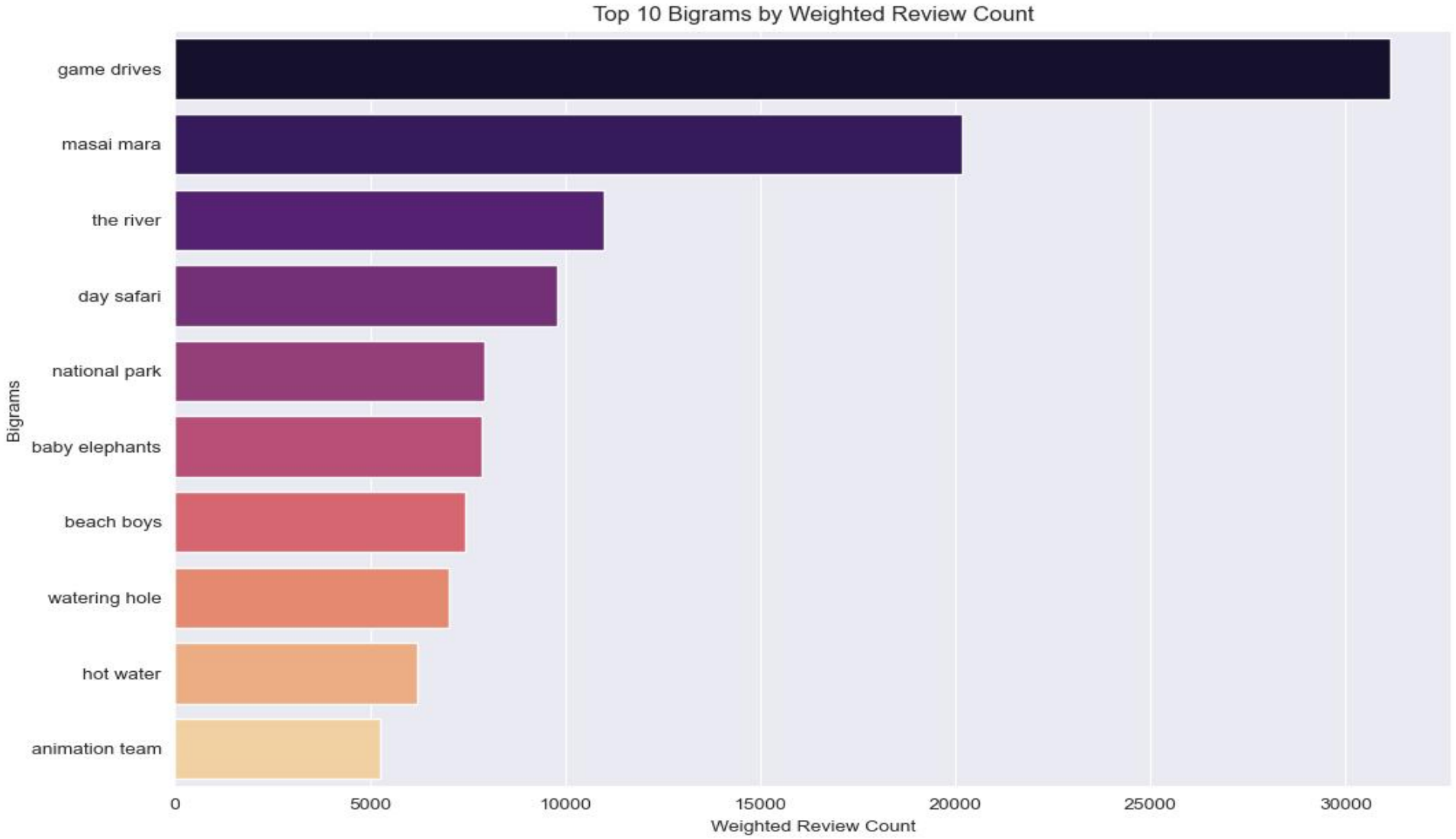
Results

Distribution Of Category

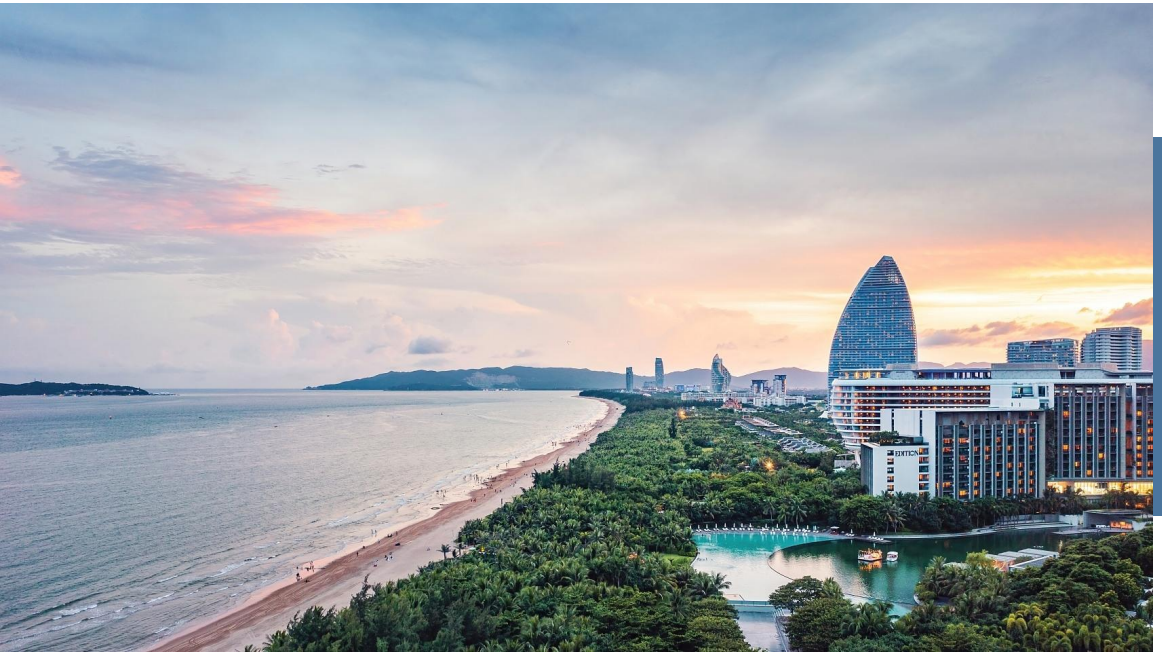
.



Review Bigrams Visual



most common bigrams in the reviews are the **game drives, masai mara, the river, day safari**



Modelling Results

Modeling Results

01

Mean Squared Error (MSE)

0.12300961784502791

02

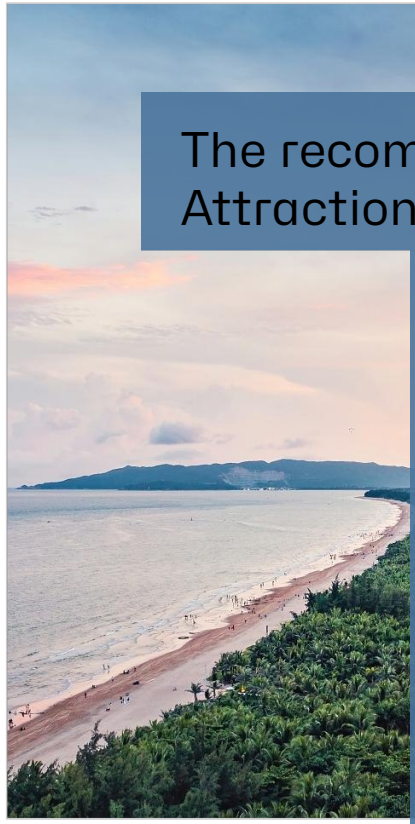
Root Mean Squared Error (RMSE)

0.3507272698907627

03

Mean Absolute Error (MAE)

0.09318702069968532



The recommended Attractions

- **Naro Moru River Lodge**
- **Naro Moru River Lodge**
- **The Pelican Lodge**
- **Lake Naivasha Resort**
- **Lake Elementaita Mountain Lodge**

YOUR TITLE HERE

Your Title Here

Presentation are communication tools that can be used as demontrations, lectures, reports, and more. it is mostly presented before an audience.

Your Title Here

Presentation are communication tools that can be used as demontrations, lectures, reports, and more. it is mostly presented before an audience.

Presentation are communication tools that can be used as demontrations, lectures, reports, and more. it is mostly presented before an audience.

Project

Your Title Here

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

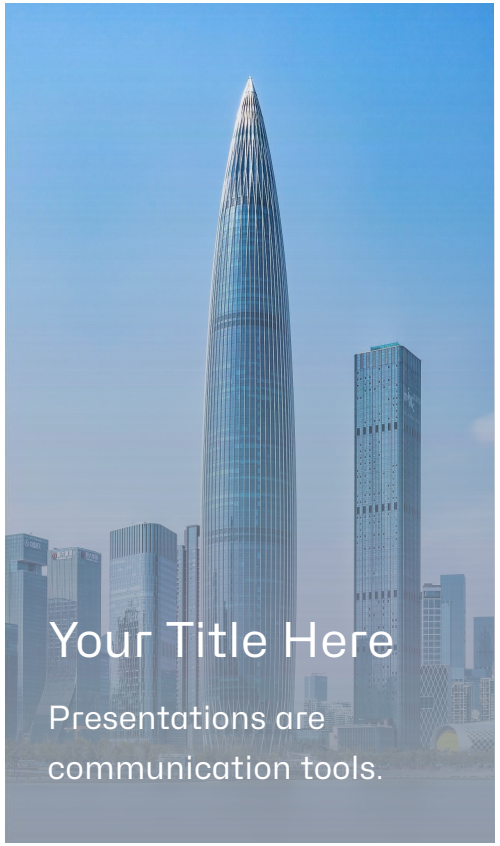
Conclusion

Your Title Here

Presentations are communication tools that can be used as demonstrations.

–

Presentation are communication tools that can be used as demontrations, lectures, reports, and more. it is mostly presented before an audience. Presentation are communication tools that can be used as demontrations, lectures, reports, and more.



Your Title Here

Presentations are communication tools.

Your Title Here

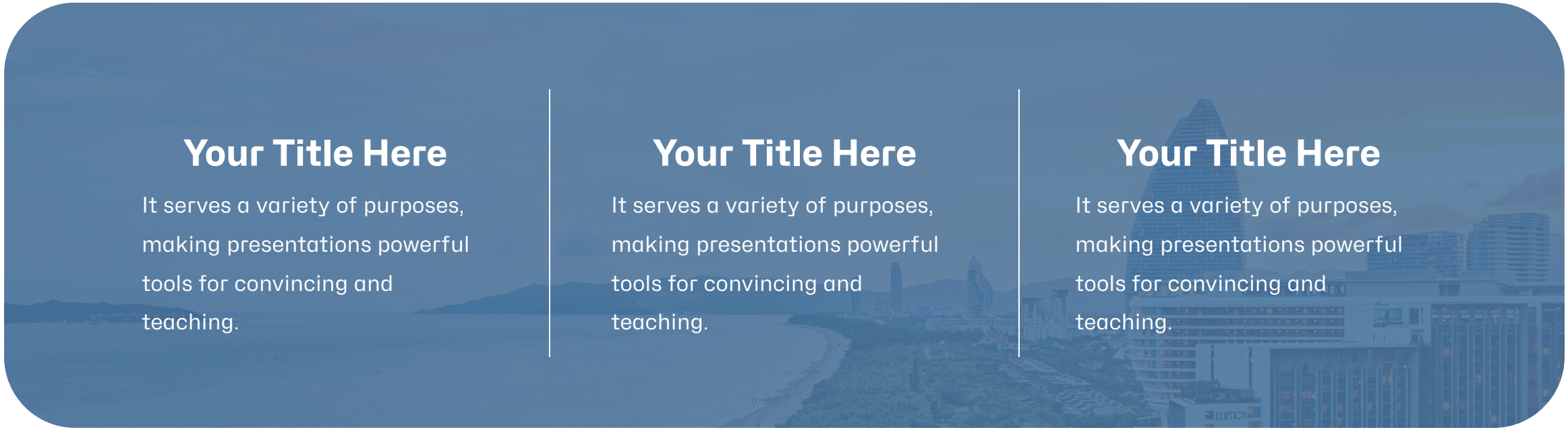
Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

Your Title Here

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports, and more. Most of the time, they're presented before an audience.

Conclusion

Presentation are communication tools that can be used as demontrations, lectures, reports, and more. it is mostly presented before an audience. Presentation are communication tools that can be used as demontrations, lectures, reports, and more.



Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

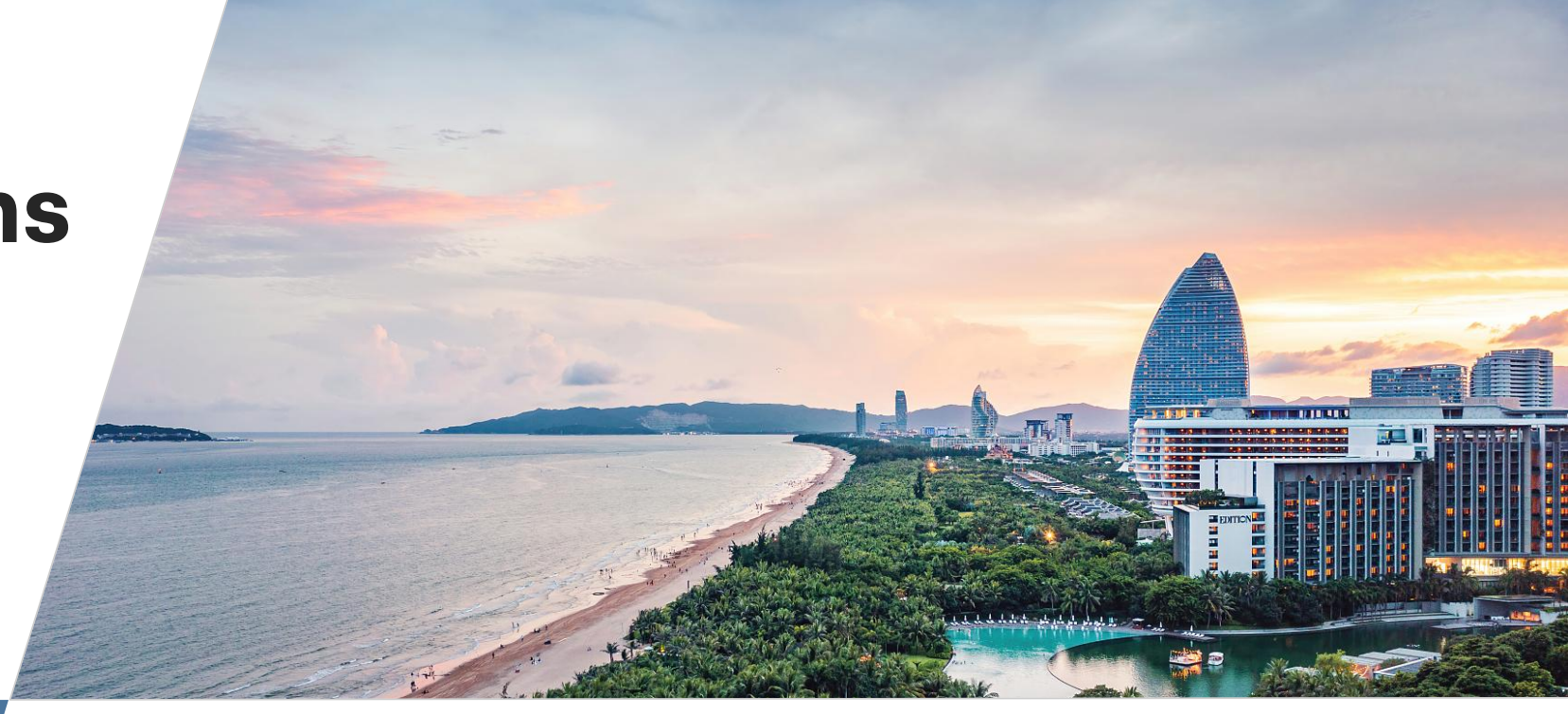
Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

Recommendations



Your title here

Presentations are communication tools

Your title here

Presentations are communication tools

Your title here

Presentations are communication tools

Next Steps

1

Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

2

Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

3

Your Title Here

It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

THANK YOU