

Data-Driven Business Insights for Ghana Adventures

Ghana Adventures is a dynamic travel and tour company based in Tamale, Ghana, specializing in curating domestic and international travel packages, corporate trips, and unique adventure experiences across the country. Committed to growth, the company is now leveraging data analytics to deepen its understanding of customer behavior and optimize its operations.

Objective:

This project provides a comprehensive analysis of Ghana Adventures' booking, revenue, and customer data to uncover actionable insights. The primary aim is to inform business strategy by optimizing tour offerings, boosting bookings, and improving customer loyalty.

Analysis Framework:

The study focuses on three core pillars:

Booking and Revenue Trends Over Time: Identifying seasonal demand patterns and opportunities to grow revenue during off-peak periods.

Tour Package Performance: Assessing individual tour packages to highlight top performers and identify those needing improvement for portfolio optimization.

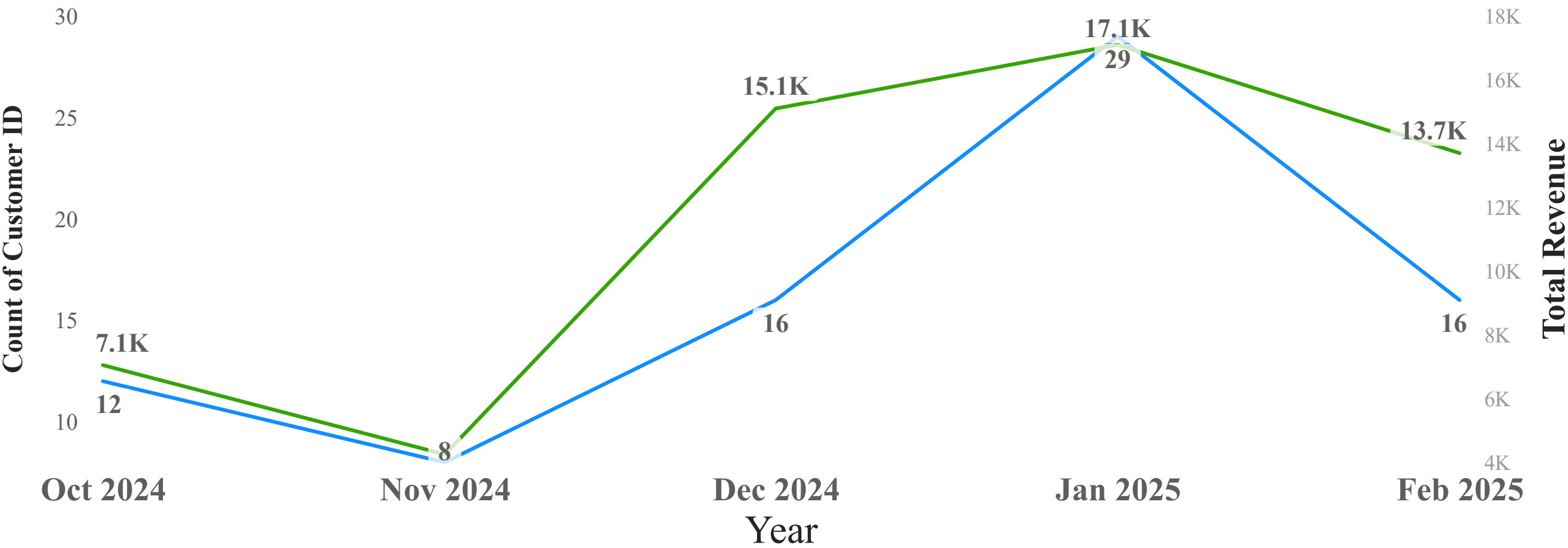
Customer Behavior: Analyzing return rates, booking channels, and spending habits to understand customer lifecycle dynamics and drivers of repeat business.

Outcome:

The insights derived will translate into data-driven, actionable recommendations. These strategies will enable Ghana Adventures to make informed decisions in marketing, tour development, and customer retention, fostering sustainable business growth.

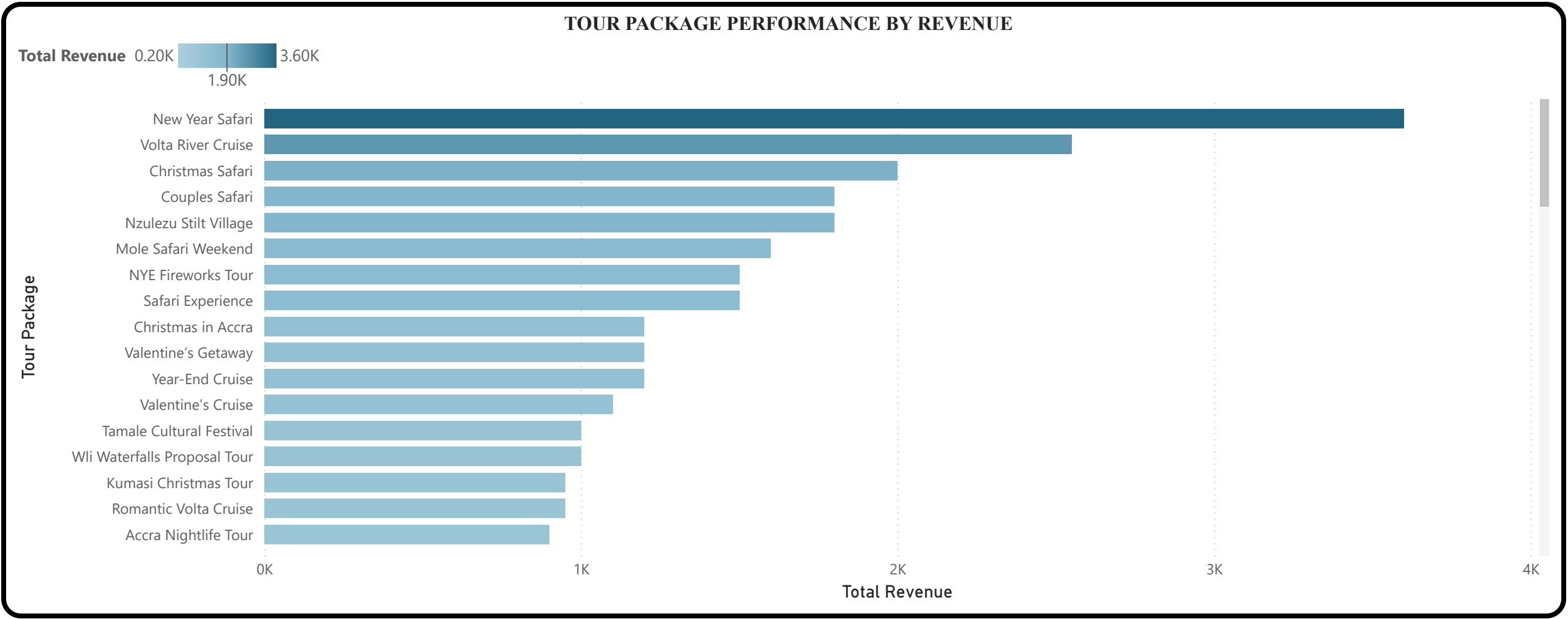
BOOKINGS AND REVENUE TRENDS

● Count of Customer ID ● Total Revenue



January as a Key Opportunity Month

January had the highest bookings with 29 customers and GHS 17,100 revenue, surpassing December’s 15 customers and GHS 16,000. Despite the 93% rise in bookings, revenue grew just 6.9%, showing lower spending per customer. February dropped sharply to 10 customers and GHS 13,700 revenue. This highlights January’s budget-conscious demand, offering a chance to boost revenue with premium pricing while addressing February’s decline.

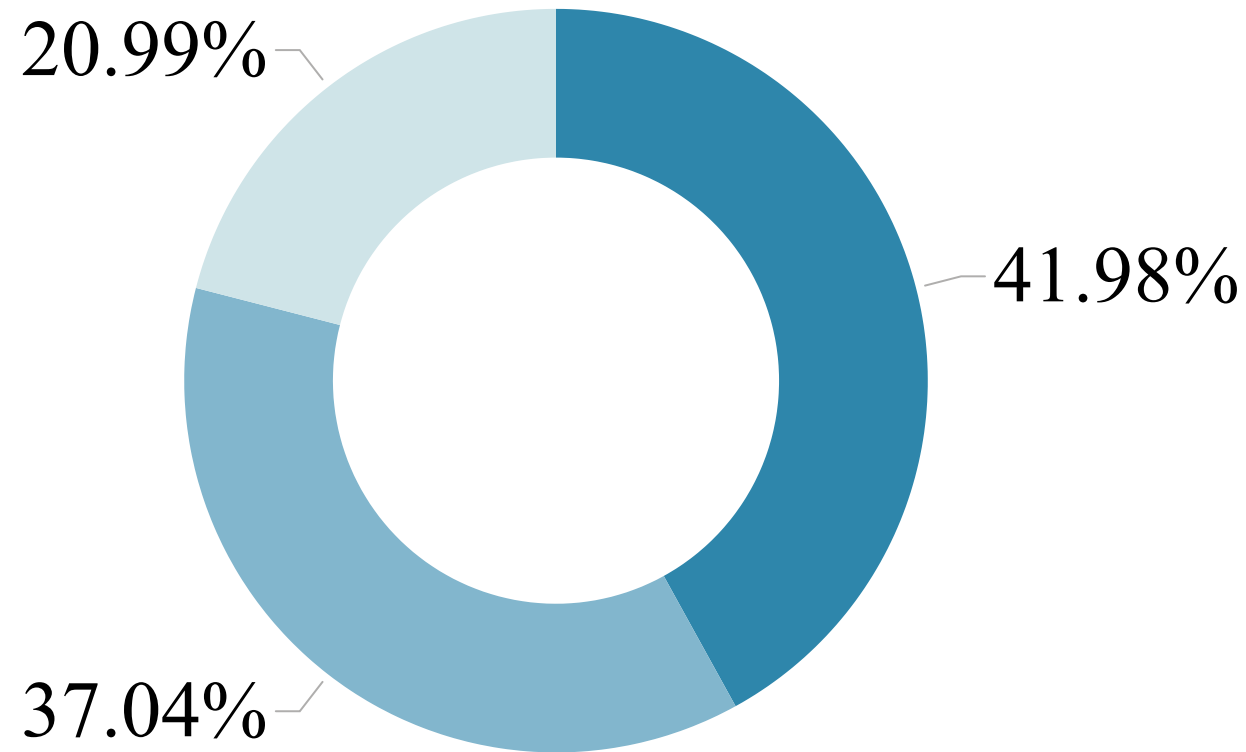


Tour Package Performance Analysis

The Safari Experience is the top-performing tour, generating about GHS 5,000 in revenue. It is followed by the Kumasi Christmas Tour and Tamale Cultural Festival, each earning around GHS 4,000. Several packages, such as Valentine's Gateway and Will Waterfalls Proposal Tour, contribute less than GHS 500. This gap presents an opportunity to prioritize high-demand tours and reconsider underperforming ones, with focused promotion of successful packages to drive revenue growth.

BOOKING TYPES

Booking Type ● Private Tour ● Group Tour ● Individual

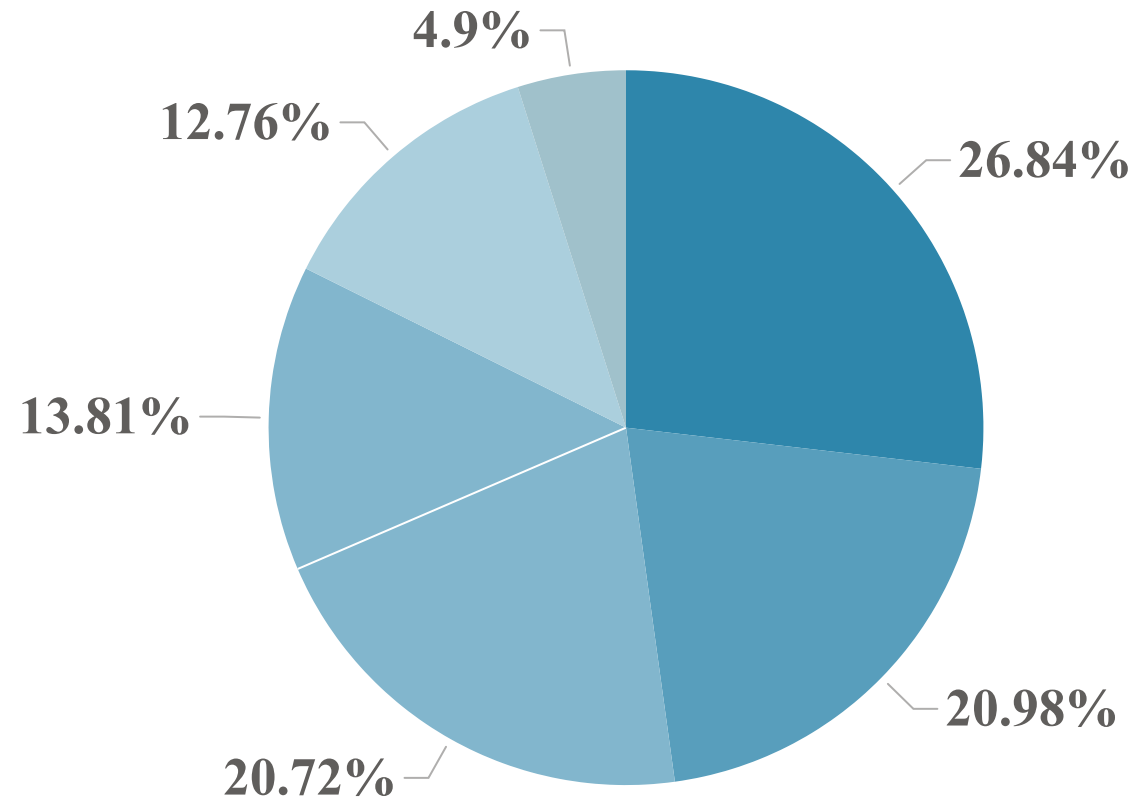


Booking Type Distribution Analysis

Group tours lead our bookings, making up 41.98% of reservations, followed by private tours at 37.04% and individual bookings at 20.99%. This distribution shows strong demand for group experiences alongside significant interest in private tours. The large private tour segment presents potential for premium pricing strategies. Targeted marketing tailored to each segment's preferences and spending patterns can maximize this balanced demand.

REVENUE BY BOOKING CHANNEL

Booking Channel ● Travel Agency ● Online ● Website ● Social Media ● Walk-in ● Unknown

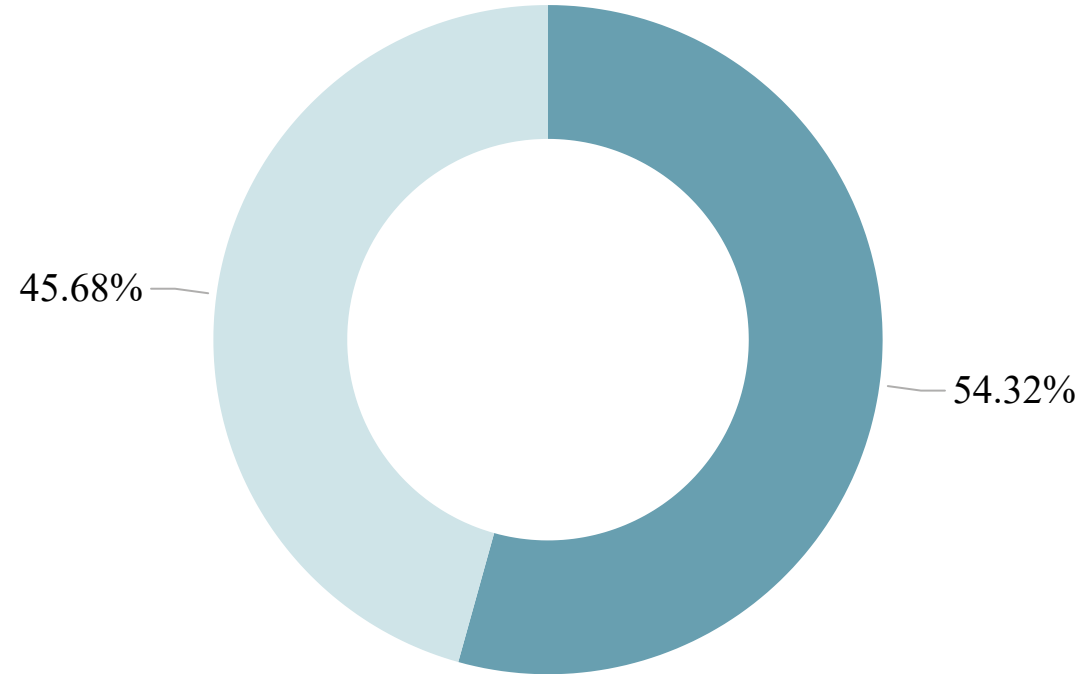


Revenue by Booking Channel Analysis

Travel agencies account for the largest share of revenue at 26.84%, with online channels and websites following at 20.98% and 20.72% respectively. Social media contributes 13.81%, while walk-ins and unknown sources represent 12.76% and 4.9%. This distribution highlights strong performance across agency, online, and website channels. Targeted strategies to strengthen high-yield channels and grow emerging ones can further enhance overall revenue.

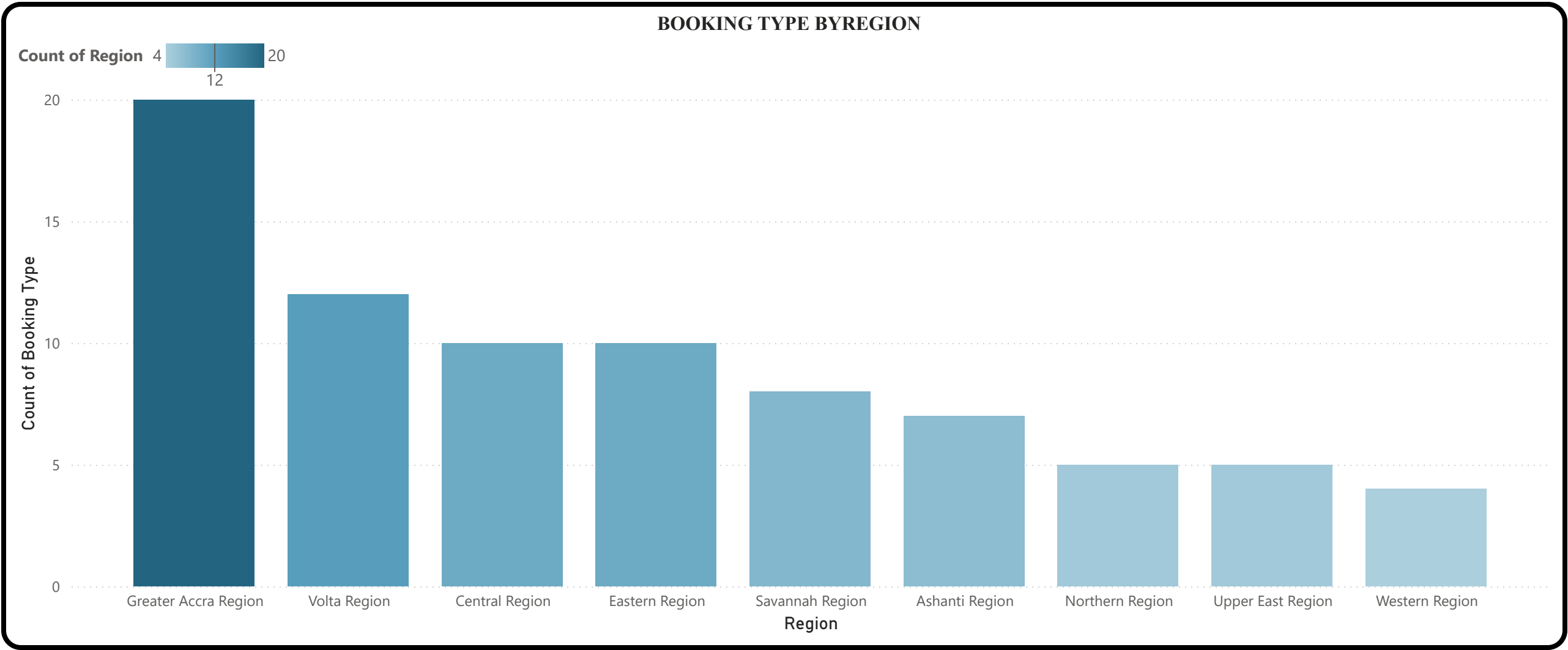
CUSTOMER LOYALTY RATE

Repeat Customer ● No ● Yes



Customer Loyalty Analysis

Repeat customers make up 54.32% of the customer base, reflecting strong retention above the travel industry average of 55%. There is considerable upside in nurturing the 45.68% of new customers into loyal repeat guests. The near-equal split signals that current offerings encourage return visits, yet targeted loyalty programs could further boost retention. Investing in structured initiatives to convert new visitors into regular clients represents a clear path to sustainable growth.



Regional Booking Concentration Analysis

Greater Accra Region leads in bookings, overwhelmingly surpassing all other regions. Ashanti and Volta show moderate demand, while the remaining regions contribute minimally. This strong concentration in Greater Accra offers market strength, but signals possible saturation and vulnerability. Expanding targeted marketing initiatives in underrepresented regions presents a major opportunity for balanced

GHANA ADVENTURES PERFORMANCE DASHBOARD

81

Count of Customer ID

81

Count of Destination Category

81

Count of Tour Package

57.20K

Total Revenue

706.17

Average of Price (GHS)

Booking Type

☐ Group Tour

☐ Individual

☐ Private Tour

Season

☐ Off-Peak

☐ Peak

Repeat Customer

☐ No

☐ Yes

Booking Channel

☐ Online

☐ Social Media

☐ Travel Agency

☐ Unknown

☐ Walk-in

☐ Website

BOOKINGS AND REVENUE TRENDS

Count of Customer ID

Total Revenue

Month	Count of Customer ID	Total Revenue (K)
Nov 2024	12	15
Dec 2024	8	16
Jan 2025	29	14

BOOKING TYPES

Booking T...

Private Tour

Group Tour

Individual

Booking Type	Percentage
Private Tour	41.98%
Group Tour	37.04%
Individual	20.99%

CUSTOMER LOYALTY RATE

Repe...

No

Yes

Loyalty Status	Percentage
No	45.68%
Yes	54.32%

TOUR PACKAGE PERFORMANCE BY REVENUE

Total Revenue

0.20K

3.60K

1.90K

Tour Package	Total Revenue (K)
New Year Safari	3.60
Volta River Safari	2.80
Christmas Safari	2.00
Couples Safari	1.80
Nzulezu Stilt House	1.80
Mole Safari	1.50

REVENUE BY BOOKING CHANNEL

Booking C...

Travel Agency

Online

Website

Booking Channel	Percentage
Travel Agency	26.84%
Online	20.98%
Website	20.72%
Other	12.76%
Other	13.81%
Other	4.9%

BOOKING TYPE BY REGION

Count of Region

4

20

12

Region	Count of Booking Type
Greater Accra	20
Volta Region	12
Central Region	10
Eastern Region	10
Savannah	8
Ashanti Region	7
Northern Region	5
Upper East	5
Western Region	4

RECOMMENDATION AND IMPLEMENTATION

1. Geographic Expansion Initiative

Implementation:

Develop targeted marketing campaigns for Ashanti and Volta Regions using local influencers and region-specific tour packages

Create partnership programs with local hotels and tourism boards in underserved regions

Launch a "Discover Ghana" campaign featuring cross-regional tour bundles to encourage exploration beyond Greater Accra

2. Tour Portfolio Optimization

Implementation:

Immediately expand capacity and marketing for top-performing Safari Experience and cultural tours

Revamp underperforming tours (Valentine's packages, waterfall tours) by adding unique experiences or bundling them with popular options

Phase out consistently low-performing tours by Q3 and reallocate resources to high-demand experiences

3. Customer Loyalty Acceleration

Implementation:

Launch a tiered loyalty program by Q4, offering early access to new tours and exclusive experiences for repeat customers

Create personalized re-engagement campaigns for the 45.68% of one-time customers

Develop a referral program that rewards both existing and new customers with tour discounts