# Project Proposal

## Holiday Package Prediction

## The problem :

"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. And by looking to the previous data they find out that 18% of customers purchased the packages. The company contact the customer randomly this is why marketing cost was quite high. The company is now planning to launch a new product i.e. Wellness Tourism Package. This package will provide wellness experience for the customers and also will harness the available data to make the marketing more efficient .

## The Solution :

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

## Datasets :

We will be using (Travel.csv) from kaggle and its contain 20 Features and 4888 rows.

## Tools :

1- Jupyter Notebook.
2- Programming language : python.
3- Libraries : Numpy , Pandas, Matplotlib ,…..

## Names of applicants :

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