Travel Destinations Dataset Analysis



# 1. Download and Open the Dataset

* Download **travel\_dataset.csv**
* **Open the dataset** in Excel.

# 2. Formatting

* **Format the worksheet**:
  + Bold and centre-align the header row.
  + Set the Average Cost (per day in USD) and Tourist Volume (in millions) columns to currency and number formats, respectively.
  + Apply a border around the entire data range.
  + Use conditional formatting to highlight destinations with a Popularity Rating of 4.5 and above in green.

# 3. Calculating Total Cost for a Trip

* **Calculate Total Cost** for a trip of 7 days in column J using the formula =F2\*7 and drag down to apply to all rows.
* **Determine the best budget destinations**: Create a new column Budget-Friendly to mark destinations with a Total Cost of less than $1000 as "Yes" or "No".

# 4. Functions and Formulas

* **Determine the average popularity rating** of destinations using the AVERAGE function.
* **Calculate the total tourist volume** across all destinations using the SUM function.

# 5. Macros

* **Record a macro** named UpdateAttractions that:
  + Updates the Major Attractions for "New York City" to include "Broadway Shows".
  + Ensures the updated attractions list is reflected correctly.
* **Run the macro** to verify the changes are applied correctly.

# 6. Data Visualisation Using Charts and Graphs

* Create a **column chart** showing Tourist Volume by Destination Name.
* Create a **pie chart** representing the distribution of destinations by Continent.

# 7. Filters and Custom Sort

* **Apply a filter** to the data range.
* **Sort the data** by Country in alphabetical order and then by Popularity Rating in descending order.

# 8. What-If Analysis

* Use **Goal Seek** to determine the necessary daily budget to keep the Total Cost under $1500 for a 10-day trip to Tokyo.

# 9. Security

* **Protect the worksheet** with a password (Travel2024) to prevent editing of the Average Cost (per day in USD) and Total Cost columns.

# 10. Lookup Function

* In a new sheet, use a **VLOOKUP** function to find the Best Season to Visit for a destination when its name is entered in a separate cell.

# 11. Pivot Table

* Create a **Pivot Table** to summarise the average cost and tourist volume by Continent.
* Place the Pivot Table in a new worksheet and format it for readability.

# 12. SWITCH Function

* Add a new column Season Category next to Best Season to Visit.
* Use the **SWITCH function** to categorise the best seasons into:
  + "Summer" and "Spring" as "Warm"
  + "Fall" as "Mild"
  + "Winter" as "Cold"
  + Default to "Varied" for any other seasons