

## REAL-LIFE Scenario: Planning a Family Vacation

**(Using Data Analytics in Everyday life to enhance our experiences and data-driven decisions.)**

### **Plan:**

- Deciding on the vacation destination.
- The family decides they want to go on a vacation and starts by choosing potential destinations (ex: beach, mountains, city tour or village tour.)
- Use of online reviews, travel blogs, and social media to identify the destinations and gather relevant information.

### **Prepare:**

- Budgeting for the trip.
- The family sets a budget for their vacation. They consider travel costs, accommodation, food, activities etc.
- By using budgeting apps and tools to track expenses and savings. Analysing past spending patterns to estimate future costs accurately.

### **Process:**

- Determining specific preferences and requirements.
- The family decides on the type of vacation they want-relaxing on a beach, adventure activities in the mountains, or cultural experiences in a city.
- Surveys within the family to gather preferences, leveraging recommendations on travel websites to match preferences with destinations.

### **Analyse:**

- Evaluating options and trends.
- Check weather patterns, peak tourist seasons, and local events to avoid crowds and bad weather. Also compare different travel packages and accommodation options.
- Using weather forecasting data, tourism trend reports, and comparative analysis tools on travel websites to make informed decisions.

### **Share:**

- Communicating plans and making reservations.
- The family discusses their findings and preferences with each other. They contact travel agents or book online, specifying their requirements and budget constraints.
- Collaborative tools like shared online documents or travel planning apps to share information and finalize decisions. Communicating with travel to provide tailored recommendations.

### **Act:**

- Finalizing the trip.

- Booking flights, accommodation, and activities.
- Finalizing bookings through online platforms with the best prices and ensure availability. Using apps to create and manage travel itineraries.