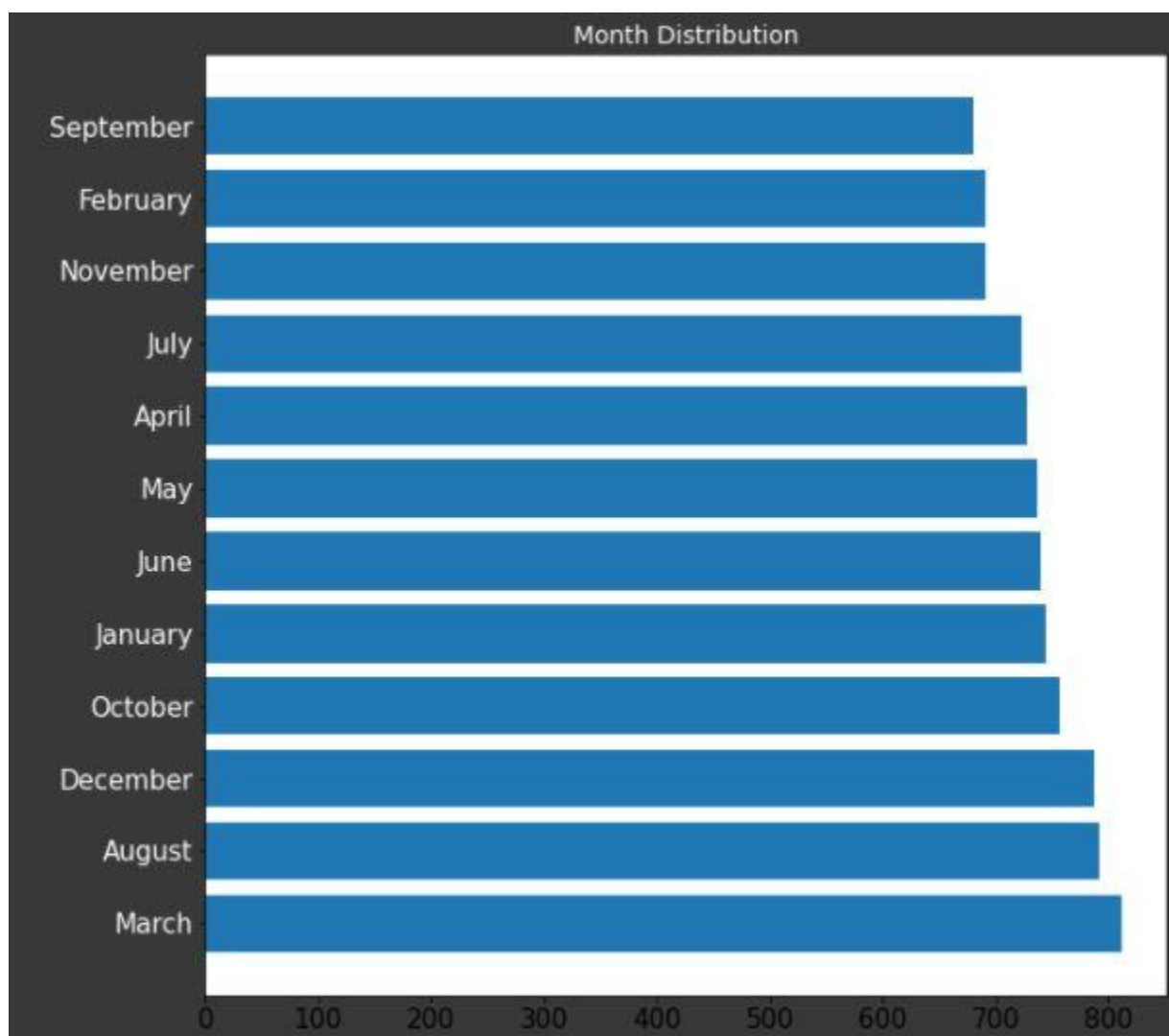# MockSurveyData Analysis:

In this Document we are going to discuss about the insights that we got after doing Data Analysis on MockSurveyData.

MockSurveyData seems to have information regarding visit of peoples in different parts of Indonesia. The data contains visit information of individuals from 2014 and 2015. Both the years have almost same number of entries and we would say data is well balanced in this case.

The following observations came into picture when we did analysis on month-wise visits of individuals:

This shows that there is almost even distributions of Records/Entries of Individuals month-wise in the provided MockSurveyData Dataset

MockSurveyData Analysis:

The next main thing arises, is about the places in Indonesia where people visits more and places which attracts least attraction to the travelers. Our next observation revolves around this aspect.
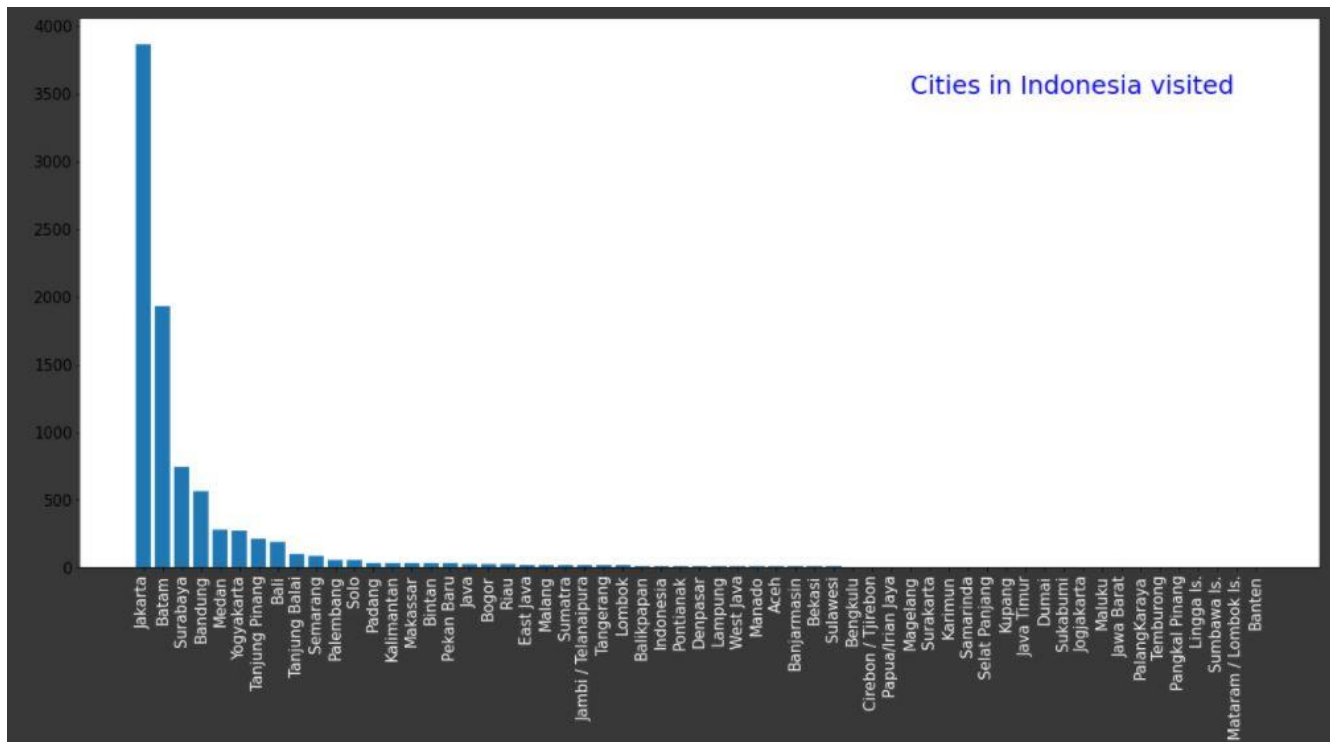
The above bar plot shows the most important areas to be kept in mind during dat a preparation are:
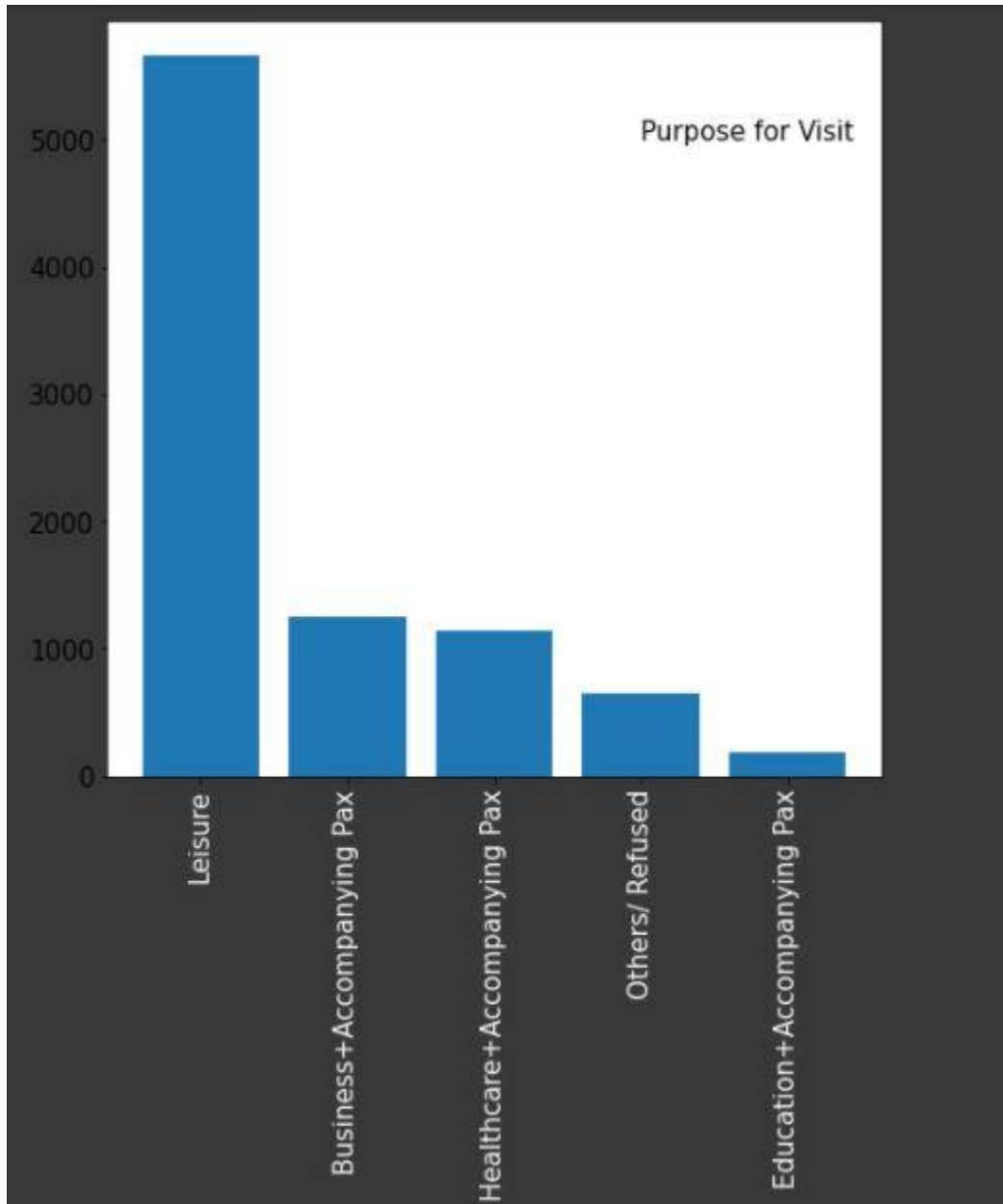
* Jakarta   * Tanjung Pinang
* Batam   * Bali
* Surabaya   * Semarang
* Bandung   * Palembang
* Medan   * Solo
* Yogyakarta

Maximum records are from individual visiting Jakarta so, lets see the purpose of visit of individual going to Jakarta, Indonesia

MockSurveyData Analysis:

Purpose of Visit:

Let's have look about the purpose for which individual's visit Indonesia more often.

The following plot makes it obvious that most of the visit done by individuals are related to Leisure purpose group which has further subcategories. Other purpose group such as Business, Healthcare, Education and all doesn't have a lot of significance in travelling for Indonesia as per Data provided.

MockSurveyData Analysis:

Purpose of Visit's Sub-Categories:

Now, we will have look over the subcategories of the main purpose group i.e., Leisure.
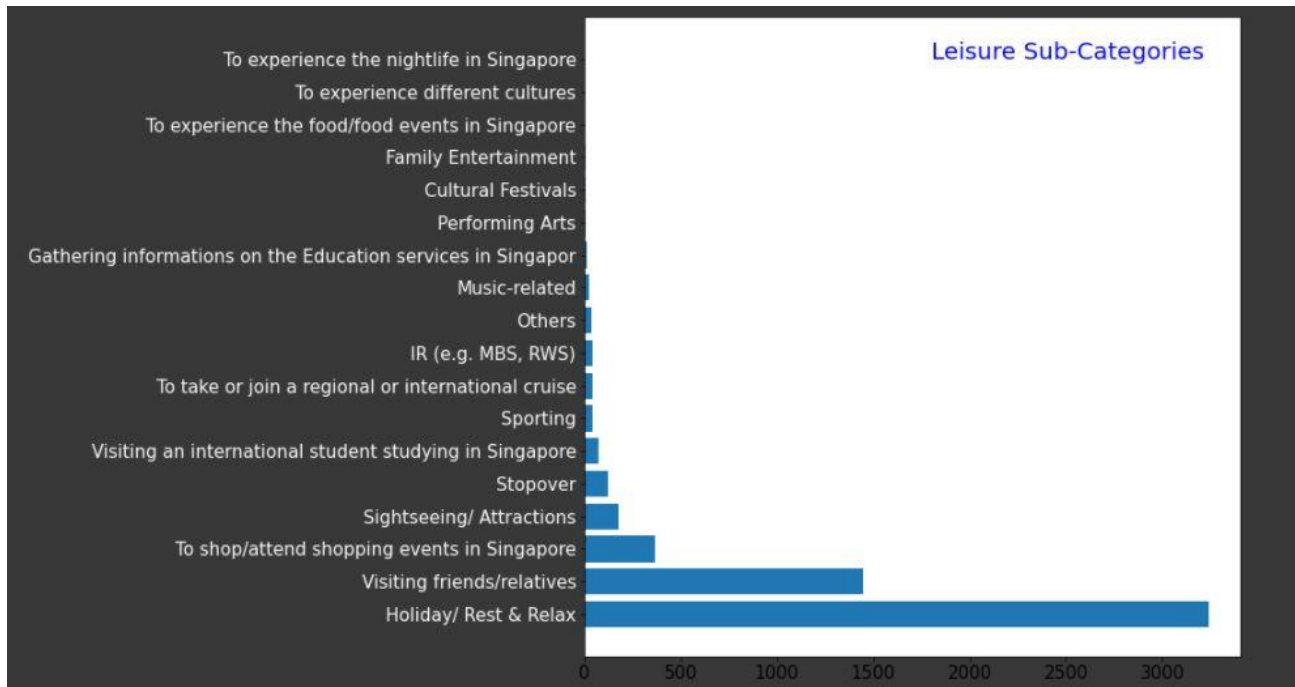

The top sub-categories of Leisure's purpose group are:

- Holiday/Rest & Relax
- Visiting friends/relatives
- To shop/attend shopping events in Singapore
- Sightseeing/ Attractions
- Stopover

All other sub-categories are not that significant as compared to these which are mentioned above.

MockSurveyData Analysis:

The most common purpose of visit for all the individuals comes out be Holiday/Rest & Relax. Let's have a look on this Leisure group with respect to city_residence.
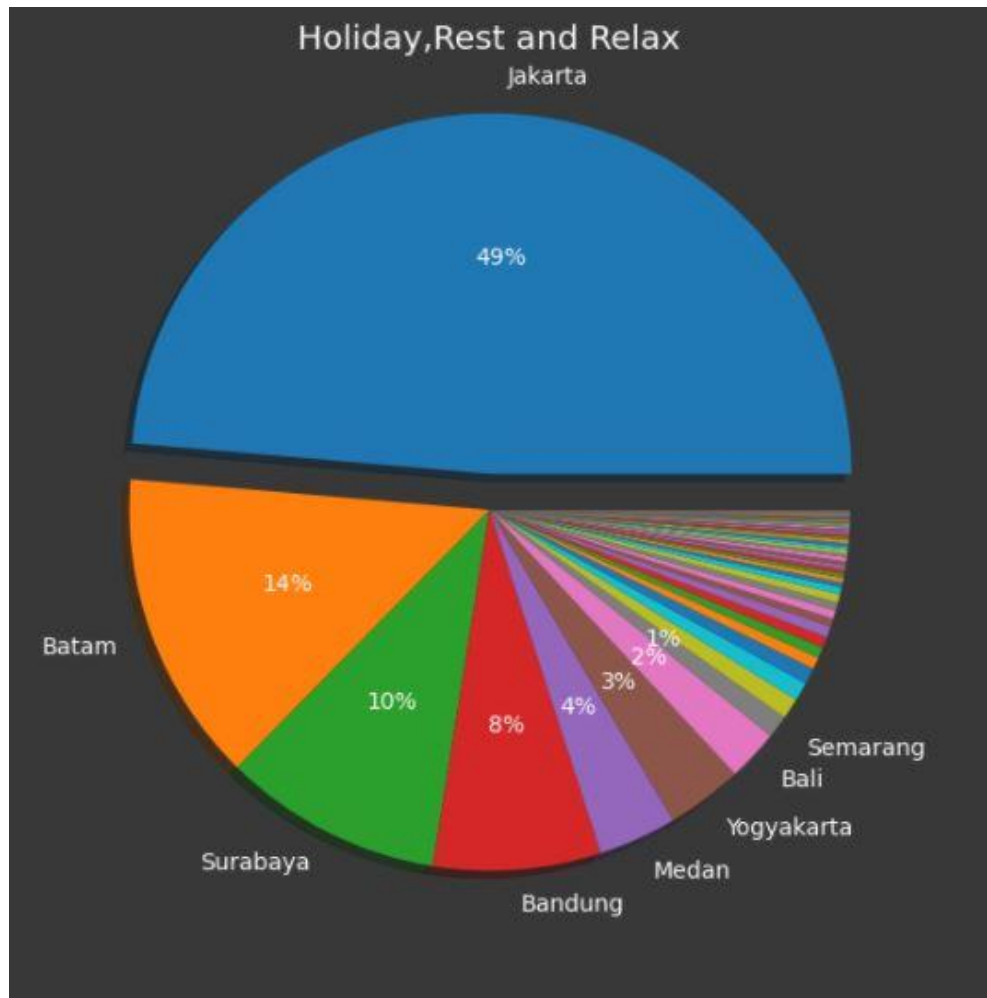
The following pie chart shows the that 49% of population which comes by the purpose of Holiday, Rest and Relax make their visit to Jakarta. Other main cities which contributes in this list are:
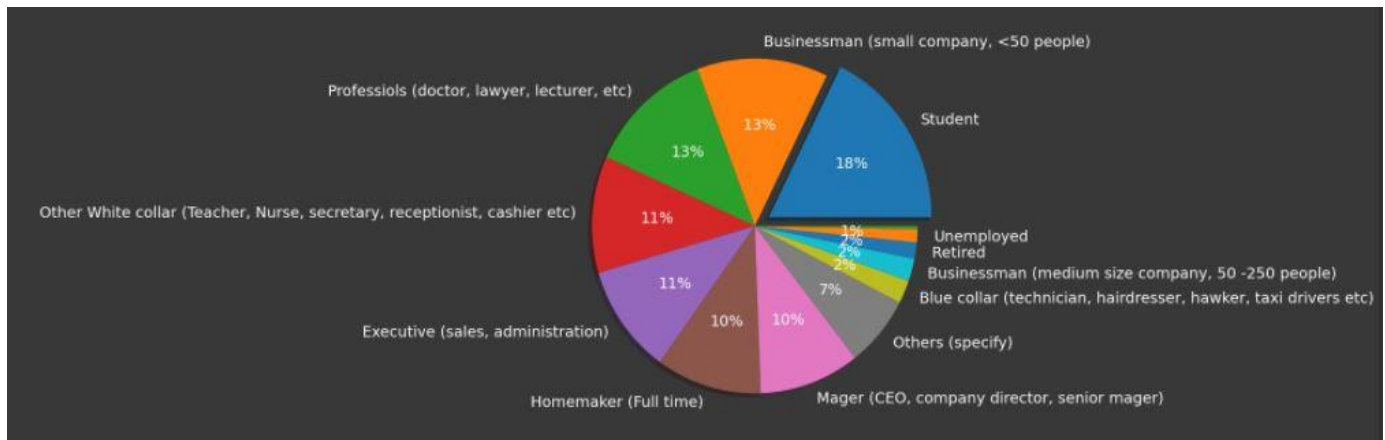
- Batam – 14%
- Surabaya – 10%
- Bandung – 8%
- Medan – 4%
- Yogyakarta – 3%

MockSurveyData Analysis:

- Bali – 2%
- Semarang – 1%

Jakarta seems to be the most chosen destination for individuals for Holiday, Rest and Relax.
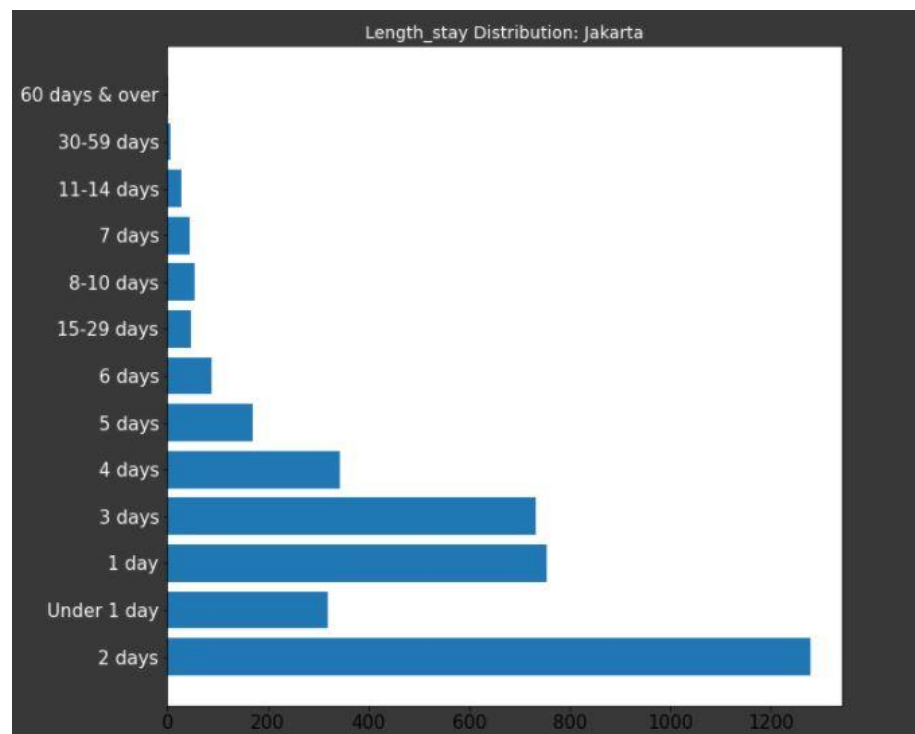
In the below pie chart we are observing people from which occupation visits most for the purpose of Holiday, Rest and Relax.

Students visit's most to Indonesia for the purpose of Holiday, Rest and Relax.

Length of Stay:

Jakarta being the most favorite destination for individuals, let's have a look regarding the duration of stay that individuals stay for in Jakarta.
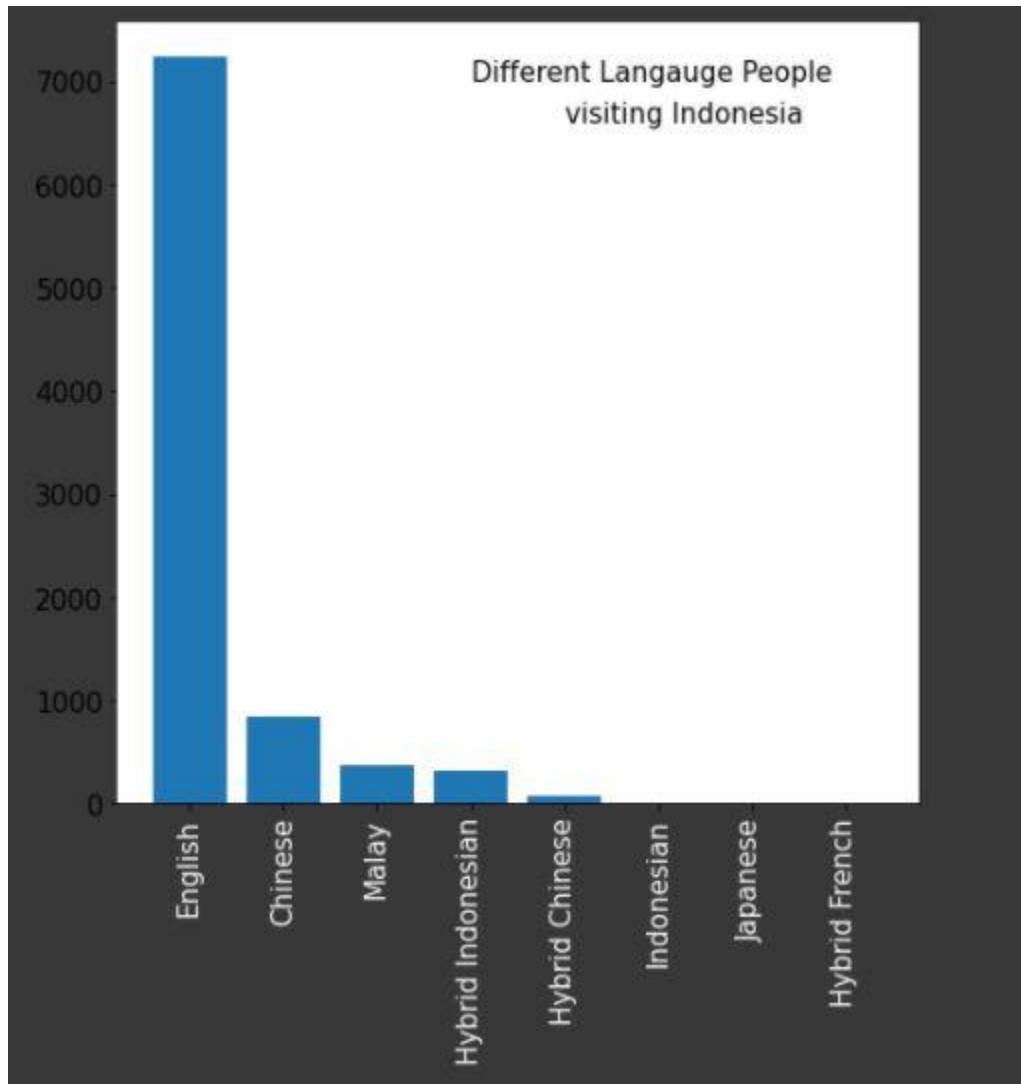
MockSurveyData Analysis:

Most of Individual's duration of stay happens to be for 2 days.

Language:

Individual's speaking different language do visit Indonesia and here we will have a look people speaking which kind of language visit more often to Indonesia.

Most of the people who make their visit are English Speaking so, Local vendors or people who are into travel business in Indonesia should be comfortable enough in speaking English so that tourists / travelers become more comfortable and confident about them.

MockSurveyData Analysis:

Let's have a look about the areas where English speaking people visits more frequently.
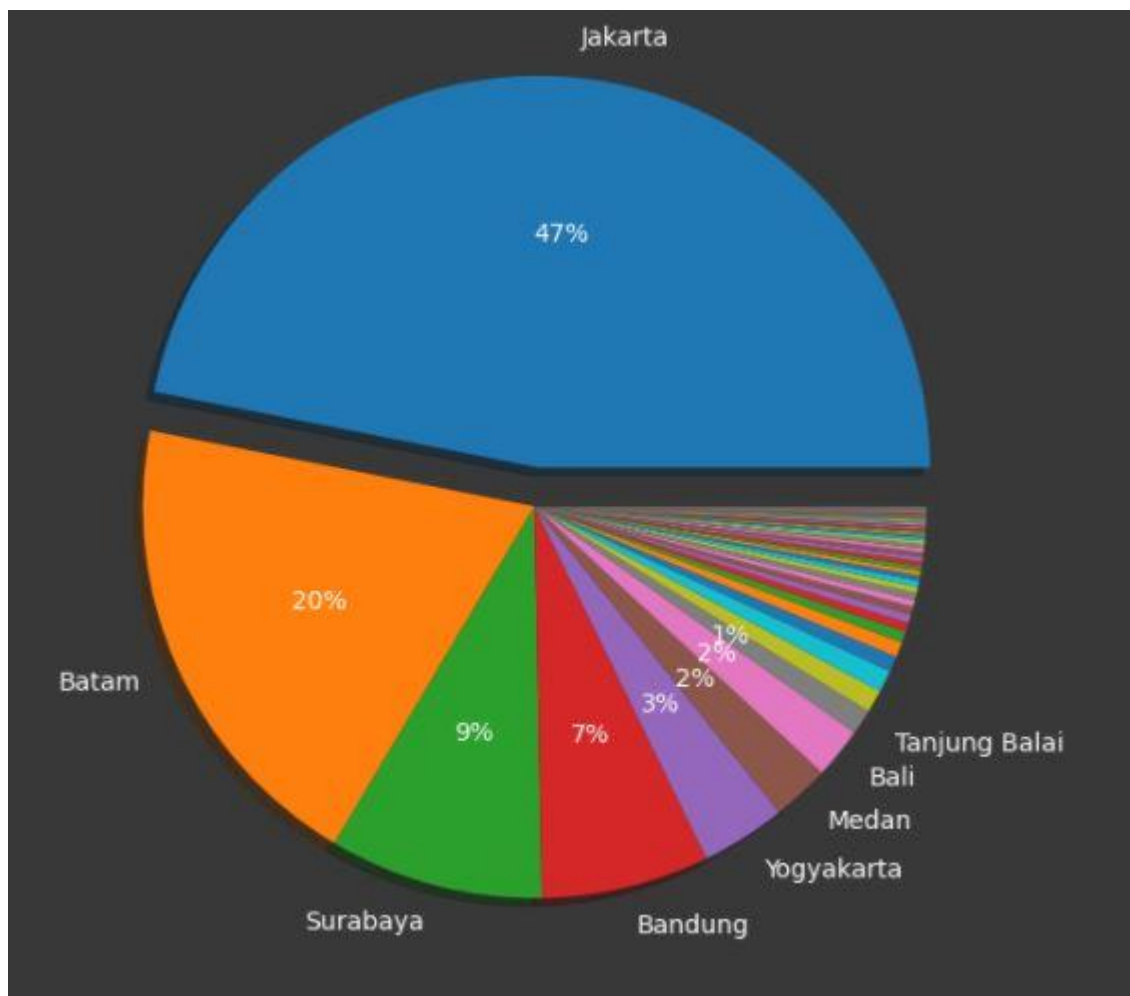
Most the English Speaking people visits places like Jakarta, Batam , Surabaya and Bandung. Other places which grabs attention of English Speaking people are Yogyakarta, Medan, Bali and Tanjung Balai. People in Travel business in such places should develop better understanding of English Language.
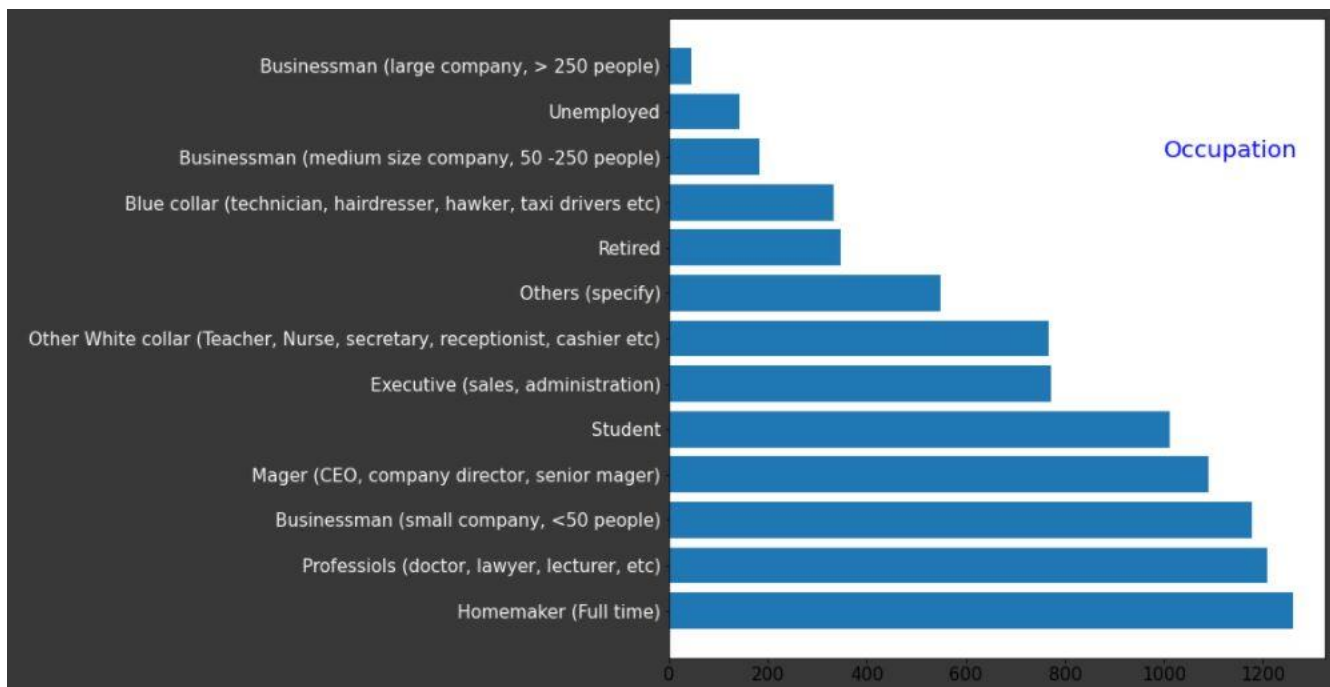
MockSurveyData Analysis:

Occupation:

Individuals in different occupation from Businessman to students visits different places in Indonesia.

```
Homemaker (Full time)                                                    1262
Professiols (doctor, lawyer, lecturer, etc)                              1208
Businessman (small company, <50 people)                                  1178
Mager (CEO, company director, senior mager)                              1090
Student                                                                  1012
Executive (sales, administration)                                         773
Other White collar (Teacher, Nurse, secretary, receptionist, cashier etc) 766
Others (specify)                                                          548
Retired                                                                   347
Blue collar (technician, hairdresser, hawker, taxi drivers etc)           332
Businessman (medium size company, 50 -250 people)                         183
Unemployed                                                                142
Businessman (large company, > 250 people)                                  46
```

The following Data shows occupation of individual's who visits Indonesia more and the top 5 are: Homemaker, Professionals, Businessman (small company), Manager(Mager), Student.
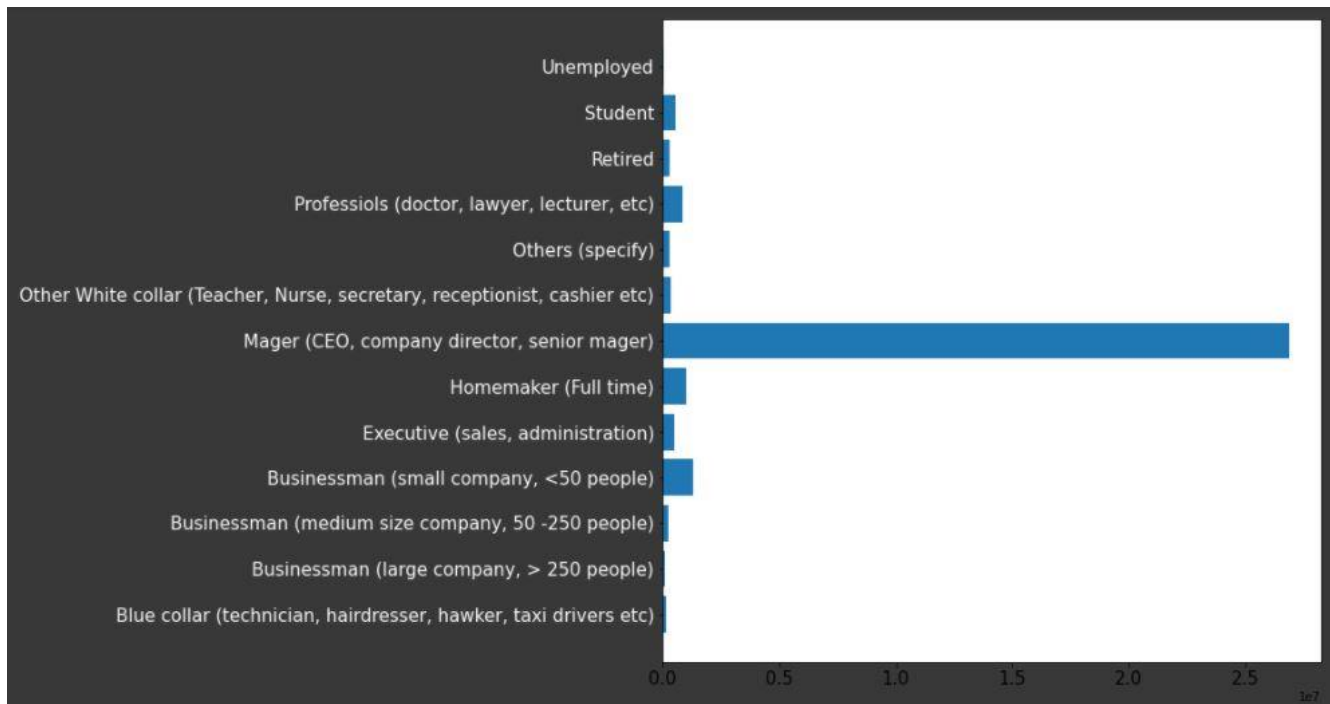
The same insight is convey graphically using Bar plot as shown below:
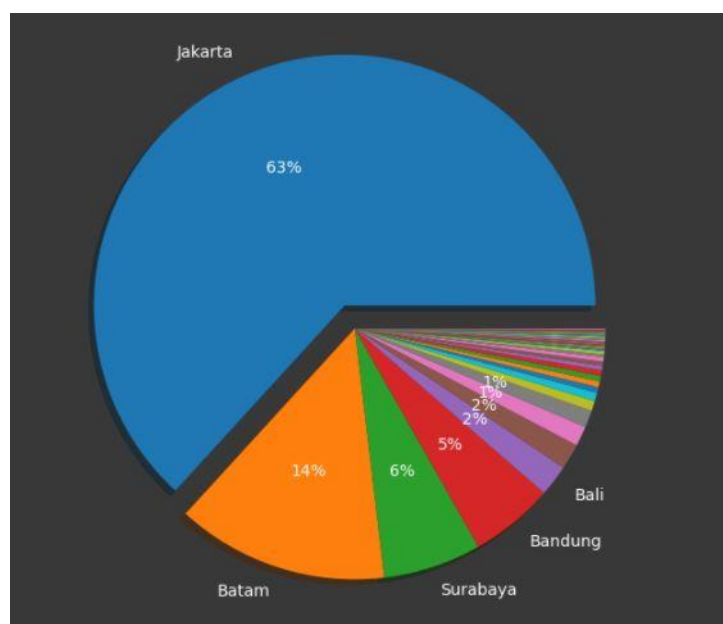
MockSurveyData Analysis:

Expenditure:

Expenditure of People depends upon their Occupation or post on which they are. I have tried to put together some insights regarding the expenditure the individual does belonging to different occupations.

The above plot shows that the maximum expenditure is done by individuals who belongs to the post of Manager (CEO, company director, senior manager).
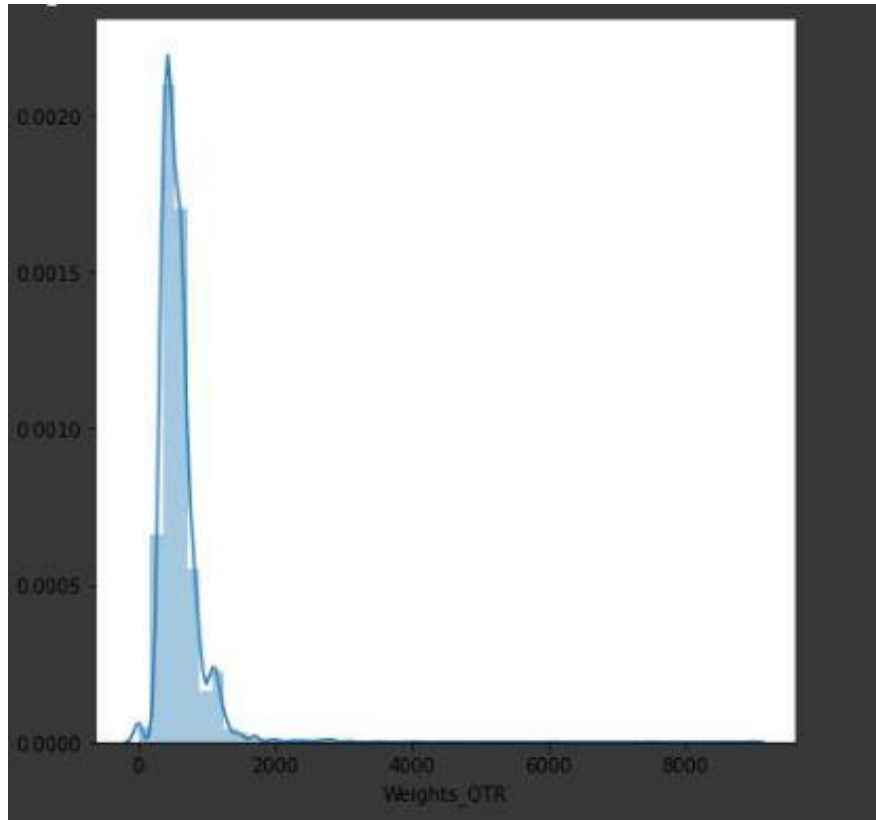
The pie chart here shows that even most individuals who are at Manager post and have maximum expenditure visits Jakarta 63% while Batam and Surbhaya sits at 14% and 6% respectively

MockSurveyData Analysis:

Weights_QTR:

Probability Distribution of this column/Feature:

Conclusion:

The dataset provides for Data Analysis terms Jakarta as one of the main hub for traveling for individuals speaking different language or from different occupations and also the revenue generated in Jakarta due to tourism would be highest in Jakarta. Some other important cities are there as well which are worth-mentioning along with Jakarta.