**Case Study - Tourism Domain (Marketing)**

### **Business Context**

"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 - Basic, Standard, Deluxe, Super Deluxe and King.

Looking at the data of the last year, we observed that 18% of the customers purchased the packages. However, the marketing cost was quite high because customers were contacted at random without looking at the available information. The company is now planning to launch a new product i.e. Wellness Tourism Package. Wellness Tourism is defined as Travel that allows the traveler to maintain, enhance or kick-start a healthy lifestyle, and support or increase one's sense of well-being. However, this time the company wants to harness the available data of existing and potential customers to make the marketing expenditure more efficient.

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**Marketing Dataset**

**Domain - Tourism**

**Dataset -** [**Click here**](https://drive.google.com/file/d/1MHscSiCAEex65aOZIAIwbW1NNNHcyQTm/view?usp=sharing)to download the dataset.

**Data Dictionary**

* CustomerID - Unique customer ID
* ProdTaken - Whether the customer buy the product or not ()
* Age - Age of customer
* TypeofContact - How customer was contacted (Company Invited or Self Inquiry)
* CityTier - City tier depends on the development of a city, population, facilities, and living standards. The categories are ordered i.e. Tier 1 > Tier 2 > Tier 3
* DurationOfPitch - Duration of the pitch by a salesperson to the customer
* Occupation - Occupation of customer
* Gender - Gender of customer
* NumberOfPersonVisiting - Total number of persons planning to take the trip with the customer
* NumberOfFollowups - Total number of follow-ups has been done by the salesperson after the sales pitch
* ProductPitched - Product pitched by the salesperson
* PreferredPropertyStar - Preferred hotel property rating by customer
* MaritalStatus - Marital status of customer
* NumberOfTrips - Average number of trips in a year by customer
* Passport - The customer has a passport or not (0: No, 1: Yes)
* PitchSatisfactionScore - Sales pitch satisfaction score
* OwnCar - Whether the customers own a car or not (0: No, 1: Yes)
* NumberOfChildrenVisiting - Total number of children with age less than 5 planning to take the trip with the customer
* Designation - Designation of the customer in the current organization
* MonthlyIncome - Gross monthly income of the customer

**SPRINT 1**

**Task - Exploratory Data Analysis**

Assume that **you are working as a Data Scientist** with one of the leading tour and travel companies (like MakeMyTrip).

Your task here is to analyze the customers' data and information to provide recommendations to the Policy Maker and Marketing Team. It is known that the target variable is **ProdTaken**.

However, you are mandatorily supposed to solve the below mentioned EDA Task for your presentation:

1. Which variables are most significant with respect to the target variable?
2. Explore the data distribution of each column. Identify some important patterns.
3. Insights and Recommendations (i.e. Data Driven Business Decision)

Write proper conclusions and provide recommendations to the telecom company based on the insights.