Data Analytics in Real Life: Planning a Weekend Trip to Dehradun

We often use data analytics in real-life scenarios without realizing it. From deciding what to wear to planning a trip, data analysis helps us make informed decisions. In this example, let's explore how the Data Analytics process applies to planning a weekend trip to a hill station, Dehradun, with 4 of my friends.

Plan (Defining the Objective)

Objective: To plan a budget-friendly, fun-filled weekend trip to Dehradun.

Questions to Address:

- What will be the purpose of this trip? (Relaxation, adventure, sightseeing)
- What activities can we include in the trip? (Trekking, visiting iconic places, shopping, or dining)

Prepare (Gathering and Organizing Data)

I will next decide the following things for Data Collection:

- Transportation Options: Check train, bus, or car rental options.
- Accommodation: Search for hotels, homestays, or guesthouses.
- Budget: Pool the group's contributions and finalize the total amount available.
- Activities: List popular places and their ticket costs, timings, etc.
- Weather Forecast: Check Dehradun's weather for the weekend.

Now I can create a shared spreadsheet for transportation, accommodation, and activity details so that the data can be organized properly.

Process (Filtering and Categorizing Data)

Now I will filter data to align with everyone's preferences:

- We can choose a direct and budget-friendly option for transportation (e.g., choosing a shared cab for the whole trip).
- For accommodation, I will compare stays within a total of Rs.3000 per night.
- We can prioritize places that fit into the time and budget constraints.

An Example:

- Transportation: Carpool at Rs.800/person.
- Accommodation: Homestay at Rs.600-800/person per night.
- Activities: Trekking at Mussoorie (Rs.200 guide fee), a food tour (Rs.500 per person), Robber's Cave (free entry), etc.

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Analyze (Gaining Insights)

Then I can use insights to refine the FINAL PLAN:

- Budget Analysis: I will calculate the total cost for each category (transport, stay, food, activities).
- Feasibility Analysis: Check if the itinerary allows enough time for each activity.

I can also use Excel to calculate expenses and visualize the breakdown in maybe a pie chart.

Share (Communicating the Plan)

Finally, I can share the itinerary and budget with the whole group through WhatsApp, Instagram, or any other social media platform.

It can include travel timing, packing essentials (e.g., warm clothes, trekking shoes), and personal budget contributions. It should also include room for discuss any concerns or changes before finalizing the plan.

Example Message:

"Hey everyone! Here's my finalized plan for our Dehradun trip:

- Travel: Will go with a shared cab (Rs.1000/person).
- Stay: Cozy homestay Rs.600/person for 1 night.
- Activities: Trekking, food tour, and shopping (~Rs.1200/person). Let me know if this works or you recommend any changes!"

Act (Implementing the FINAL PLAN)

Execute the plan:

- Pack essentials and prepare for the journey.
- Book transportation and accommodation.
- During the trip, monitor expenses to stay within budget.

We can also use a mobile app to split and track expenses in real-time.

Conclusion

Planning a trip, like data analysis, involves breaking down decisions into structured steps. By using the Plan-Prepare-Process-Analyze-Share-Act framework, we efficiently organized our weekend getaway. This structured approach ensured a smooth and memorable trip for everyone.