

## Potential Customer Insight Analysis

### Summary of Analysis:

- Each traveler has different purposes to visit . The most popular purpose of a day visit is visiting friend and family's house
- Different places have their own charms to clients. For example, by analyzing , it can be concluded that travelers like Crumbia for walking, cycling.
- 1985 – 2020 , the number of overseas traveler in UK increased drastically but in the last quarter of 2020 faced decrease of the number in tourists
- August is the peak of the months when most of the travelers come to UK according to analysis of 1985-2020 UK tourism data
- Though Overseas earning is really significant , UK travellers spend a lot more to travel.

### Data Sources:

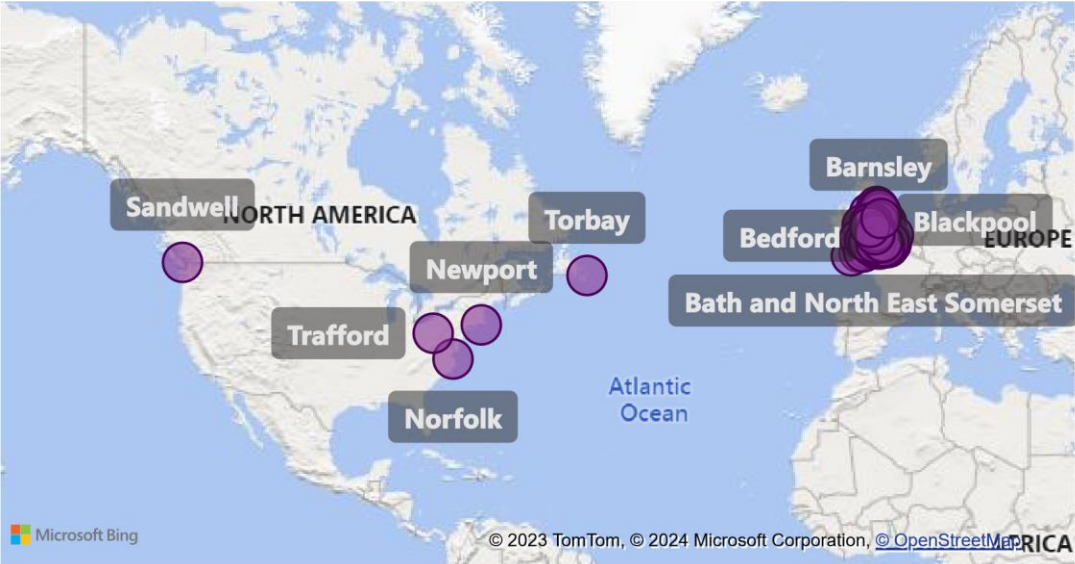
- UK Tourism Data : - <https://www.kaggle.com/datasets/prajittr/uk-tourism-information19862020>
- referencetables\_tcm77-426025:-  
<https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism#:~:text=Overseas%20residents%20made%2010.9%20million,visits%20in%20Quarter%203%202022>

### Additional Dataset Prepared for Potential Customers in Instagram:

<https://docs.google.com/spreadsheets/d/1a7GAwjz1K7IsThfMcwG4Klyd9ma6R4T0YDW4q8U3vaA/edit?usp=sharing>

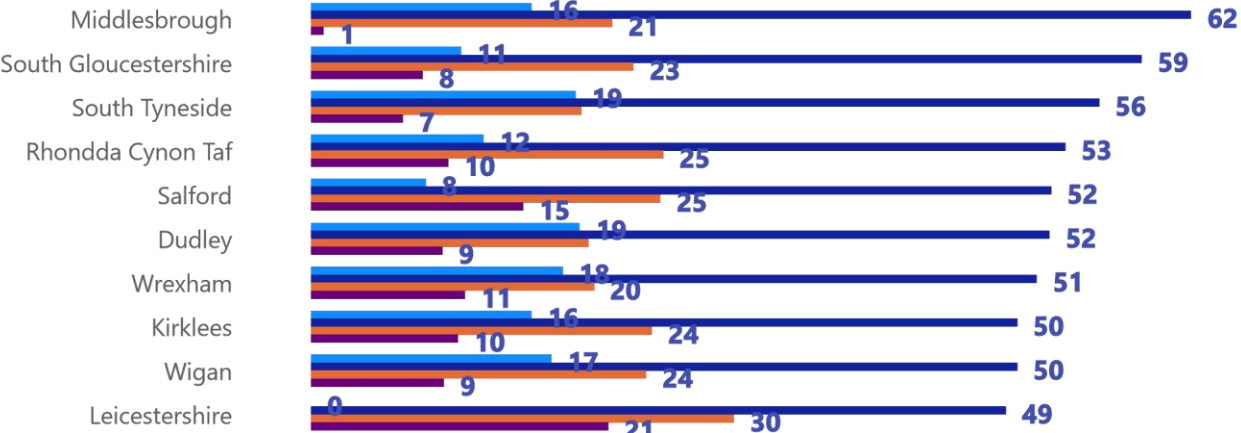
This have all the contact details , Instagram IDs of popular travel influencers in UK.

## Purpose and Duration of DayVisits according to Places of United Kingdom



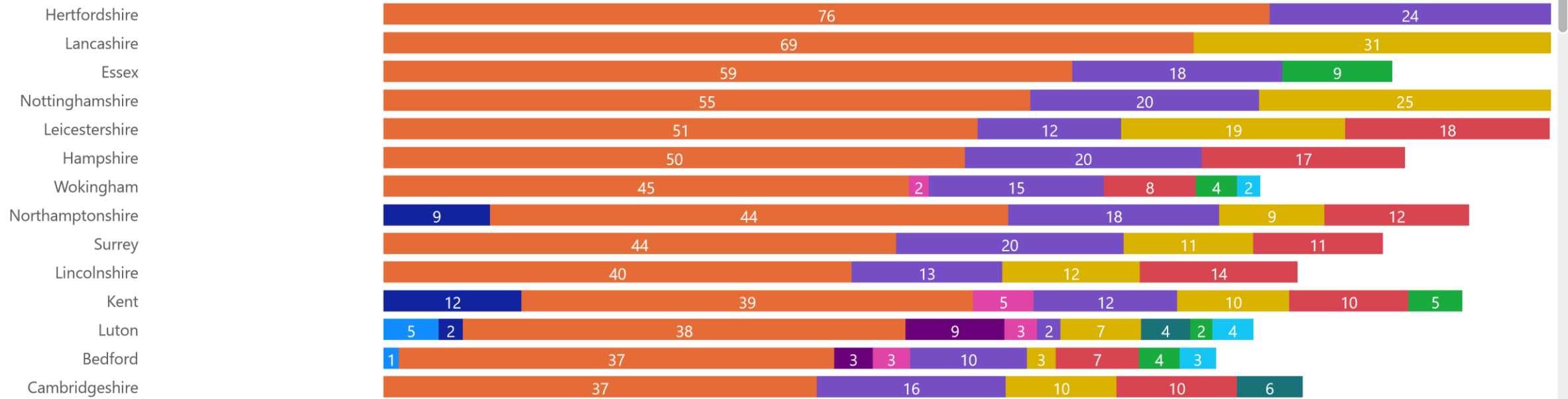
● duration >= 6 hrs ● duration 3-4 hrs ● duration 4-5 hrs ● Sum of day visit duration 5-6 hrs

Places



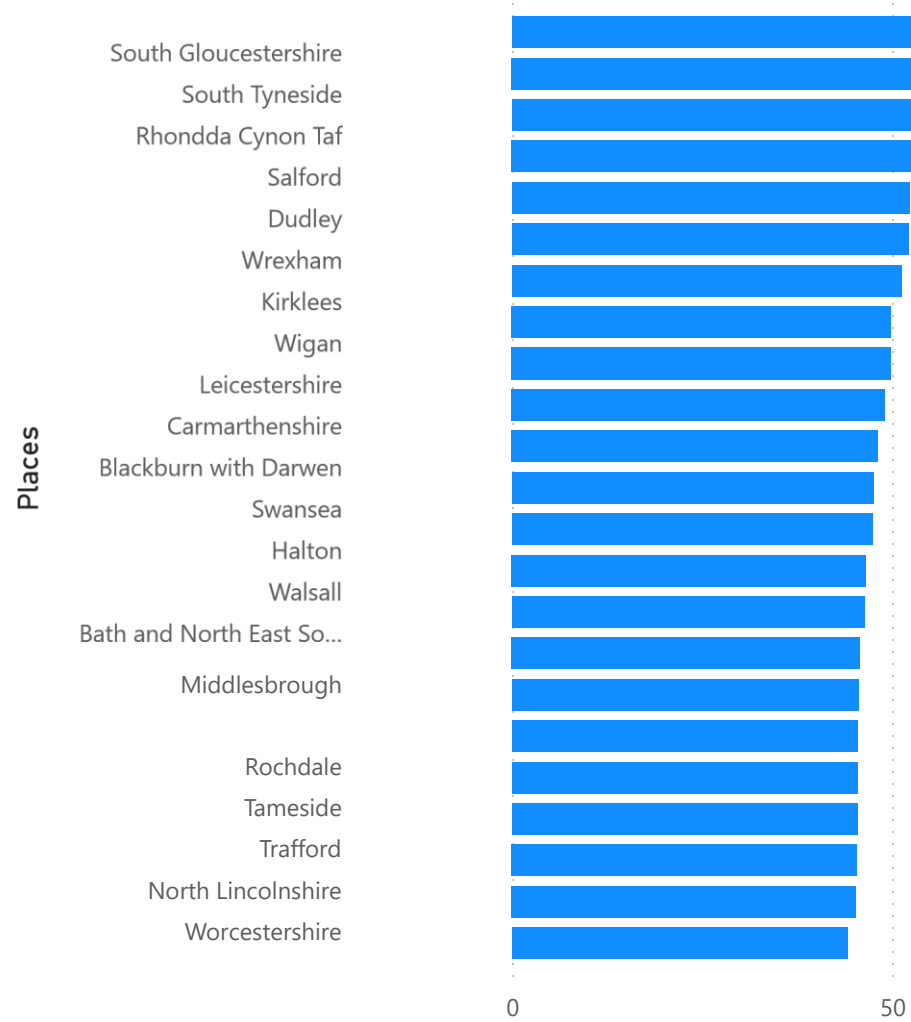
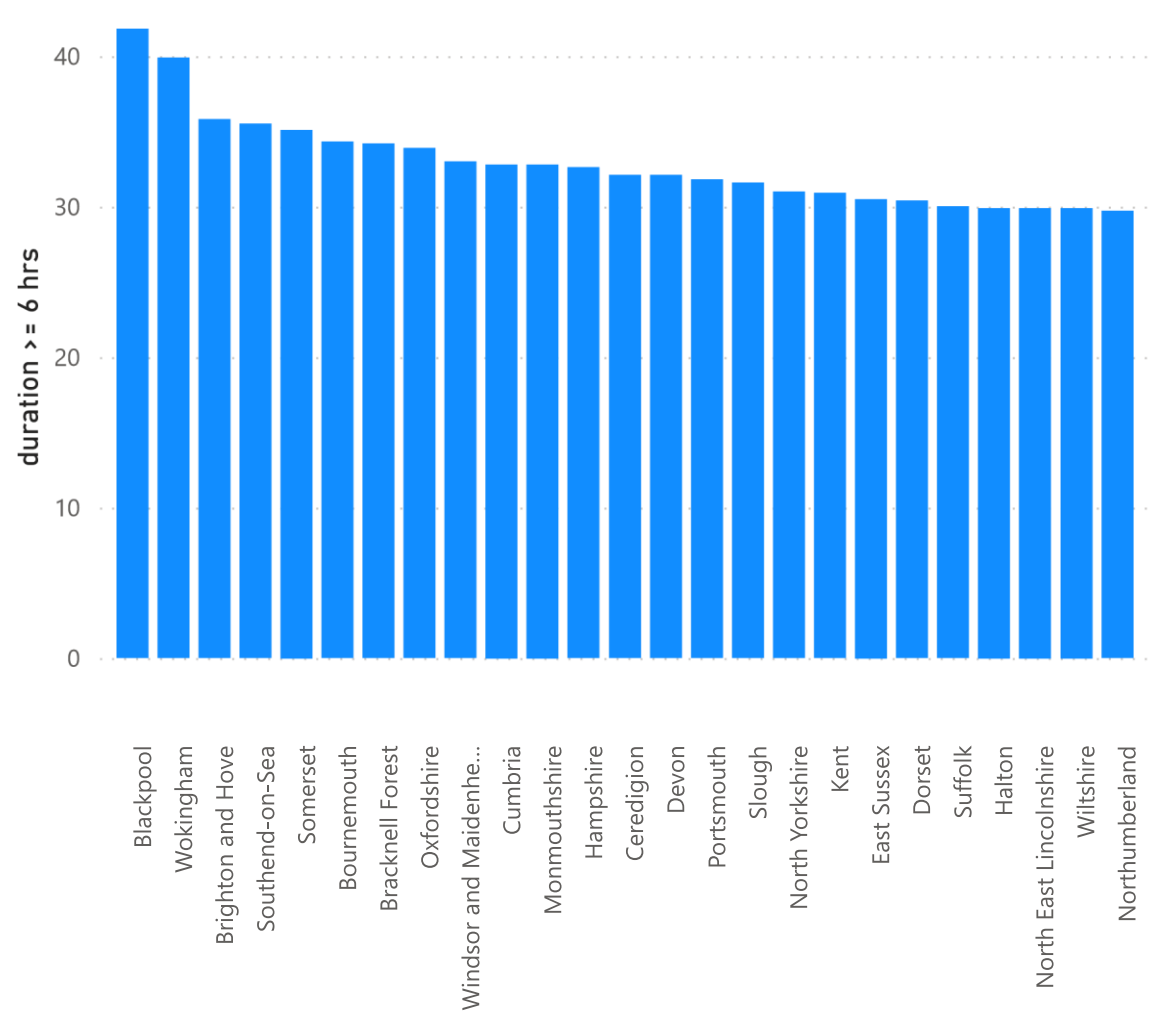
● beauty/health centre/... ● explore an area ● friends or family for l... ● live sporting event ● hobbies, evening cl... ● meal ● night out ● outdoor leisure a... ● other purpose ● Personal event ● special public ...

Places

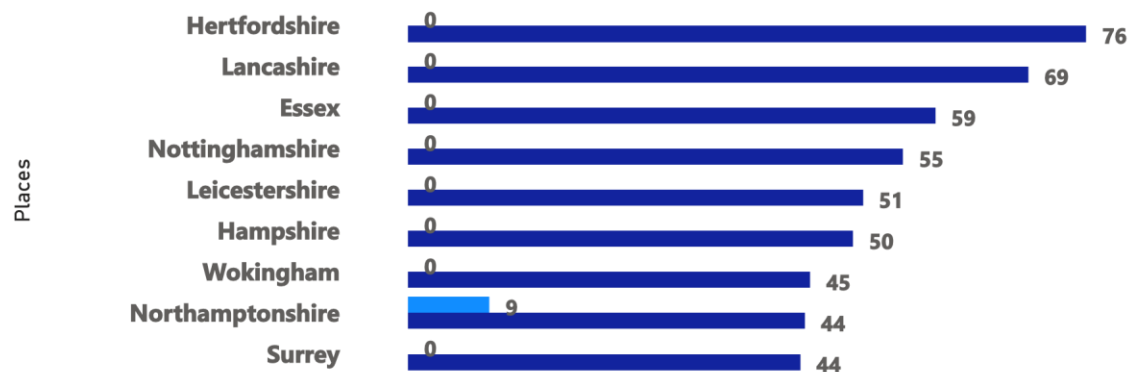


duration >= 6 hrs by Places

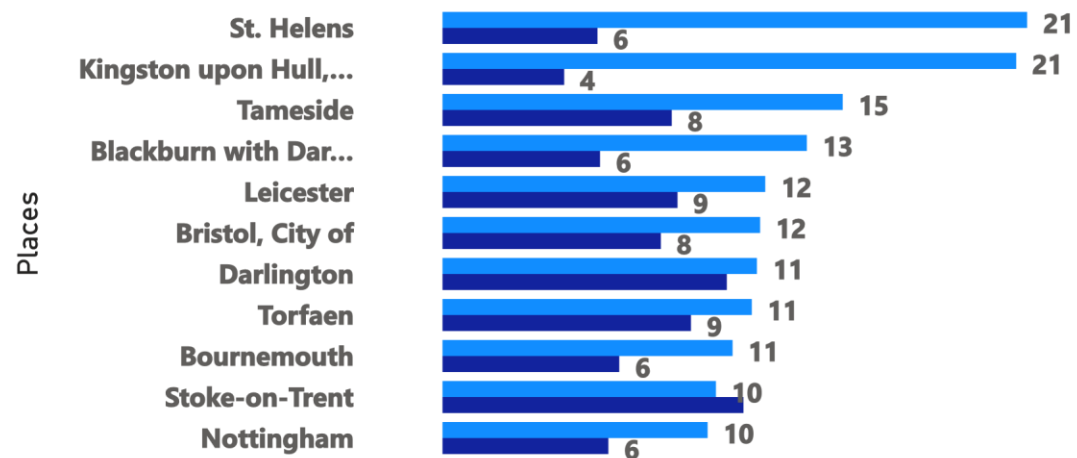
duration 3-4 hrs by Places



● explore an area ● friends or family for leisure



● live sporting event ● meal

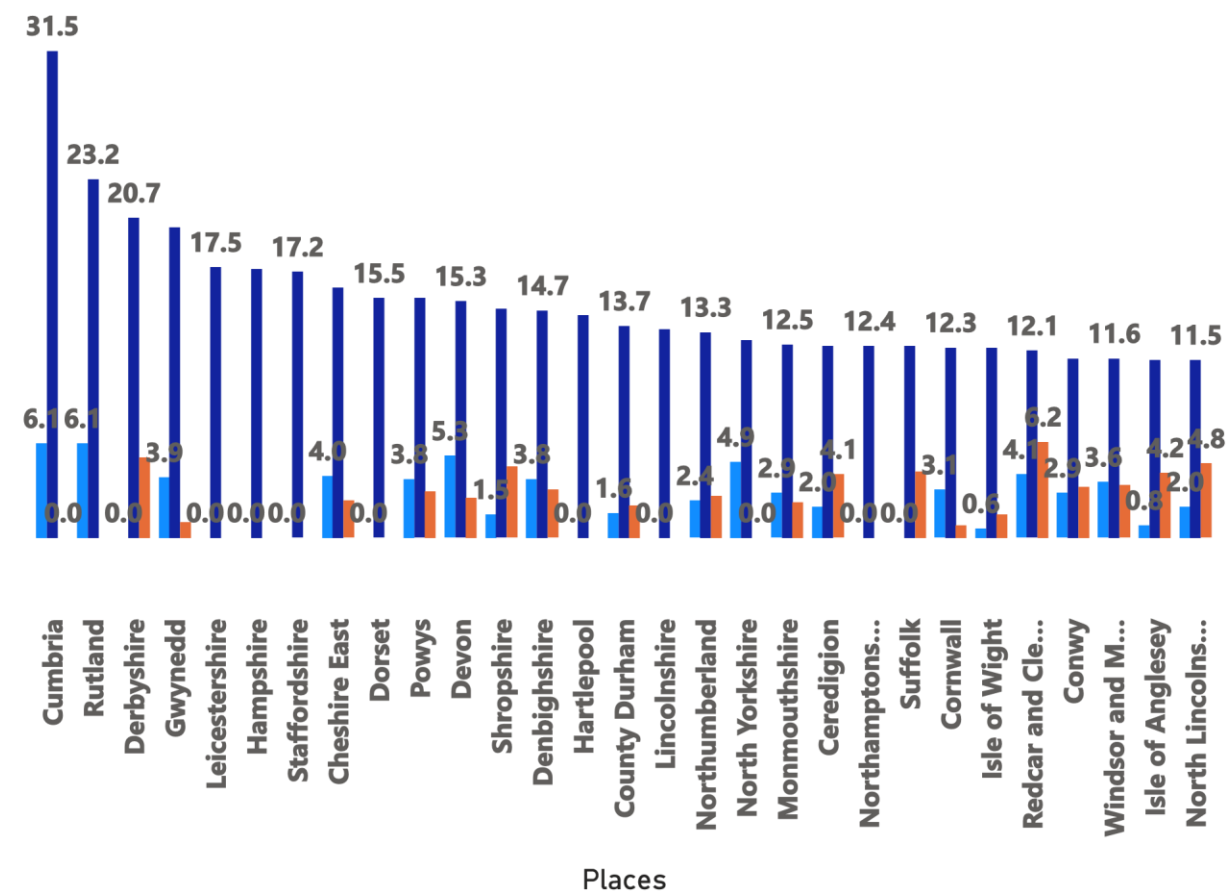


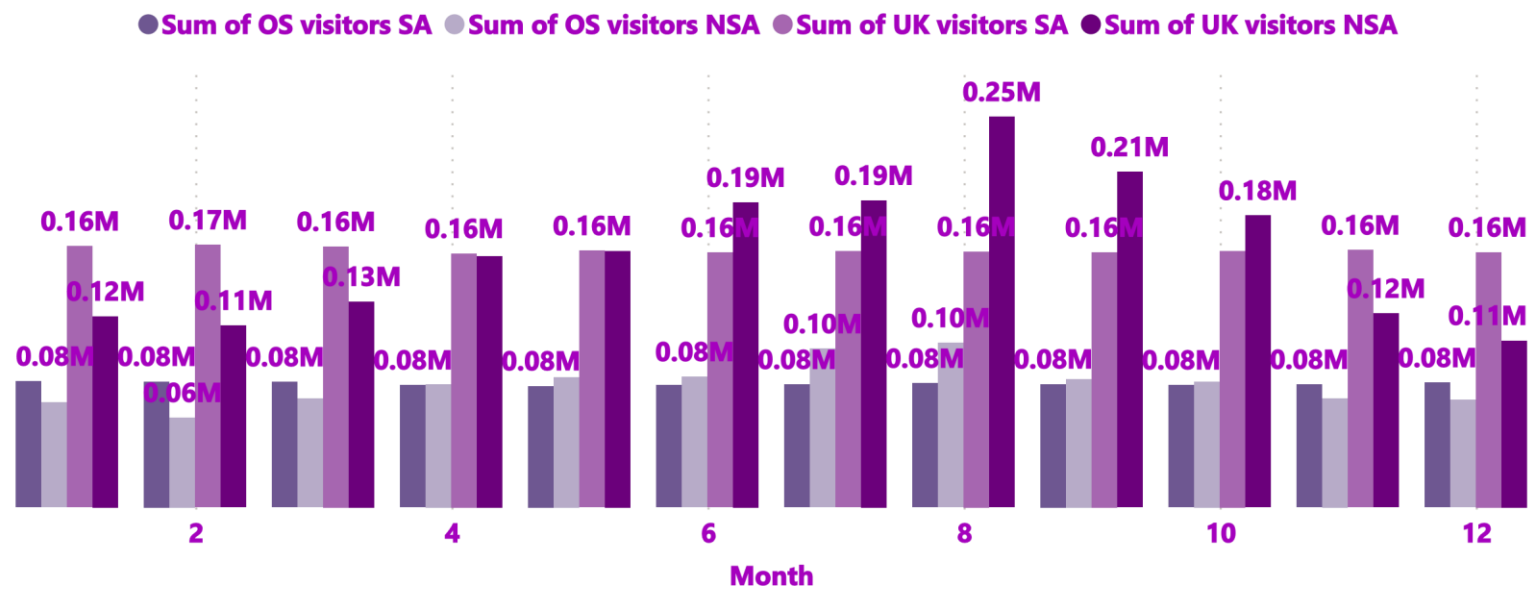
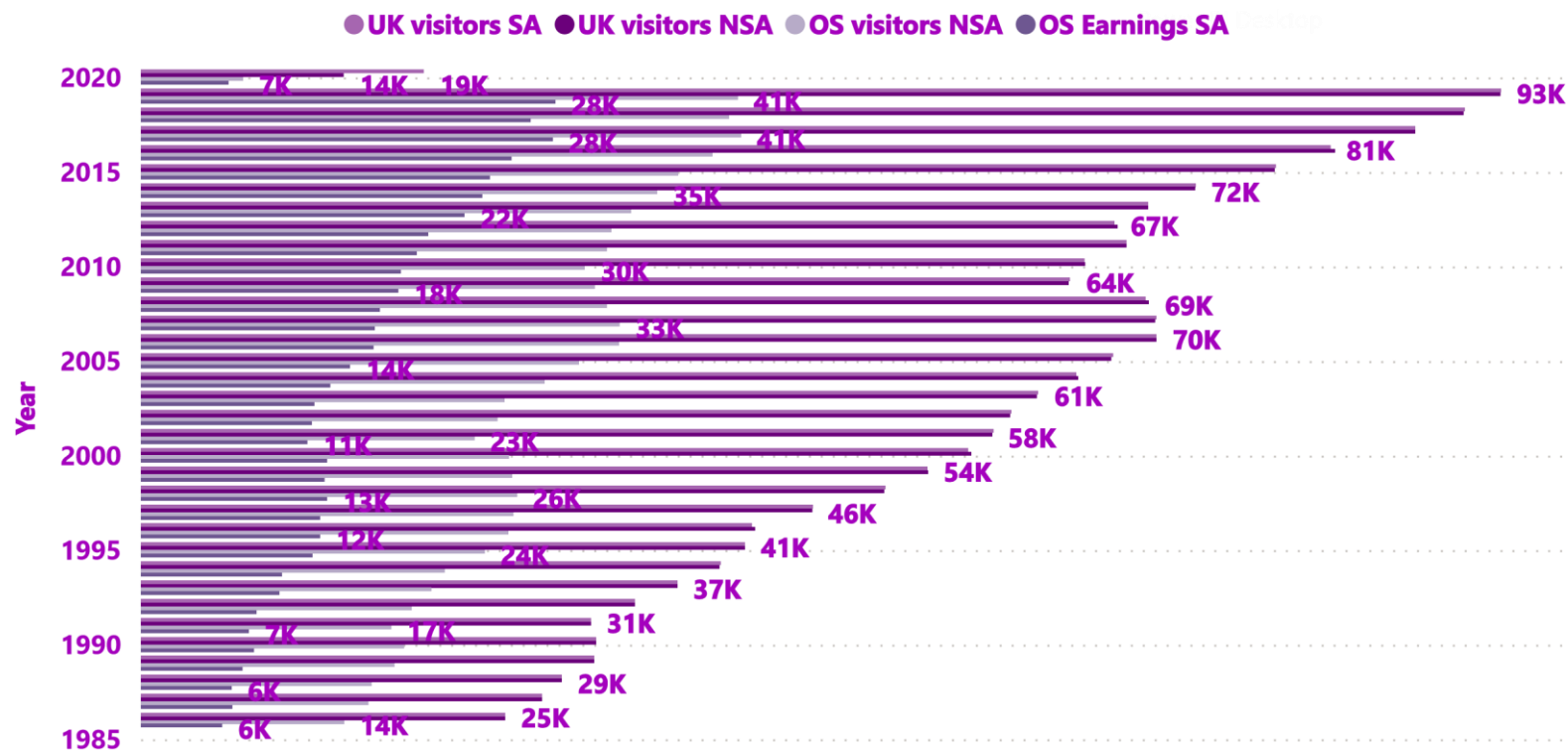
Bolton  
Neath Port Talbot

duration 3-4 hrs

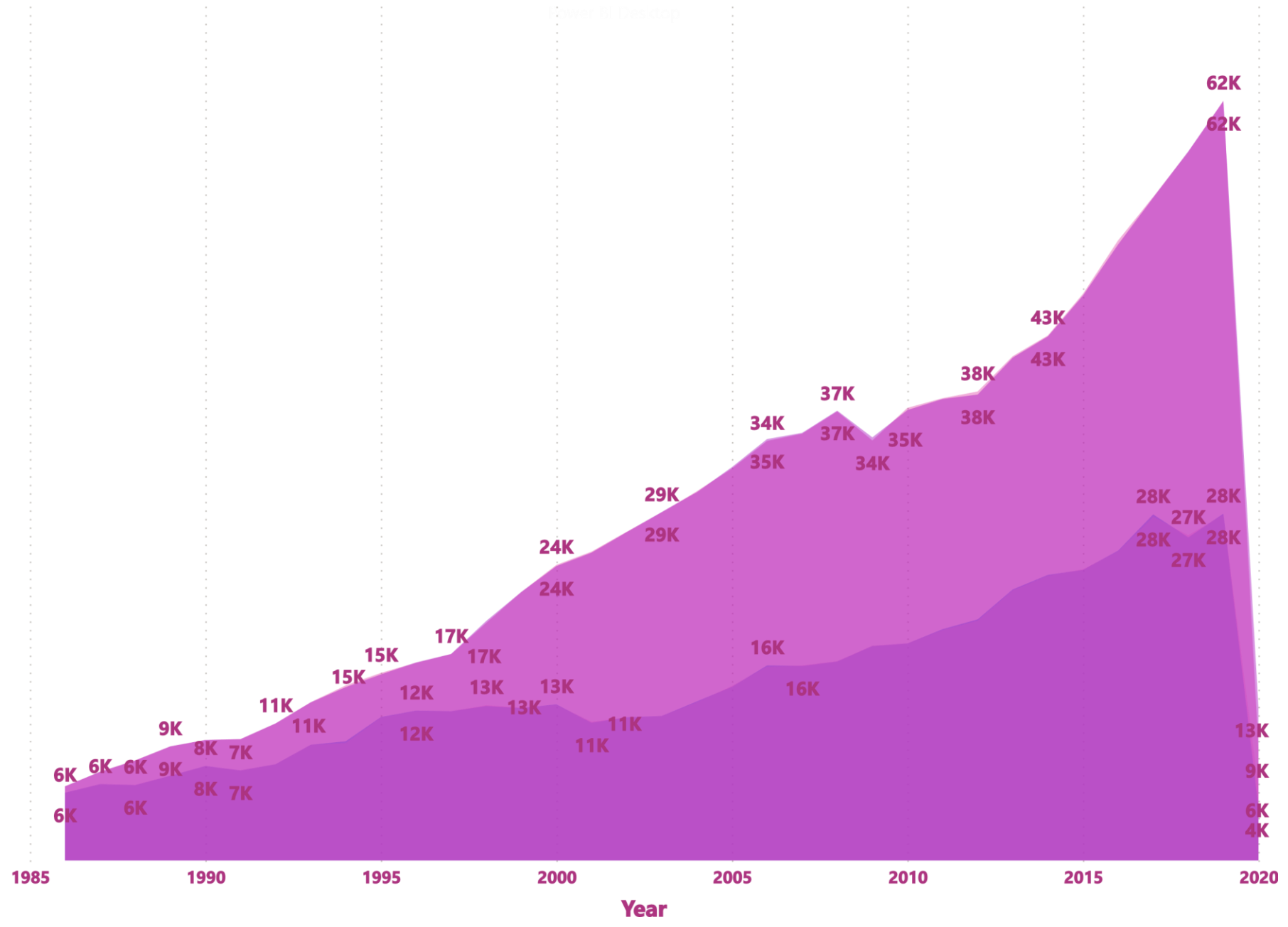
Power BI Desktop

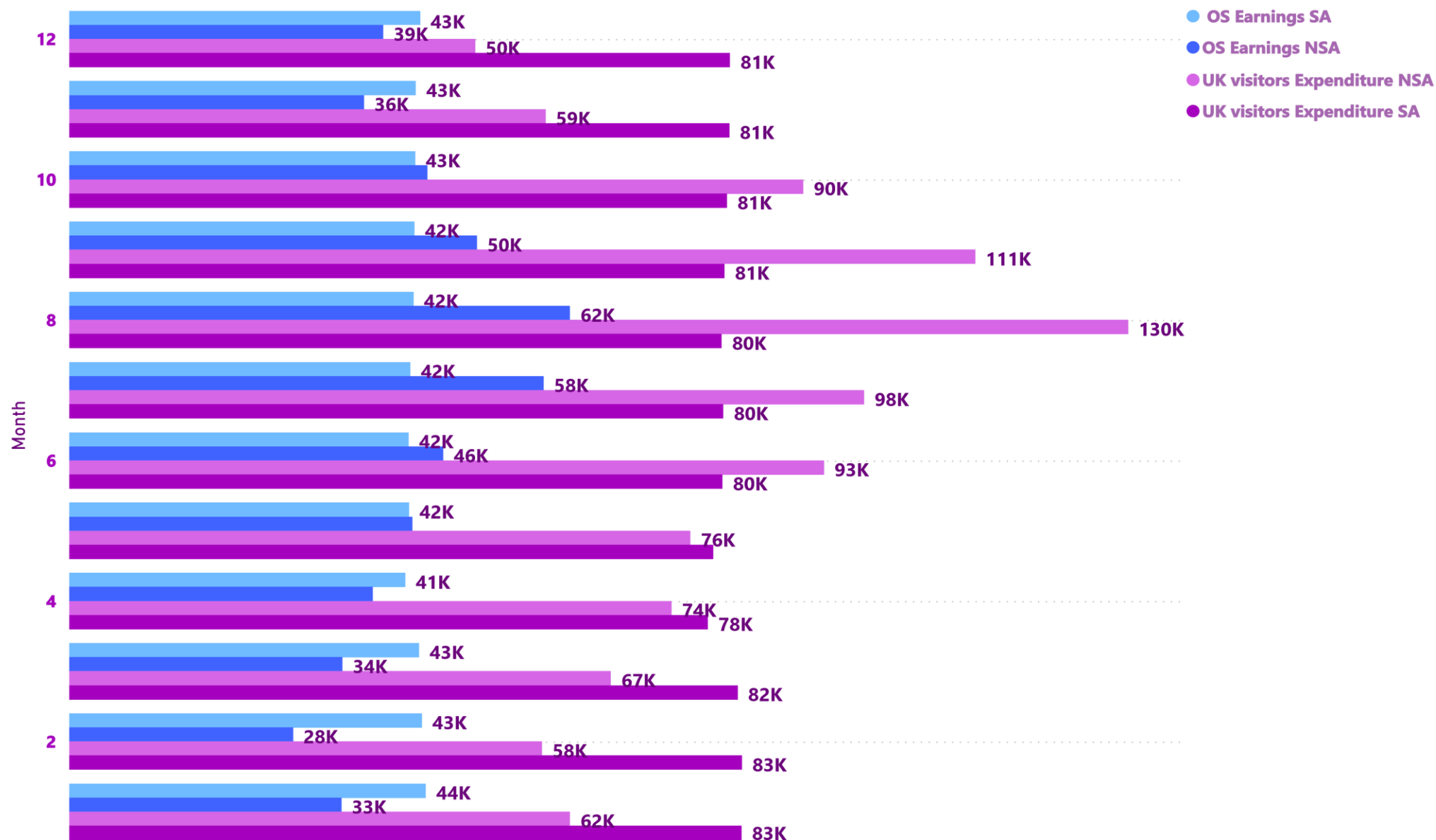
● other purpose ● outdoor leisure activity such as walking, cycling, golf ● Personal event





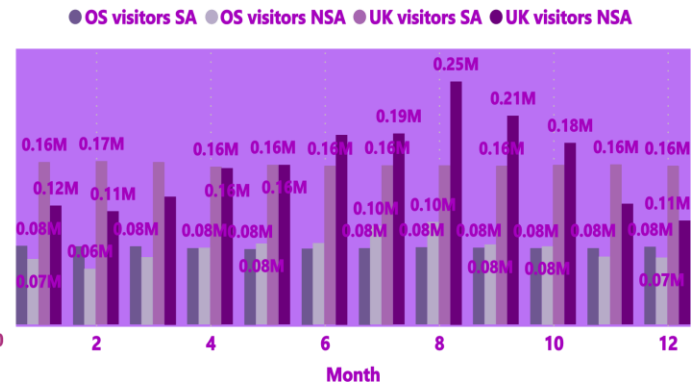
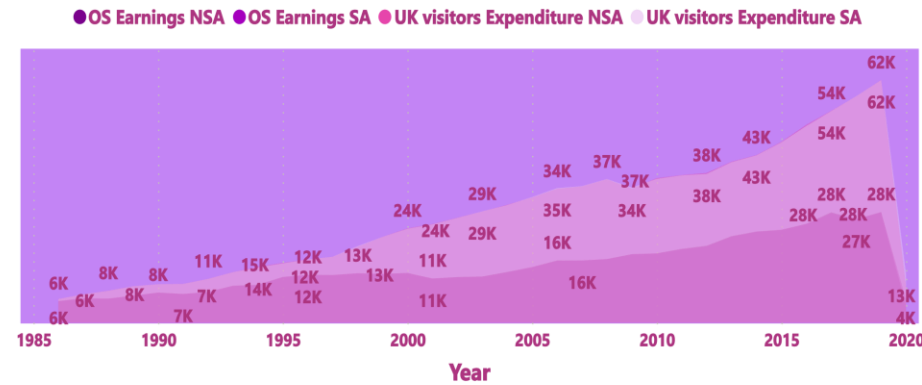
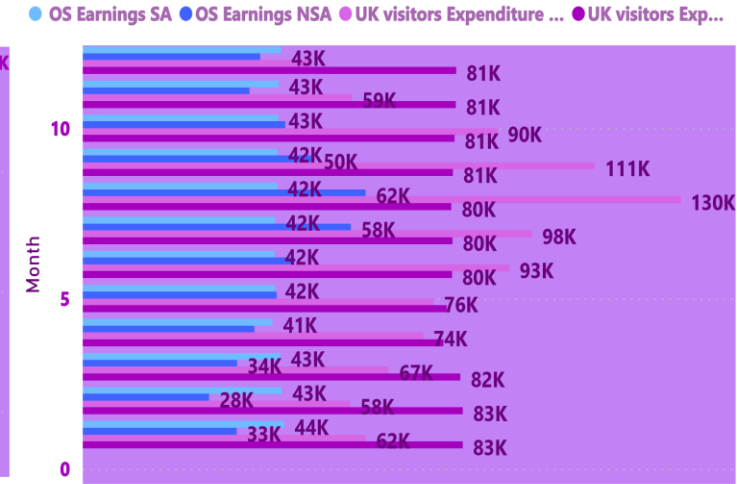
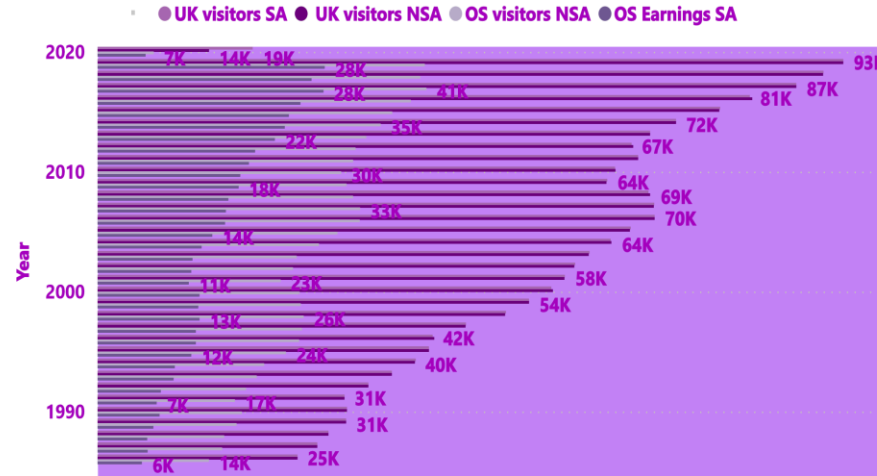
- OS Earnings NSA
- OS Earnings SA
- UK visitors Expenditure NSA
- UK visitors Expenditure SA







## Expenditure and Numbers of Travelers in UK



**Thank you for viewing!**