The Summary for Client

Tanzania Tourism Expenditure Prediction Challenge

Challenge

❖ How much a tourist can spend when visiting Tanzania.

❖ What factors can influence the prediction of total Cost to be spent by tourist when visiting Tanzania?

Approach

By developing Machine Learning Model to estimate the total cost tourist can spend when visiting Tanzania.

Real world Application:
The model can be used by different tour operators and the Tanzania Tourism Board to automatically help tourists across the world estimate their expenditure before visiting Tanzania.

Insights

The greatest predictor of total cost are:

1. Tour arrangement
2. Transport package
3. Accommodation package
4. The total number of people

Earlier suspect was the number of tourist will be the most cost predictor.

Evidence of image attached.

Visualization

FEATURE IMPORTANCE PLOT