Customer Behavior Analysis: Travel Agency Report

1. Executive Summary

Analysis of 107992 interactions across 5,849 unique leads. The data identifies Dubai as the market leader with a 98.7% share of mentions. Overall conversion efficiency stands at 19%.

2. Key Insights

- Top Destination: Dubai (98.7% share)

- Conversion Rate: 19% of unique customers reached 'Purchased' status.

- Target Demographic: Families are the most identifiable active segment.

- Demand Trend: High volume of inquiries for Feb 2026.

3. Methodology

- Privacy: Regex masking for phone numbers and customer ID hashing.

- Processing: Vectorized regex for high-speed cleaning of 1L+ rows.

- Analysis: Rule-based intent classification and cross-tabulation.