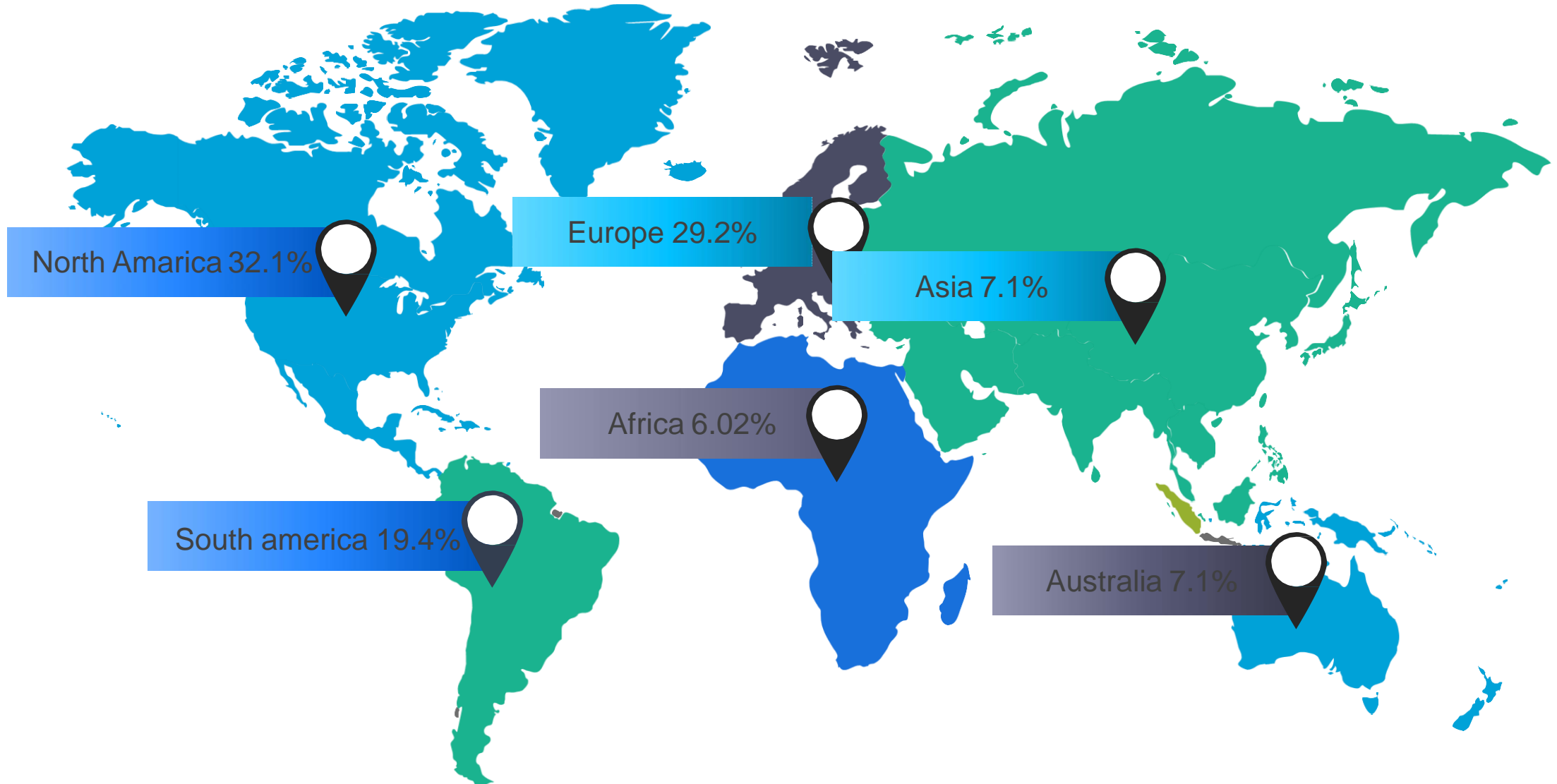


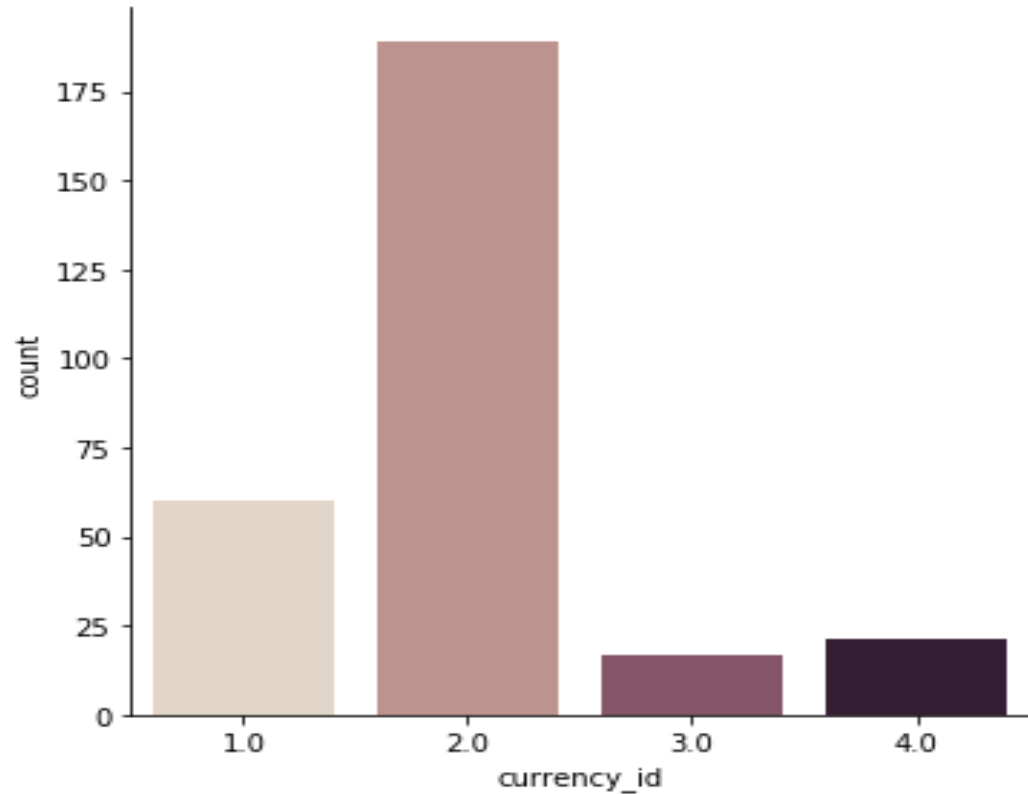
Travel agency data analysis

By:ahmed redwan

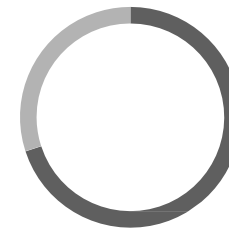
Booking rates for each continent



Currency id analyses

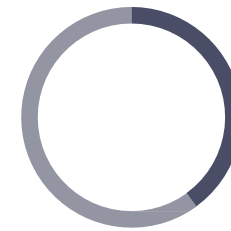


Currency 2



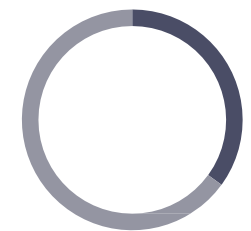
Currency 2 It is the most frequently used currency. The reason may be that more than one country uses the same currency as the European Union

Currency 1



Currency 1 It is a frequently used currency, due to the large number of residents of a country, in addition to the welfare of its residents, such as America

Currency 3,4



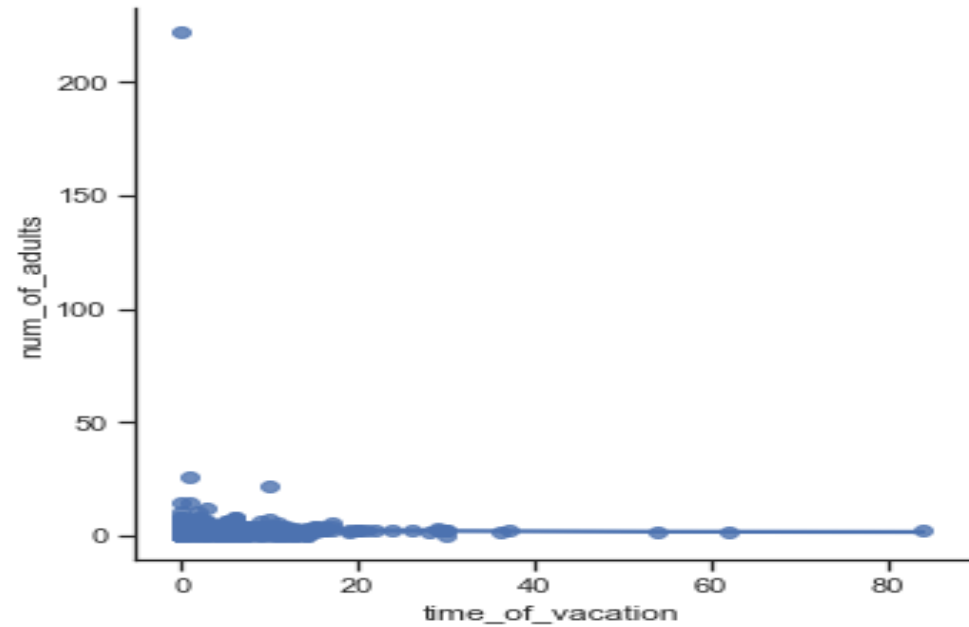
Currency 3,4 They are currencies of little use because of the weak economy and travel movements such as Brazil and Argentina



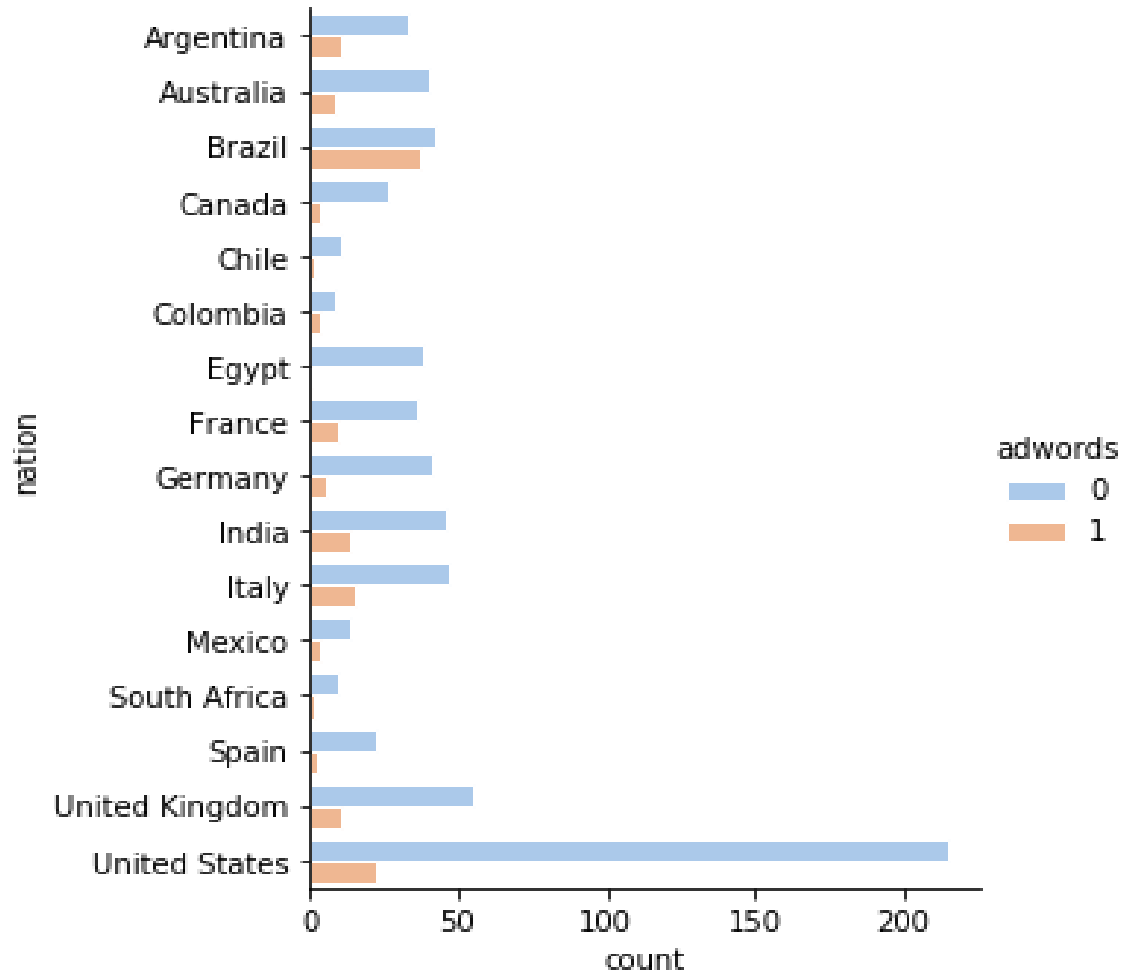
A noticeable
increase in short
travel and a
decrease in long
travel



It is likely that
these were tourist
and leisure trips
for this short
period, due to the
increase in luxury



Confidence in online ads

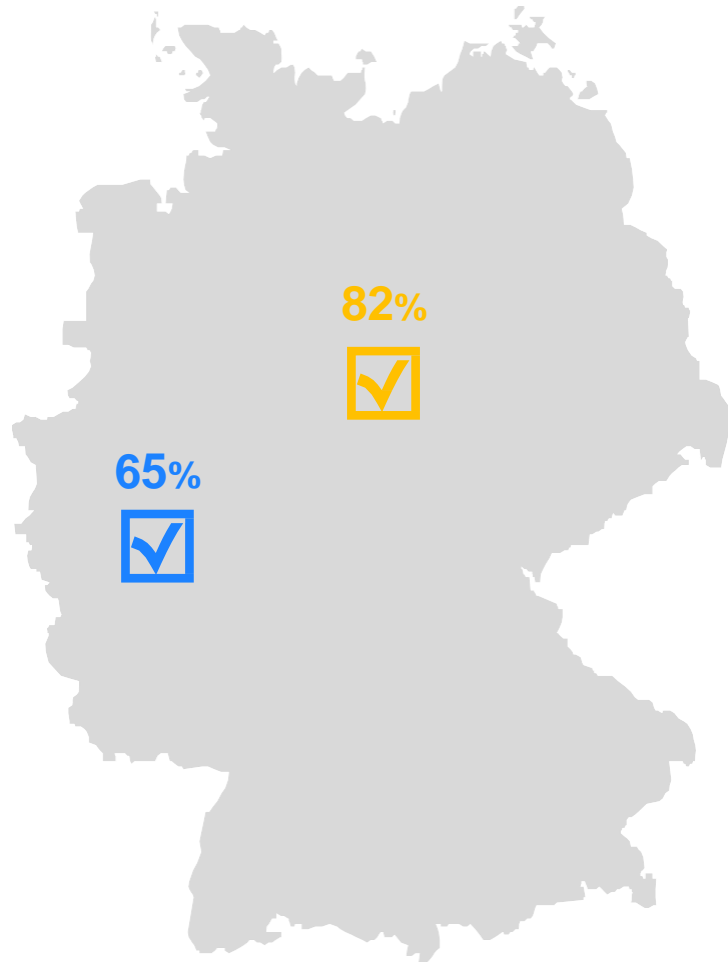


There is confidence in some countries in online advertising like Brazil and Argentina, in contrast to low confidence in some countries such as Canada, Mexico, South Africa and Spain.

And this is likely due to the difference in marketing strategy in these countries or working on marketing platforms that are not appropriate for these countries

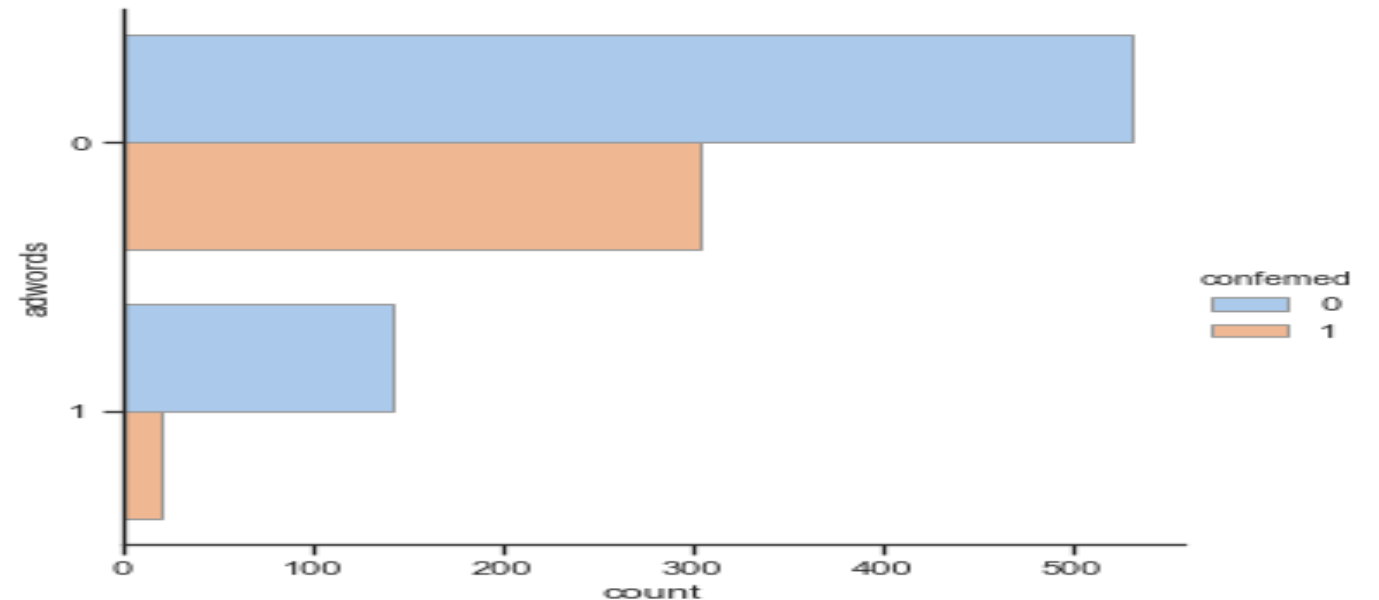


Online advertising and confemed

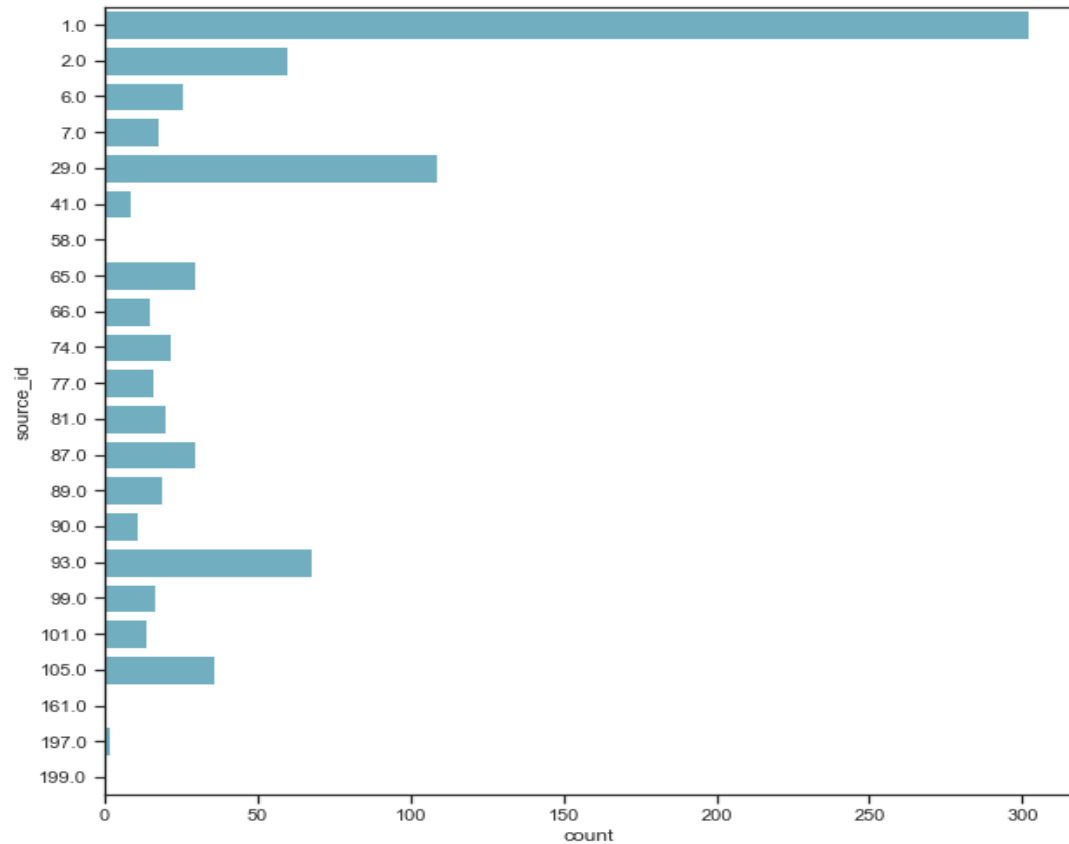


We notice a strong relationship between confemed and online ads

There is an inverse relationship, i.e. the more advertisements increase, the less confemed are due to this unconfidence in online ads or weak marketing strategy.



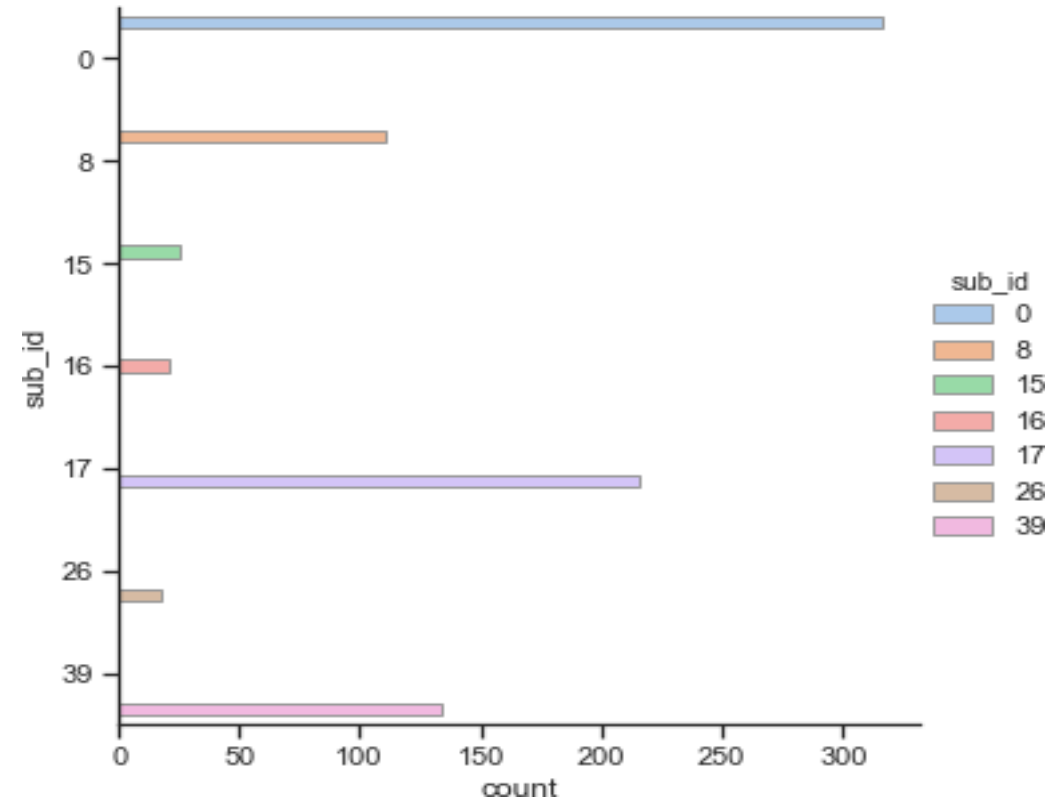
Infographic Style



source id

highest requests resources 1,29,93,105

lowest requests resources 58,161,197,199

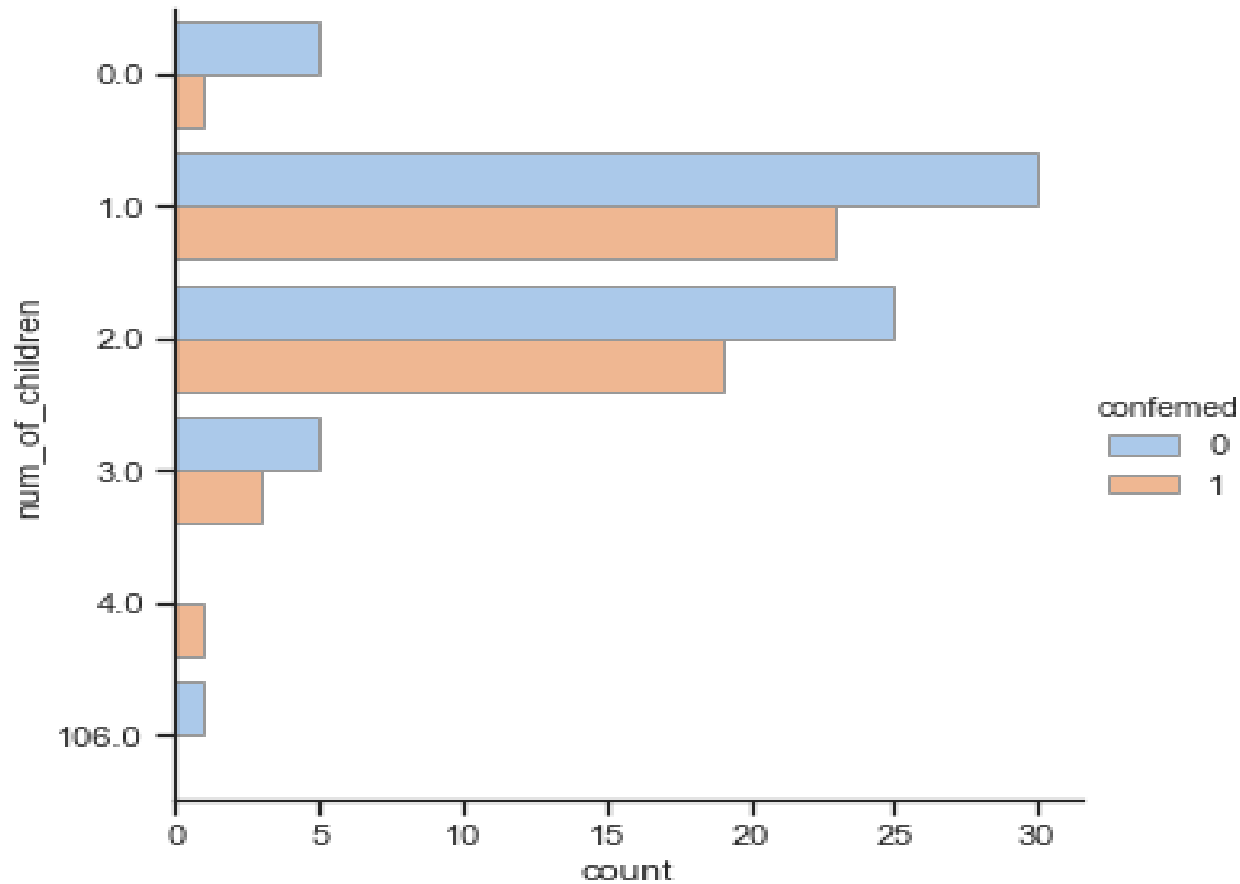


Sub id

highest requests resources 0,17

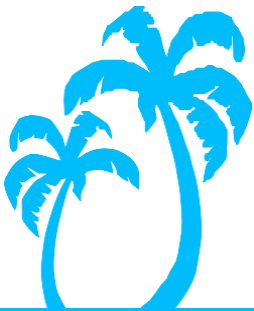
lowest requests resources 15,16

family trips insights

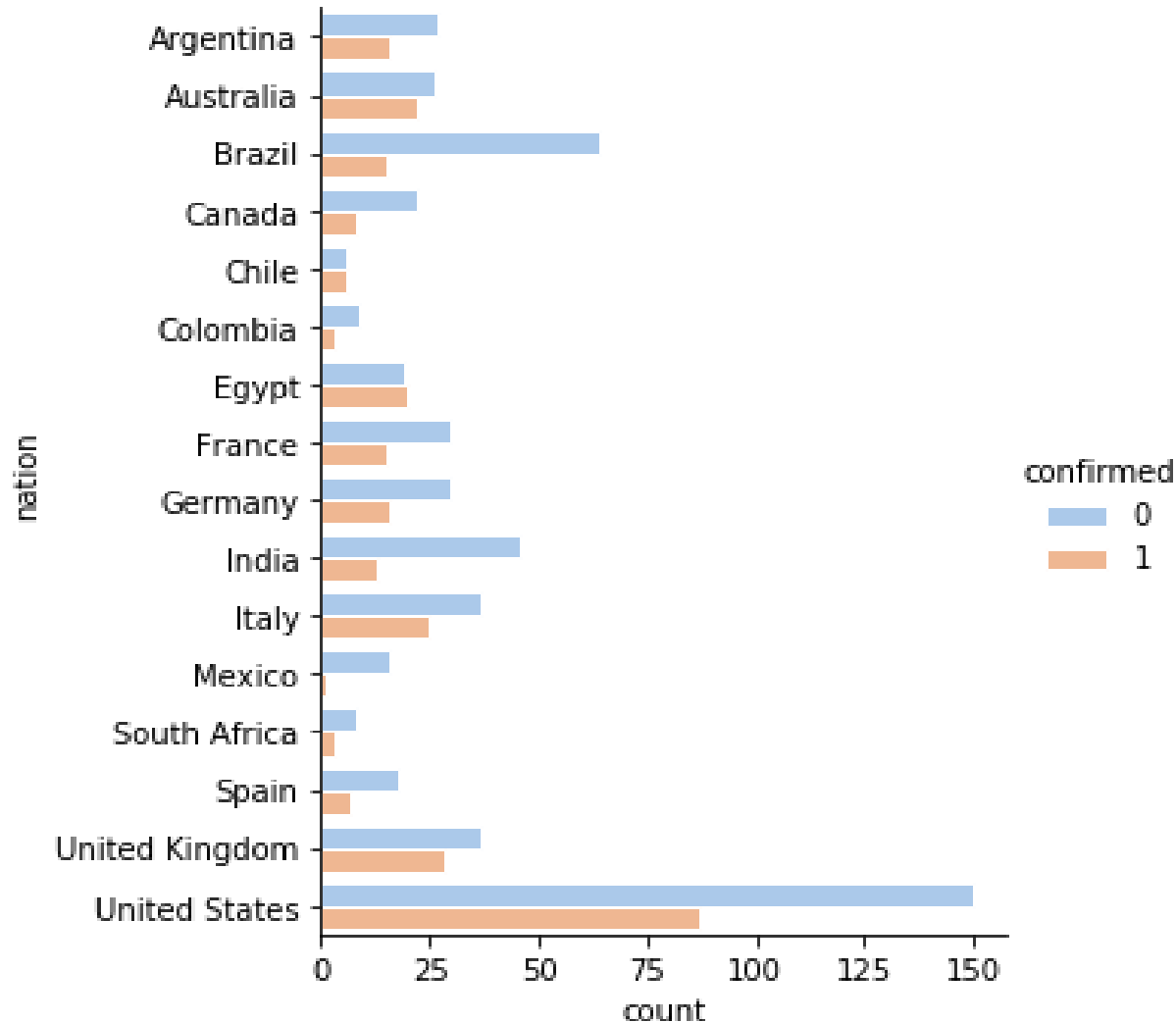


OPPORTUNITIES

The number of confirmations increases when children are present and decreases if a person travels alone



confidence in the brand

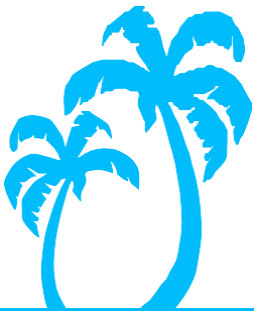


confidence in the brand

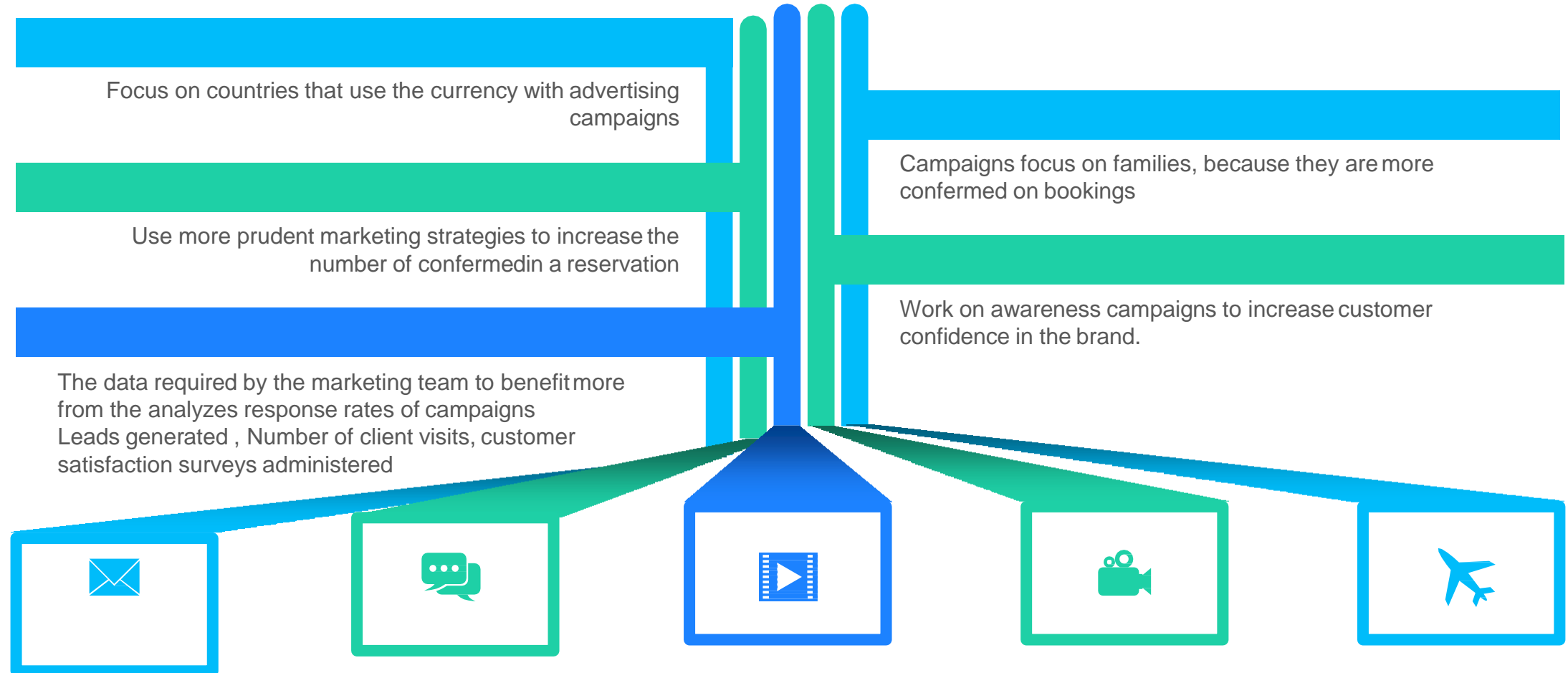
You can There is confidence in the brand in some countries such as Egypt, Chile, Australia simply impress your audience and add a unique zing and appeal to your Presentations.

unconfidence in the brand

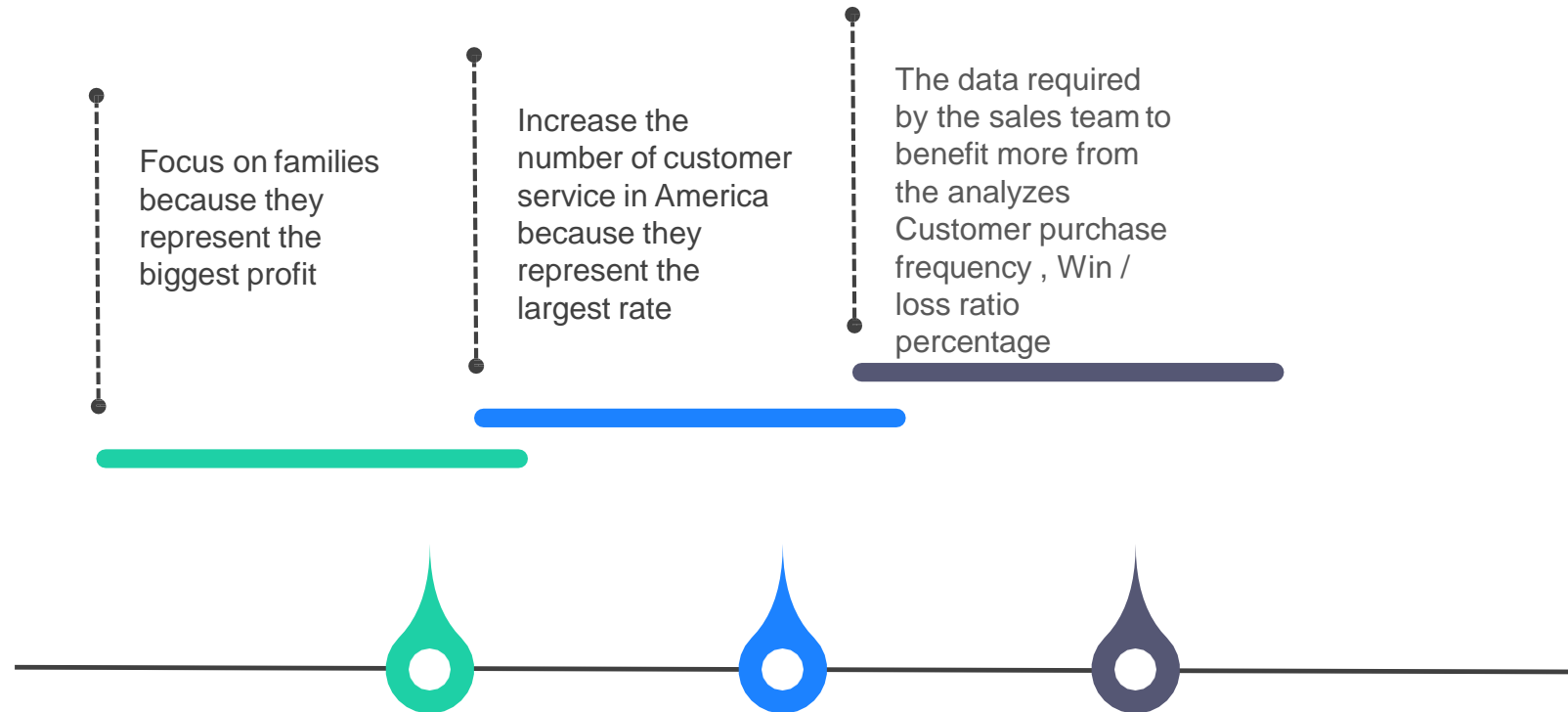
There is a lack of confidence in the brand in some countries, such as India, Mexico and Brazil



Tips for the marketing Team based on the data



Tips for the sales Team based on the data





Thank You