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TRAVEL AGENCY

Report

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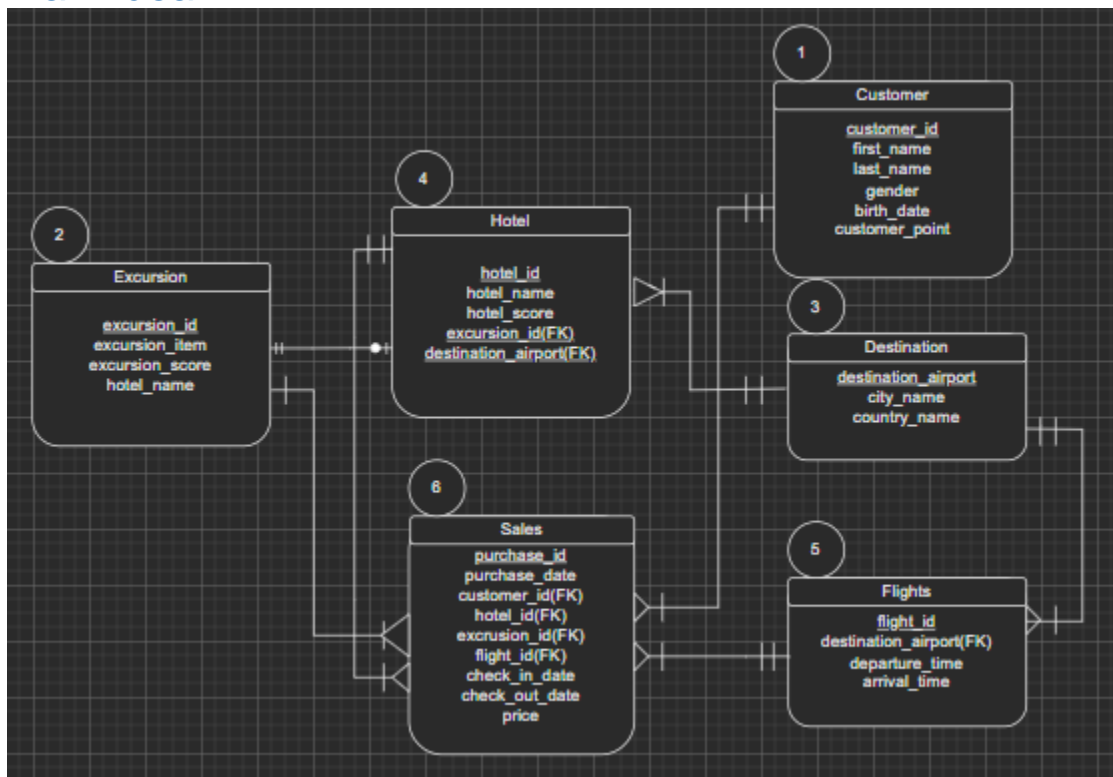
INTRODUCTION

Many industries use a lot of data to enhance their operational efficiency and improve service quality and customer experience. The tourism industry needs the same as all these industries. It is important to understand some characteristics of customers and their interests. For example, "How old are they", "Which destinations are interesting for them" and "How much may they pay for a specific trip plan?" etc.

By answering these questions and analyzing data, the tourism sector will be able to provide better products and services for tourists and define efficient marketing strategies.

In this report, we try to illustrate the characterization of customers and services of this travel agency and it may help you know more about your client's tastes and target markets better.

Main Idea



I design a chart that shows the relation between many data that which agency works with. Numbers are showing the order of making tables.

Our database contains customers' information and all destinations which are connected to hotels and their excursions that can be offered to guests. There is a flight table that contains many flights that can be related to a city, we will discuss it further.

Management's Report

1. Your customers have 65.1 years old on average and it shows you should pay more attention to geriatric matters such as easy-to-access places for the old and handicapped when you offer an excursion or hotel.

	avg_age
▶	65.1

2. There is equality in the sexuality of customers 50% male and 50 % female.

gender	percent
M	50.0000
F	50.0000

3. In the excursion field, Empire State in New York and Persepolis in Shiraz have gotten the highest scores from travelers, and after that Vasa Museum in Stockholm and Toronto's CN Tower are located on top of the table.

city	excursion	excursion_score	hotel
Shiraz	Perspolis	5	Pars
New York	Empire State	5	Bowery
Stockholm	Vasa Museum	4	Generator
Toronto	CN Tower	4	Hilton
Stockholm	The Royal Palace	4	Clarion
Yazd	Dowlat Abad Garden	3	Azadi
Copenhagen	Rosenborg Castle	3	Tivoli
Berlin	Checkpoint Charlie	3	Space Night
Berlin	Berlin Cathedral	3	Cube Lodges
Copenhagen	The Round Tower	3	Parkinn
Malmö	Turning Torso	2	Savoy
Malmö	Malmö Castle	2	Radisson

4. Your agency has the most flight to Swedish cities and after that placed in Iran, Germany, and Denmark.

country	num_of_flight
Sweden	4
Iran	2
Germany	2
Denmark	2
USA	1
Canada	1

5. The most expensive hotel on our list is the Savoy Hotel in Malmö which cost 300 \$ per night and the cheapest one is the Azadi Hotel in Yazd.

hotel	city	fee
Savoy	Malmö	300.0000
Hilton	Toronto	187.5000
Generator	Stockholm	178.5714
Bowery	New York	165.0000
Tivoli	Copenhagen	144.4444
Space Night	Berlin	116.3636
Cube Lodges	Berlin	105.0000
Clarion	Stockholm	100.0000
Pars	Shiraz	100.0000
Azadi	Yazd	75.5000

DATA Preparation for AI & ML

For future use of data in AI & ML, we should transform all the data files into a common format.

We also can explore the dataset by using a data preparation tool like Tableau, Python Pandas, etc.

Then we will clean the data by using mathematical operations. Picking feature variables from the dataset and using the feature selection methods is another step. After all these, we should do Problem formulation.

Here we should pay attention to the point that Data preparation for building machine learning models is a lot more than just cleaning and structuring data.

From this data we can understand which destination is popular and we can develop our market by focusing on them, for example, Shiraz and New York was popular destination it showing our client prefers historical excursions so in the future we can develop our destination. Maybe AI and ML can help us to find more similar destinations.