To:

From: Name.

Subject: Analysis of passengers booking data.

**Introduction**

This report is presenting to you with an analysis of passengers booking information in the year 2011.The main aim of report may help you to increase the revenue of company to successfully start after the COVID-19 pandemic. This report gives all answers of question that you have asked with recommendation and priority area for the company with reasons.

Here, is the analysis of total money spending on holiday’s tour by per passengers in year 2011.

**Question**

1. We are 95% confident that the passenger having age is less than 30 they can spend money between ($1,935.26, $2,830.45), the 30-45 years old passenger i.e. Core group spending money between $2,680.38 and $3,226.60 on holidays, the average total amount spend by the Prime band passenger is in the interval $2,727.70 and $3.879.59 also we are confident that the average total amount spend by the age band Mature and Senior is ($2,2986.34 to $3,725.57) and ($2,914.10 to $3.879.59) respectively.
2. a) The 49.5% of the passengers would like to recommend the company or book a company Cruise and for 50.5% of the passenger may book other cruise.

b) Yes, the delighted group of passengers are more happy than other groups because the proportion for this group is 29.5% and average rating of this group is more than 70.

1. a) The proportion of Total Spending (per person) between $2,500 and $3,500 for each booking type is 34.2% by Solo type , 37.7% by Double Booking type, also the amount spend by Group booking type is 37.3% and booking type Family is 31%.

b) The top 40% satisfaction rating for booking type Solo, Double, Group and family is above the satisfaction rate 72.09, 74.04, 760.2 and 71.84 respectively.

1. a) There is enough evidence to support the claim average satisfaction rate for Female is changed and it is more than 67 but there is no change is the average satisfaction rate of Gender male and other in year 2011.

b) Using the information in the data we say that proportion of booking type Solo, Group and Family it is not equal to 0.25, but only for booking type Double proportion is equal to 0.25.

**Recommendations:**

* We recommend that the company need to book a separate cruise for the different booking types i.e. Solo, Double, Group and Family with minimum coast, it will help to attract passengers and also increases the customer satisfaction rating. Solo and Family booking type passenger interested to spend more money on Cabin type i.e. Solo type spend average $1,421and Family spend on an average $1,628 on cabin type.
* The maximum average revenue come from the mature and senior age group than other age group so company may provide some separate package of holiday for this age. Average revenue from mature and senior group is $3,355.956 and $3,396.8424 respectively.

**Priority area:**

* The sum of total spending for prime and core age band is more but they are unimpressed with the company service so company need to focus on prime and core age group people also focus on solo and family booking type because average satisfaction rate is less 50.

**Conclusion:**

The report gives all answers for the question that have been asked to me. It gives you a two recommendations that company should target to Mature and senior passenger because they are spending more money on holidays and one priority area that’s the company need to provide the better service for a group unimpressed passengers. All the required analysis provided in the Excel file.

I hope I meet to your expectation.