

WANDERLUST ADVENTURES



BY

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ABOUT COMPANY

Wanderlust Adventure is a modern travel company dedicated to creating unforgettable journeys for explorers around the world. We believe that travel is more than just visiting a place – it's about discovering cultures, making memories, and finding connections that last a lifetime.

OBJECTIVE

This analysis aims to utilize the travel dataset to generate actionable business insights that enhance decision-making. It focuses on analyzing customer demographics to identify key age groups, genders, and nationalities among travelers; uncovering popular destinations and travel trends across seasons and years; examining spending behaviors on accommodation and transportation to highlight patterns across demographics and destinations; and segmenting customers into distinct groups such as family, solo, or business travelers to support personalized marketing campaigns. Through these insights, the business can strengthen customer engagement, optimize offerings, and drive sustainable growth.

Data Bucketing Framework for Analysis

To enable deeper insights and segmentation, the data has been categorized using the following structured buckets:

Variable	Segment/Group	Description
Age Segmentation	Young Adult(<30)	Individual age below 30
	Adult (31-45)	Individual age between 31-45
	Senior Adult 46+	Individual age above 46 +
Accomodation Cost Bucket(₹)	Budget(< 2,000)	Less than 2,000
	Standard(2,001 - 4,000)	Price between 2,001 to 4,000
	Premium(4,001 - 6,000)	Price between 4,001 to 6,000
	Luxury(6,001 +)	Price above 6,001
Transportation Cost Bucket(₹)	Low(< 750)	Price below 750
	Medium(751-1,500)	Price between 751-1,500
	High(1,501-2,250)	Price between 1,501-2,250
	Very High(2,251 +)	Price above 2,251

This classification allows for more targeted analysis of customer behaviour, spending patterns, and market segmentation.

KEY INSIGHTS

1. Destination Trends

► **Paris is the Top Destination**

Among all analysed trips, **Paris emerged as the most frequently visited destination**, indicating strong traveller interest and repeat visits.

2. Traveler Demographics

► **Dominant Segments Identified**

Two primary traveller segments stood out:

► **Female Young Adults (20–30 years)**

► **Male Adults (31–45 years)**

These segments accounted for the majority of bookings, offering valuable targeting opportunities for promotions and tailored experiences.

Underrepresented Groups

► **Male Young Adults (<30 years)**

► **Senior Travelers**

These groups had significantly fewer bookings, indicating a potential gap in appeal or accessibility



▶ 3. Accommodation Preferences

▶ Hotels Are the Leading Choice

A large majority of travellers preferred **hotels**, followed by **Airbnb**.

▶ Low Usage of Niche Options

Alternative accommodations like **riads** and **guesthouses** were minimally utilized, suggesting limited demand or awareness.

▶ 4. Transportation Choices

▶ Flights Are the Dominant Mode

The most popular form of transportation was **flights**, especially those priced in the **₹751–1,500** range.

▶ Secondary Modes

Trains and **car rentals** also featured in trip bookings but to a lesser extent.

▶ 5. Seasonality and Peak Travel Periods

▶ High Travel Months Identified

▶ September 2022

▶ August 2023

These periods showed the highest travel volumes, offering clear signals for demand forecasting and resource planning.

DASHBOARD

Total Trips

137

Avg Transportation Charges
(₹)

640.47

Avg Accommodation Charges
(₹)

1.25K

Most Travelled Destination

Paris

Date

20-06-2021



29-05-2025



Gender VS Age

● Adult ● Senior ● Young



Accommodation Type

Accommodation Type	Total
Hotel	60
Airbnb	30
Hostel	24
Resort	14
Villa	4
Vacation rental	3
Guesthouse	1
Riad	1

Destination



Count of End date by Year and Month



Transportation Type VS Transportation Cost

● High ● Low ● Medium ● Very High



STRATEGIC RECOMMENDATIONS

- ▶ **1. Target Key Demographics**
- ▶ **Focus on High-Engagement Segments:**
Direct marketing efforts toward **Female Young Adults (20–30)** and **Male Adults (31–45)** through:
 - ▶ Personalized campaigns
 - ▶ Social media promotions
 - ▶ Age-appropriate travel packages
- ▶ **Retention Strategies:**
Introduce loyalty programs, referral bonuses, and targeted communication to encourage repeat bookings.
- ▶ **2. Leverage Paris as a Flagship Destination**
- ▶ **Destination Marketing Campaigns:**
Launch focused campaigns highlighting **Paris**, positioning it as a premier experience.
- ▶ **Bundled Offers and Discounts:**
Promote seasonal and bundled travel packages (e.g., flight + hotel + attraction passes).
- ▶ **Partnership Expansion:**
Collaborate with **Paris-based hotels, museums, and tour operators** for exclusive deals and cross-promotions.



▶ 3. Optimize Accommodation Portfolio

▶ **Prioritize Hotel Partnerships:**

Strengthen relationships with popular hotel chains and boutique hotels.

▶ **Monitor Emerging Trends:**

Keep track of user behaviour to identify any rising demand for **Airbnb** or alternative accommodations.

▶ **Enhance Booking Flexibility:**

Offer flexible check-in/out times, cancellation policies, and curated listings for improved user experience.

▶ 4. Enhance Transportation Partnerships

▶ **Airline Collaborations:**

Form alliances with low-to-mid cost airlines offering tickets in the **₹751–1,500** bracket.

▶ **Offer Loyalty or Cashback Perks:**

Incentivize bookings with cashback, frequent flyer miles, or travel points.

▶ **Expand Multimodal Packages:**

Provide seamless integration of flights, trains, and car rentals for convenience.



▶ **5. Strategic Planning for Peak Periods**

▶ **Anticipate High Demand in August and September:**

Increase staff support, inventory, and backend capacity.

▶ **Early-Bird Offers:**

Launch campaigns 2–3 months in advance for popular travel months to drive early engagement.

▶ **Scalable Customer Support:**

Prepare scalable support (chatbots, extended service hours) to handle increased inquiries.

▶ **6. Refine Offerings for Underrepresented Segments**

▶ **Explore the Needs of Male Young and Senior Travelers:**

Conduct surveys, focus groups, or social listening to identify barriers or preferences.

▶ **Design Targeted Packages:**

▶ For **Male Young Adults**: Emphasize adventure travel, nightlife, or budget-friendly experiences.

▶ For **Seniors**: Focus on wellness retreats, guided tours, and accessibility features.

▶ **Promote Through Niche Channels:**

Use demographic-specific platforms (e.g., retirement communities, youth forums) to reach these audiences.

CONCLUSION

This analysis highlights clear trends in destination preferences, traveler profiles, and seasonal behaviors. By implementing the outlined recommendations, the organization can strengthen its market position, improve customer engagement, and drive sustained growth. These strategies have the potential to boost sales by up to 15%, underscoring the tangible value of data-driven decision-making. Continuously updating insights with fresh data will ensure ongoing relevance, agility, and competitiveness in the dynamic travel landscape.