**Families Analysis – Conclusions**

We have been asked to compare and analyze bookings that involve children (considered ‘family’) against bookings without and evaluate their impact on the total number of bookings.

If we look at the difference per country, it seems as though there is a vast difference between the total number of bookings compared to those with children in Portugal, however this amount is higher than total bookings for any other country. For this reason, Portugal must be considered as an outlier as it doesn’t reflect the average countries stats. In Germany or France for example, it may be wise to try and bump up the family bookings through various methods, as the daily average price for family booking is higher than that of non-family bookings.

We can also see that most bookings are made through online travel agencies. We learn though, that family bookings are much more dependent on those and thus have more significance in bringing in families as potential clients.

Even though our data is partial and only consists of 1 whole year, we can still conclude that most bookings are made in the summertime and see a slight drop near autumn. This, combined with the median number of days booked in advance, means that most cruises will be booked for the fall for both family and non-family groups. We should consider focusing on family cruises during this period to maximize profit.

Using our existing data, we have predicted a forecast for the following 3 years that sees a vast gain in total bookings but a much leaner gain in family bookings. Maybe we should consider a change in tactic to further enlarge the family bookings out of the total bookings, for it is much more profitable.

Overall, a few insights could be extracted from the existing data, however I believe that in order to be more precise and to deepen our understanding of how to profit from these bookings, we need the relevant information for longer periods of time.