



Destination Travel Analysis

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March 2024



INTRODUCTION

This is a data analysis project which includes travel information, destination, travel dates, duration of the trip, traveler demographics. The primary objective is to understand the impact of choices & how to create tailored travel packages that meet the needs and preferences of different travelers.

.PROCESS WORKFLOW.



Step
1

Collecting & preparing Dataset

Step
2

Cleaning & Transformation of Data

Step
3

Analysis & Visualization

Step
4

Recommendation & Conclusion

PROBLEM STATEMENT

This study aims to provide insights which can be helpful for travel-related businesses, Identify the most popular transportation, accommodation type among travelers and its average cost.

The most travel destinations by gender and nationality.
This will be helpful for providers of these services to customers.

UNCLEAN DATA

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC
1	Trip ID	Destination	Start date	End date	Duration	Traveler name	Traveler age	Traveler gender	Traveler nationality	Accommodation	Accommodation cost	Transportation	Transportation cost																
2	1	London, UK	5/1/2023	5/8/2023	7	John Smith	35	Male	American	Hotel	1200	Flight	600																
3	2	Phuket, Thailand	6/15/2023	6/20/2023	5	Jane Doe	28	Female	Canadian	Resort	800	Flight	500																
4	3	Bali, Indonesia	7/1/2023	7/8/2023	7	David Lee	45	Male	Korean	Villa	1000	Flight	700																
5	4	New York, USA	8/15/2023	8/29/2023	14	Sarah Johnson	29	Female	British	Hotel	2000	Flight	1000																
6	5	Tokyo, Japan	9/10/2023	9/17/2023	7	Kim Nguyen	26	Female	Vietnamese	Airbnb	700	Train	200																
7	6	Paris, France	10/5/2023	10/12/2023	7	Michael Brown	42	Male	American	Hotel	1500	Flight	800																
8	7	Sydney, Australia	11/1/2023	11/8/2023	7	Emily Davis	33	Female	Australian	Hostel	500	Flight	1200																
9	8	Rio de Janeiro, Brazil	1/5/2024	1/12/2024	7	Lucas Santos	25	Male	Brazilian	Airbnb	900	Flight	600																
10	9	Amsterdam, Netherlands	2/14/2024	2/21/2024	7	Laura Jansen	31	Female	Dutch	Hotel	1200	Train	200																
11	10	Dubai, United Arab Emirates	3/10/2024	3/17/2024	7	Mohammed Ali	39	Male	Emirati	Resort	2500	Flight	800																
12	11	Cancun, Mexico	4/1/2024	4/8/2024	7	Ana Hernandez	27	Female	Mexican	Hotel	1000	Flight	500																
13	12	Barcelona, Spain	5/15/2024	5/22/2024	7	Carlos Garcia	36	Male	Spanish	Airbnb	800	Train	100																
14	13	Honolulu, Hawaii	6/10/2024	6/18/2024	8	Lily Wong	29	Female	Chinese	Resort	3000	Flight	1200																
15	14	Berlin, Germany	7/1/2024	7/10/2024	9	Hans Mueller	48	Male	German	Hotel	1400	Flight	700																
16	15	Marrakech, Morocco	8/20/2024	8/27/2024	7	Fatima Khelifi	26	Female	Moroccan	Riad	600	Flight	400																
17	16	Edinburgh, Scotland	9/5/2024	9/12/2024	7	James MacKenzie	32	Male	Scottish	Hotel	900	Train	150																
18	17	Paris, France	9/1/2023	9/10/2023	9	Sarah Johnson	30	Female	American	Hotel	\$900	Plane	\$400																
19	18	Bali, Indonesia	8/15/2023	8/25/2023	10	Michael Chen	28	Male	Chinese	Resort	\$1,500	Plane	\$700																
20	19	London, UK	7/22/2023	7/28/2023	6	Olivia Rodriguez	35	Female	British	Hotel	\$1,200	Train	\$150																
21	20	Tokyo, Japan	10/5/2023	10/12/2023	7	Kenji Nakamura	45	Male	Japanese	Hotel	\$1,200	Plane	\$800																
22	21	New York, USA	11/1/2023	11/8/2023	7	Emily Lee	27	Female	American	Airbnb	\$600	Bus	\$100																
23	22	Sydney, Australia	12/5/2023	12/12/2023	7	James Wilson	32	Male	Australian	Hotel	\$1,000	Plane	\$600																
24	23	Rome, Italy	11/1/2023	11/8/2023	7	Sofia Rossi	29	Female	Italian	Airbnb	\$700	Train	\$80																
25	24	Bangkok, Thailand	9/15/2023	9/23/2023	8	Raj Patel	40	Male	Indian	Hostel	\$400	Plane	\$500																
26	25	Paris, France	10/1/2023	10/10/2023	9	Lily Nguyen	24	Female	Vietnamese	Hotel	\$1,400	Train	\$100																
27	26	Hawaii, USA	8/1/2023	8/10/2023	9	David Kim	34	Male	Korean	Resort	\$2,000	Plane	\$800																
28	27	Barcelona, Spain	12/1/2023	12/8/2023	7	Maria Garcia	31	Female	Spanish	Hotel	\$1,100	Train	\$150																
29	28	Japan, Asia	5/10/2022	5/18/2022	8	Alice Smith	30	Female	American	Hotel	\$800	Plane	\$500																
30	29	Thailand, Asia	6/15/2022	6/22/2022	7	Bob Johnson	45	Male	Canadian	Hostel	\$200	Train	\$150																
31	30	France, Europe	7/2/2022	7/11/2022	9	Charlie Lee	25	Male	Korean	Airbnb	\$600	Car rental	\$300																
32	31	Australia, Oceania	8/20/2022	9/2/2022	13	Emma Davis	28	Female	British	Hotel	\$1,000	Car rental	\$500																

DATA CLEANING PROCESS



STEP 1

Import file to Microsoft excel. Then duplicate raw file. Open new worksheets for KPI, Dashboard, and Questions.



STEP 2

Freeze Top Row panes. And Add Filter to the Top Rows.



STEP 3

Remove the duplicates, Redo the calculations from weekly to monthly data. Fix date and time.



STEP 4

Add currency, remove decimals, Add conditional formatting for currency amounting to 10k.



STEP 5

Turn the worksheet into a standard excel worksheet.

INSIGHTS & ANALYSIS



Least Used Transportation Type
Buses (3 Trips)



Shortest Trip
5 days



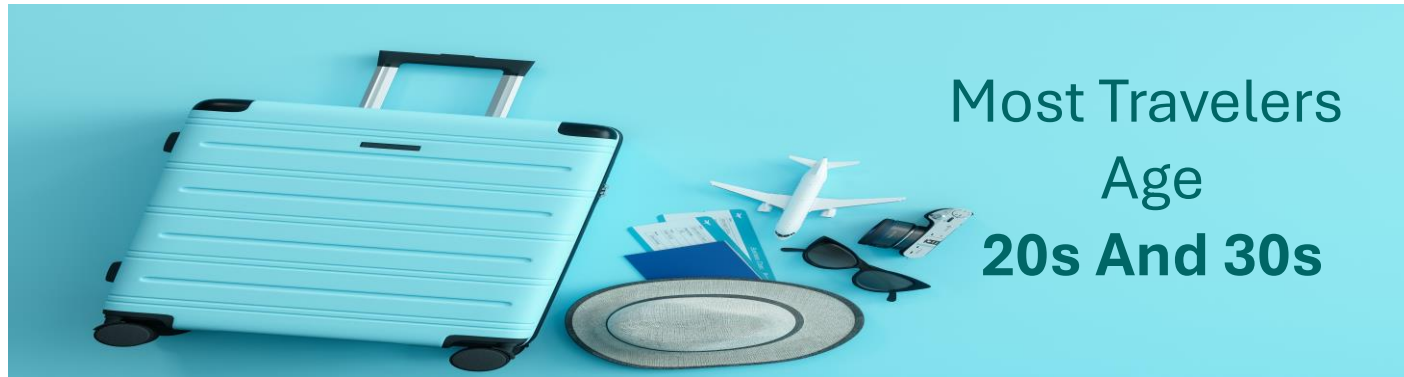
Longest Trip
14 days



Most Common
Transportation Type
Flights (106 Trips)



Total
Trips Span
**2021
to
2025**



Most Travelers
Age
20s And 30s

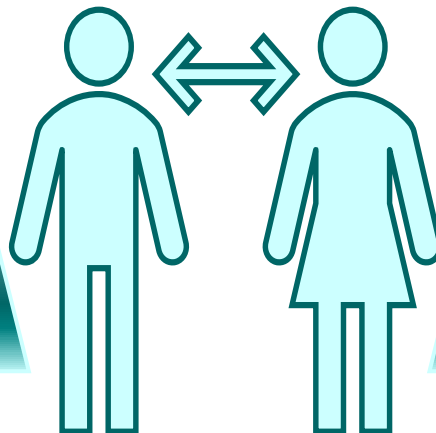


Average
Total Trip
**\$1000
to
\$3000**



Most Common Trip
Duration
7 Days (54 Trips)

Total Male
Travelers
67



Total Female
Travelers
70



Highest Average
Accommodation
Cost
\$1000- \$1500

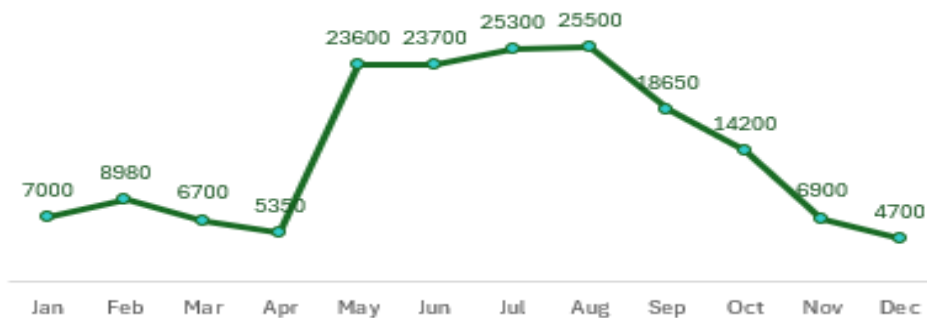
DATA VIZUALIZATION



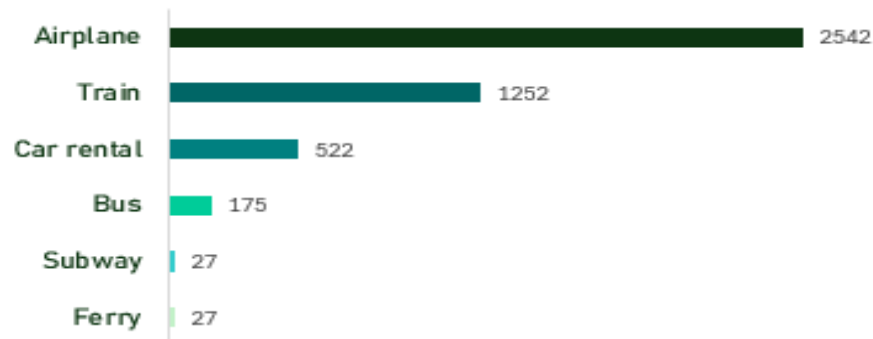
TRAVELLERS TRIP DASHBOARD



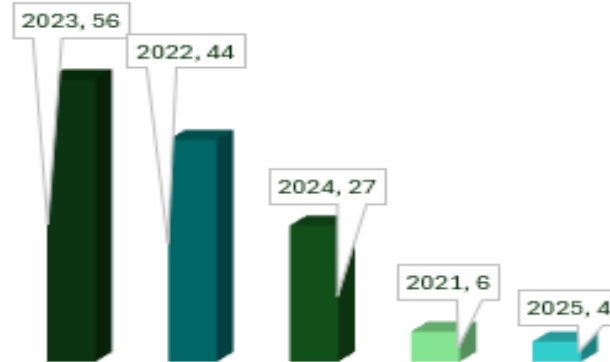
Accommodation Trend per Month



Most Used Transportation mode



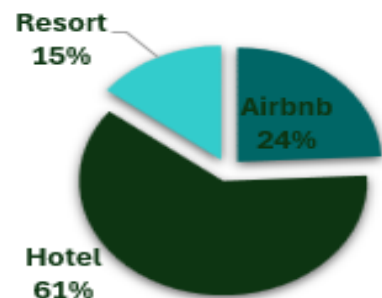
Most Travelled Year



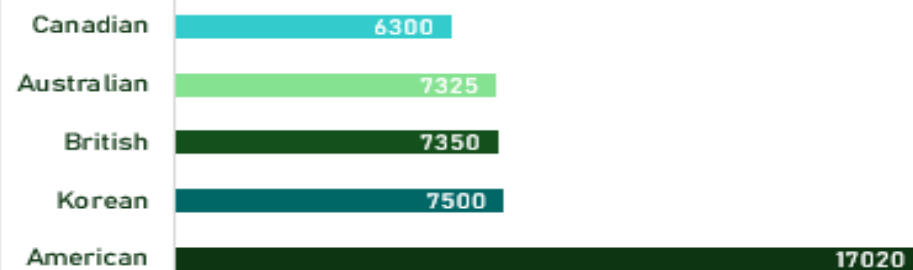
Accommodation by Gender



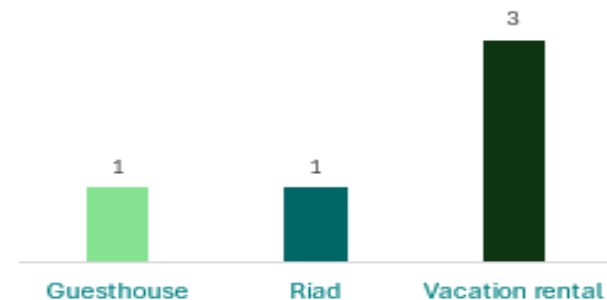
Top 3 Accomodations



Nationality with Most Travellers



Least Used Accomodations



. RECOMMENDATION .

- ❑ Standardized response options should be offered to customers, Thereby enabling ease of data cleaning.
- ❑ It would be great to have more participants who earn travel more from different demographics and nationalities.
- ❑ Affordable accommodation should be made available for customers to have more options when they travel.

. LIMITATIONS .



- ❑ There should be more demographic of people above 35 and above who travel more.



- ❑ There was lots of inconsistencies & response bias in the structural framework for customers data collection.

. CONCLUSION .

- ❑ Travel by airplane was the most expensive mode of transportation and is the most used mode of transportation which is because its faster.
- ❑ The higher number of travelers are women and is more than half of total respondent.
- ❑ Americans spent more on accommodation cost.

Thank You

