

Destination Travel Analysis

By Hanifa Salihu 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 Collecting & preparing Dataset

Step Cleaning & Transformation of Data

Step Analysis & Visualization

Step 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

1 Trip ID	Destination			G H	1	K L	M	N	0	Р	Q	R	S	T	U	V	W	X	Υ	Z	AA	AB	AC
2																							
-	1 London, U	5/1/2023 5/8/2023	7 John Smit	35 Male	American Hote	1200 Flight	600																
3	2 Phuket, Th	6/15/2023 6/20/2023	5 Jane Doe	28 Female	Canadian Reso	rt 800 Flight	500																
4	3 Bali, Indo	7/1/2023 7/8/2023	7 David Lee	45 Male	Korean Villa	1000 Flight	700																
5	4 New York,	8/15/2023 8/29/2023	14 Sarah Joh	29 Female	British Hote	2000 Flight	1000																
6	5 Tokyo, Jap	9/10/2023 9/17/2023	7 Kim Nguyo	26 Female	Vietname: Airb	b 700 Train	200																
7	6 Paris, Fra	10/5/2023 #######	5 Michael B	42 Male	American Hote	1500 Flight	800																
8	7 Sydney, Au	********	10 Emily Dav	33 Female	Australiar Hos	el 500 Flight	1200																
9	8 Rio de Jan	1/5/2024 1/12/2024	7 Lucas Sar	25 Male	Brazilian Airb	b 900 Flight	600																
10	9 Amsterda	2/14/2024 2/21/2024	7 Laura Jan	31 Female	Dutch Hote	1200 Train	200																
11	10 Dubai, Un	3/10/2024 3/17/2024	7 Mohamm	39 Male	Emirati Reso	rt 2500 Flight	800																
12	11 Cancun, N	4/1/2024 4/8/2024	7 Ana Herna	27 Female	Mexican Hote	1000 Flight	500																
13	12 Barcelona	5/15/2024 5/22/2024	7 Carlos Ga	36 Male	Spanish Airb	b 800 Train	100																
14	13 Honolulu,	6/10/2024 6/18/2024	8 Lily Wong	29 Female	Chinese Reso	rt 3000 Flight	1200																
15	14 Berlin, Ge	7/1/2024 7/10/2024	9 Hans Mue	48 Male	German Hote	1400 Flight	700																
16	15 Marrakech	8/20/2024 8/27/2024	7 Fatima Kh	26 Female	Moroccan Riad	600 Flight	400																
17	16 Edinburgh	9/5/2024 9/12/2024	7 James Ma	32 Male	Scottish Hote	900 Train	150																
18	17 Paris	9/1/2023 9/10/2023	9 Sarah Joh	30 Female	American Hote	\$900 Plane	\$400																
19	18 Bali	8/15/2023 8/25/2023	10 Michael C	28 Male	Chinese Reso	rt \$1,500 Plane	\$700																
	19 London	7/22/2023 7/28/2023	6 Olivia Roc	35 Female	British Hote	\$1,200 Train	\$150																
21	20 Tokyo	10/5/2023 #######	10 Kenji Nak	45 Male	Japanese Hote	\$1,200 Plane	\$800																
22	21 New York	********	5 Emily Lee	27 Female	American Airb	b \$600 Bus	\$100																
23	22 Sydney	12/5/2023 #######	7 James Wil	32 Male	Australiar Hote	\$1,000 Plane	\$600																
24	23 Rome	11/1/2023 11/8/2023	7 Sofia Russ	29 Female	Italian Airb	b \$700 Train	\$80																
25	24 Bangkok	9/15/2023 9/23/2023	8 Raj Patel	40 Male	Indian Hos	4.00	\$500																
26	25 Paris	********	6 Lily Nguye	24 Female	Vietname: Hote	\$1,400 Train	\$100																
27	26 Hawaii	8/1/2023 8/10/2023	9 David Kim	34 Male	Korean Reso	rt \$2,000 Plane	\$800																
28	27 Barcelona	********	8 Maria Gar	31 Female	Spanish Hote	\$1,100 Train	\$150																
29	28 Japan	5/10/2022 5/18/2022	8 Alice Smit	30 Female	American Hote	\$800 Plane	\$500																
30	29 Thailand	6/15/2022 6/22/2022	7 Bob Johns	45 Male	Canadian Hos	el \$200 Train	\$150																
31	30 France	7/2/2022 7/11/2022	9 Charlie Le	25 Male	Korean Airb	b \$600 Carrental	\$300																
32	31 Australia	8/20/2022 9/2/2022	13 Emma Da	28 Female	British Hote	\$1,000 Carrental	\$500																
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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



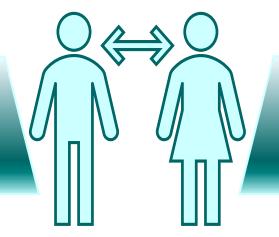
Most Travelers
Age
20s And 30s

000

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

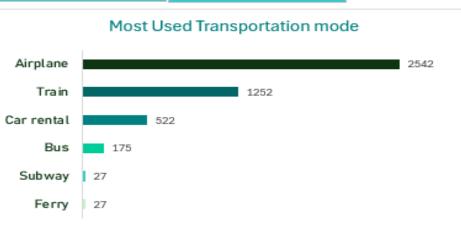
CLEANED DATA .

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A .	В	·	D	E	F	G	H	A	1	K	T	M	N
	Traveler age	Traveler national		Destination	Start date	End date	Duration (days)				Transportation cost		
John Smith		35 American	Male	London, UK	5/1/2023	5/8/2023		Hotel		Airplane	\$600		
Jane Doe		28 Canadian	Female	Phuket, Thailand	6/15/2023	6/20/2023		Resort		Airplane	\$500		
David Lee		15 Korean	Male	Indonesia	7/1/2023	7/8/2023		Villa		Airplane	\$700		
Sarah Johnson		29 British	Female	USA	8/15/2023	8/29/2023		Hotel		Airplane	\$1,000		
Kim Nguyen		% Vietnamese	Female	Tokyo, Japan	9/10/2023	9/17/2023		Airbnb		Train	\$200		
Michael Brown	4	12 American	Male	Paris, France	10/5/2023	10/10/2023	5	Hotel	\$1,500	Airplane	\$800		
Emily Davis	3	33 Australian	Female	Sydney, Australia	11/20/2023	11/30/2023	10	Hostel	\$500	Airplane	\$1,200		
Lucas Santos	2	25 Brazilian	Male	Brazil	1/5/2024	1/12/2024	7	Airbnb	\$900	Airplane	\$600		
Laura Janssen	3	31 Dutch	Female	Netherlands	2/14/2024	2/21/2024	7	Hotel	\$1,200	Train	\$200		
Mohammed Ali	3	39 Emirati	Male	United Arab Emira	3/10/2024	3/17/2024	7	Resort	\$2,500	Airplane	\$800		
Ana Hernandez	2	7 Mexican	Female	Mexico	4/1/2024	4/8/2024	7	Hotel	\$1,000	Airplane	\$500		
Carlos Garcia	3	36 Spanish	Male	Spain	5/15/2024	5/22/2024	7	Airbnb	\$800	Train	\$100		
Lily Wong	2	29 Chinese	Female	USA	6/10/2024	6/18/2024	8	Resort	\$3,000	Airplane	\$1,200		
Hans Mueller	4	18 German	Male	Berlin, Germany	7/1/2024	7/10/2024	9	Hotel	\$1,400	Airplane	\$700		
atima Khouri	2	26 Moroccan	Female	Marrakech, Moro	8/20/2024	8/27/2024	7	Riad	\$600	Airplane	\$400		
lames MacKenzie	3	32 Scottish	Male	Scotland	9/5/2024	9/12/2024	7	Hotel	\$900	Train	\$150		
Sarah Johnson	3	30 American	Female	Paris, France	9/1/2023	9/10/2023	9	Hotel	\$900	Airplane	\$400		
Michael Chang	2	28 Chinese	Male	Indonesia	8/15/2023	8/25/2023	10	Resort	\$1,500	Airplane	\$700		
Olivia Rodriguez	3	35 British	Female	London, UK	7/22/2023	7/28/2023	6	Hotel	\$1,200	Train	\$150		
Kenji Nakamura	4	15 Japanese	Male	Tokyo, Japan	10/5/2023	10/15/2023	10	Hotel	\$1,200	Airplane	\$800		
Emily Lee	2	7 American	Female	USA	11/20/2023	11/25/2023	5	Airbnb	\$600	Bus	\$100		
James Wilson	3	32 Australian	Male	Sydney, Australia	12/5/2023	12/12/2023	7	Hotel	\$1,000	Airplane	\$600		
Sofia Russo	2	9 Italian	Female	Rome, Italy	11/1/2023	11/8/2023	7	Airbnb	\$700	Train	\$80		
Raj Patel	4	10 Indian	Male	Thailand	9/15/2023	9/23/2023	8	Hostel	\$400	Airplane	\$500		
ily Nguyen	2	24 Vietnamese	Female	Paris, France	12/22/2023	12/28/2023		Hotel	\$1,400	-	\$100		
David Kim	3	34 Korean	Male	USA	8/1/2023	8/10/2023		Resort		Airplane	\$800		
Maria Carria)1 C:-L	Camala.	C:-	10/00/0000	10/00/0000		Line	£1 100		61E0		

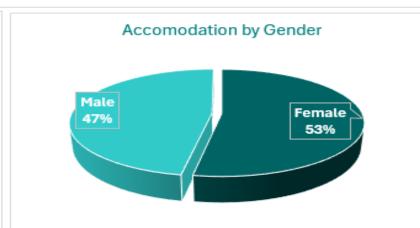
DATA VIZUALIZATION_





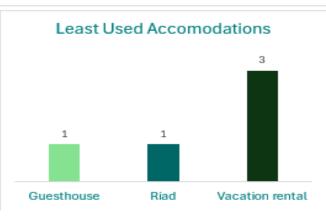












RECOMMENDATION

- ☐ 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.

