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Predicting future visitors



Predicting your future visitors

In the previous activity, we discussed the visitor count for Edinburgh Castle. Now, you are tasked with performing the same analysis to obtain some insights into your customers.

Now, let's start from the following scenario. You are now tasked with getting an insight into what visitors will come to Edinburgh Castle.

Notice how this is different from the previous question where you wanted to predict how many were going to visit. You will complete the same exercise but this time you should focus on these five questions:

- 1. What information do we need to find?
- 2. Where will you collect this information?
- 3. What will we predict exactly?
- 4. How should we interpret the outcome?
- 5. Most importantly, how can we use it for marketing purposes?

You should make note of your answers to the above questions. Your answers will serve as the basis for the next activity.



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Let's discuss predicting future visitors!

You all have investigated analysing the customer base of Edinburgh Castle. Compare your answers and see what you can learn from each other.

By now, you have looked into five specific questions on predicting the future visitors of Edinburgh Castle. Next you should now compare your answers and feedback on at least two of your peer's responses. Think about the following as you offer feedback:

- Are your peers looking at using different information?
- Are they using the outcome of the model in a different way?
- Do you think your answers are compatible?

Predicting future visitors discussion forum

Topic: Week 1 / Let's discuss predicting future visitors

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|---|---------|
| ? Prediction What information do we need to find? .Number of people visited in a given period of time; their age group & their occupation. Where will you co | 1 |
| Questions What information do we need to find?> how many visited in a given period of time; the type of Visitors (their age group etc) Where will you coll | 1 |
| Response What information do we need to find? Number of visitors For each visitor: Origin, time/date of visit, duration of stay, main reason for visit Wher | 1 |
| Using Past and Current Trends to predict Future Trends What visitors will come to Edinburgh Castle? What information do we need to find? We need to find out what visitors previously came to Edinbu | 4 |
| Predicting your future visitors What information do we need to find? Profile records from all the people who have already visited the Castle. Performance of touristic activitie | 1 |
| Predicting Future Visitors for Edinburgh Castle **What information do we need to find?** - Visitor's Demographic data (Age, Gender and Income level), Visitor's historical data **Where will yo | 1 |
| optimizing a Value Function versus dependent variables(which are the works we could do) | 3 |
| What visitors will come to Edinburgh Castle ## What information do we need to find? Statistics for previous years (number of tourists, sold tickets, infrastructure trends) Basic economics tr | 1 |
| My opinion What information do we need to find? Historical information on the type of visitors classified by gender, age, occupation, place of residence, edu | 3 |
| Predicting future visitors 1. What information do we need to find? Demographics that would include age, gender, income, the reason for visit and itinerary. 2. Where will | 1 |
| In the mind of the director I will take a slightly different approach here. If I am the director, I should probably already have an idea of what I want to to with my castle: for e | 3 |

| Future Visitors Discussion | | | 1 |
|---|---|---|---|
| These are my answers to the 5 Questions: 1. W | /hat information do we need to find? We want to defin | e who is coming to Edinburgh, what segme | 4 |
| Predicting future visitors | | | |
| · · | ographics, first time or repeat, if repeat count of their v | risit, nature of audience(single/group/couple | 3 |

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