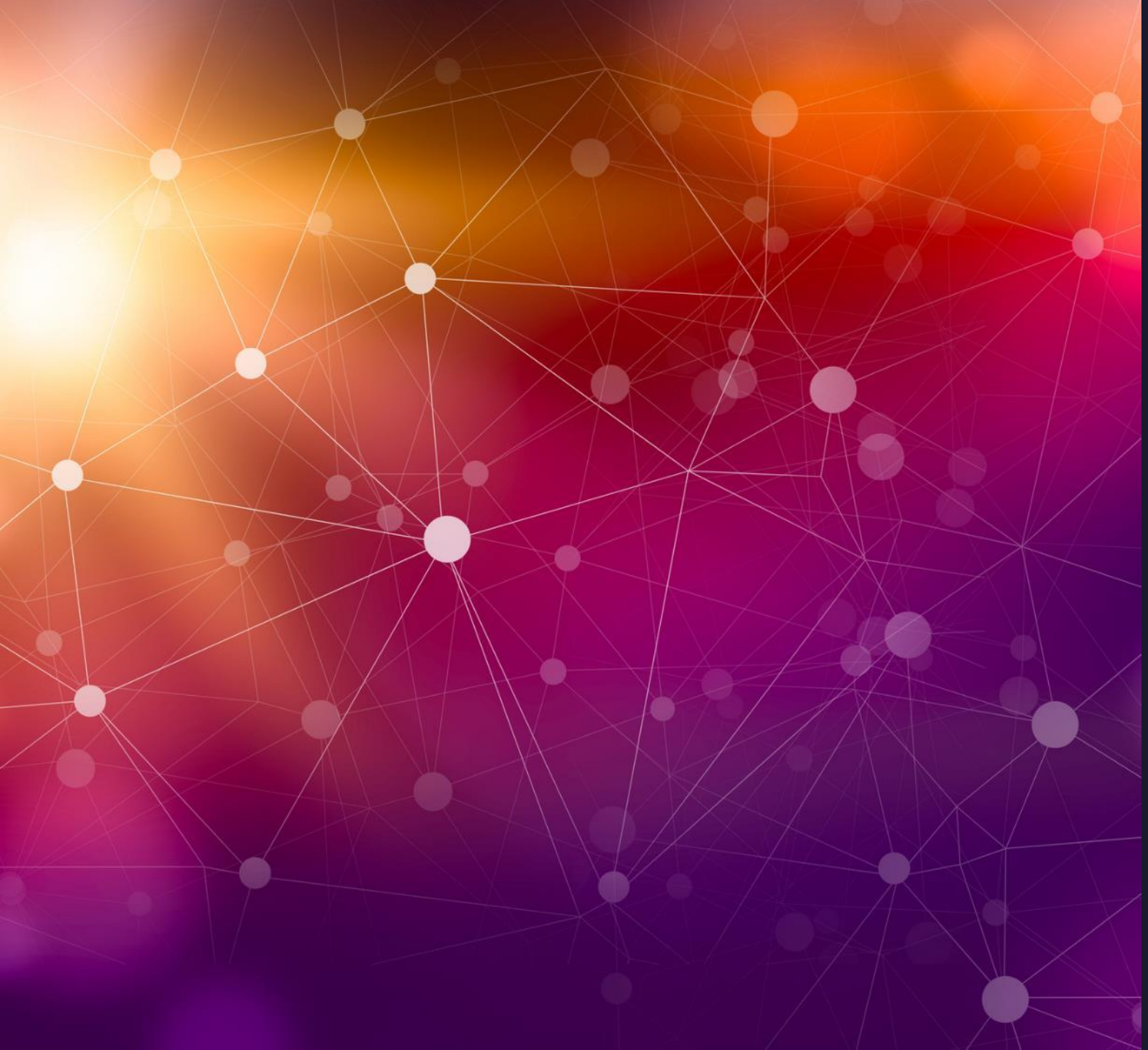


SPENDING PREDICTION MODEL

GROUP ONE (1) CODE_PLATEAU 4.0

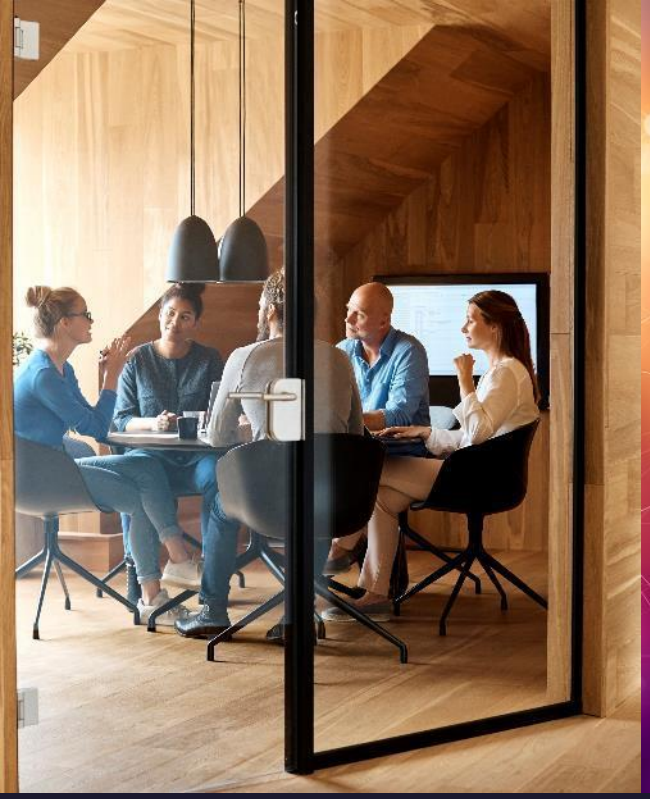
CONTENT

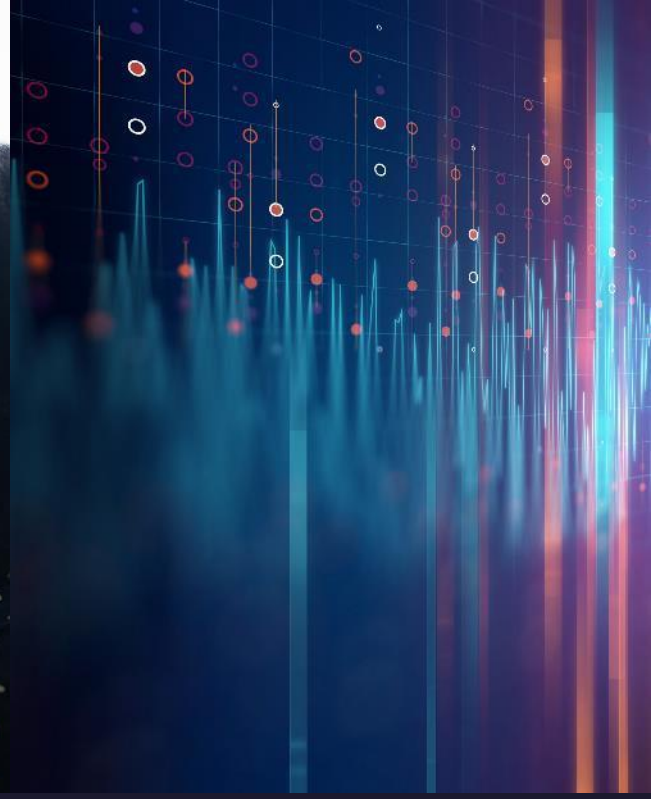
1. Business overview of the problem and solution approach

2. Key findings and insights which can drive business decisions

3. Model overview and performance summary

4. CONCLUSIONS



Introduction

- The Tanzanian tourism sector plays a significant role in the Tanzanian economy, contributing about 17% to the country's GDP and 25% of all foreign exchange revenues. Tanzania received a record 1.1 million international visitor arrivals in 2014, mostly from Europe, the US and Africa.

Business overview of the problem and solution approach

Tanzania tourism sector, provides direct employment for more than 600,000 people and up to 2 million people (about the population of Nebraska) indirectly, generated approximately $2.4 billion (about $7 per person in the US) in 2018 according to government statistics.

The aim of this project is to explore and build a linear regression model that will predict the spending behavior of tourists visiting Tanzania. The model can be used by different tour operators and the Tanzania Tourism Board to automatically help tourists across the world estimate their expenditure before visiting Tanzania.

Key findings and insights which can drive business decisions

- Majority of travelers are mostly of ages 24 to 64 and these are the same age groups with the highest spending rates among the tourists.
- the highest spending tourists came from the United Kingdom.
- Wildlife tourism and Beach tourism are the most sought-after activities..
- Non packaged food is mostly preferred by tourist.

MODEL OVERVIEW AND PERFORMANCE SUMMARY

Even though the model chosen didn't fit the dataset, yet the team was able to train & test the model to predict accurately(100%) with an R2_score of 35%(highest).

A linear regression model was use for the project.

CONCLUSIONS

After a successful model training and testing its safe to say it can predict optimally spending statistics of tourist anywhere.

Below is the link to the model design & performance.

pnet2log/Group_1_Spending-prediction-model: Project to predict the spending habit of Tourist visiting Tanzana. (github.com)

Thank You

Group one(1)

Code_Plateau 4.0 cohort

2022