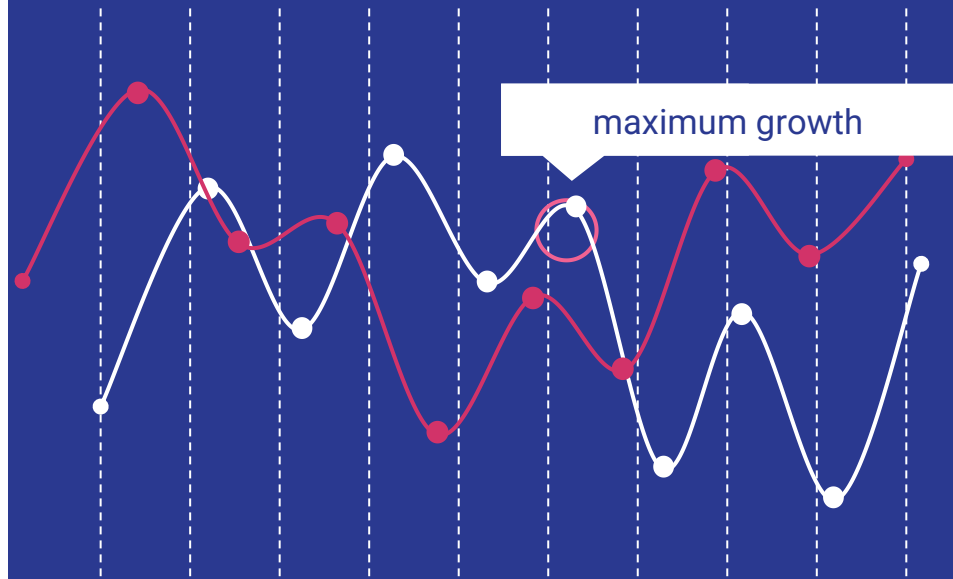


Data to Information: Case Study

Coding and Big Data

Rachmayanti Prameswari



Case 2

- Business Type: Tourism site
- Role: Marketing Manager

DCOVA Method

- **Define:** To promote tourism site to the representatives from other countries in a visualized information.
- **Collect:** The database consists of three tables; Hotel and Room Type Table, Room Occupation Table, Tour Place and Tour Package Table, Tour Transaction Table.
- **Organize:** The data collected by developing of four tables.
- **Visualize:** The data by developing graphic, charts, etc.
- **Analyze:** The data collected to reach conclusions and present those results.

DCOVA Method

Define: To representatives the tourism site from other countries in a visualized information.

You are a marketing manager of a tourism site located in Jakarta. As a marketing manager you are responsible to promote the tourism site to increase the number of visitor.

You are invited to a meeting by the head of national tourism board. They invited you to give short presentation to some representatives from other countries. You are required to explain clearly about the tourism site that you managed in a visualized information.

Collect: Hotel and Room Type Table

DCOVA

Hotel

HotelID	HotelName	Location	Address	Total Room	StarLevel
HT001	Grand Cikarang Raya	Cikarang	Jl Cikarang baru	50	4
HT002	Grand Jakarta Raya	Jakarta	Jl Jakarta raya	100	5

Room Type

RoomID	HotelID	type	numOfRoom	price / night (IDR)
R001	HT001	Delux	25	300000
R002	HT001	Superior	25	450000
R003	HT002	Delux	50	400000
R004	HT002	Superior	40	600000
R005	HT002	Suite	10	1000000

Collect: Room Occupation Table

DCOVA

Room Type

RoomID	HotelID	type	numOfRoom	price / night (IDR)
R001	HT001	Delux	25	300000
R002	HT001	Superior	25	450000
R003	HT002	Delux	50	400000
R004	HT002	Superior	40	600000
R005	HT002	Suite	10	1000000

Room Occupation

OccupiedID	RoomID	HotelID	Month	Year	NumOfOccupied
OCP01	Room1	HT001	Jan	2021	10
OCP02	Room1	HT001	Feb	2021	5
OCP03	Room1	HT001	March	2021	3
OCP04	Room2	HT001	Jan	2021	6
OCP05	Room2	HT001	Feb	2021	10
OCP06	Room2	HT001	March	2021	6
OCP07	Room3	HT002	Jan	2021	15
OCP08	Room3	HT002	Feb	2021	12
OCP09	Room3	HT002	March	2021	0
OCP10	Room4	HT002	Jan	2021	12
OCP11	Room4	HT002	Feb	2021	15
OCP12	Room4	HT002	March	2021	5
OCP13	Room5	HT002	Jan	2021	0
OCP14	Room5	HT002	Feb	2021	2
OCP15	Room5	HT002	March	2021	4

Collect: Tour Place and Tour Package Table

Tour Place

TourPlaceID	Name	Type	Location	Address
TP01	Ragunan Zoo	Zoo	Jakarta	Jl Ragunan
TP02	Jakarta Aquarium	Zoo	Jakarta	Jl Aquarium
TP03	Ancol Beach	Beach	Jakarta	Jl Ancol
TP04	Museum Jakarta	Museum	Jakarta	Jl Sudirman

Tour Package

TourPackID	TourPlaceID	Start	End	PriceAdult	PriceKid	dayType
TCK01	TP01	08.00	18.00	20000	10000	WeekDay
TCK02	TP01	08.00	18.00	30000	12000	WeekEnd
TCK03	TP02	10.00	18.00	30000	30000	WeekDay
TCK04	TP02	10.00	13.00	30000	30000	WeekEnd
TCK05	TP02	13.00	21.00	45000	40000	WeekEnd
TCK06	TP03	07.00	18.00	20000	15000	WeekDay
TCK07	TP03	07.00	20.00	35000	25000	WeekEnd
TCK08	TP04	09.00	15.00	10000	5000	WeekDay
TCK09	TP04	09.00	15.00	10000	5000	WeekEnd

Collect: Tour Place and Tour Package Table

DCOVA

Tour Transaction

Tour Package

TourPackID	TourPlaceID	Start	End	PriceAdult	PriceKid	dayType
TCK01	TP01	08.00	18.00	20000	10000	WeekDay
TCK02	TP01	08.00	18.00	30000	12000	WeekEnd
TCK03	TP02	10.00	18.00	30000	30000	WeekDay
TCK04	TP02	10.00	13.00	30000	30000	WeekEnd
TCK05	TP02	13.00	21.00	45000	40000	WeekEnd
TCK06	TP03	07.00	18.00	20000	15000	WeekDay
TCK07	TP03	07.00	20.00	35000	25000	WeekEnd
TCK08	TP04	09.00	15.00	10000	5000	WeekDay
TCK09	TP04	09.00	15.00	10000	5000	WeekEnd

TourTransacID	TourPackID	Month	Year	numOfTransc
TRTSC001	TCK01	Jan	2021	60
TRTSC002	TCK01	Feb	2021	80
TRTSC003	TCK01	March	2021	88
TRTSC004	TCK02	Jan	2021	140
TRTSC005	TCK02	Feb	2021	155
TRTSC006	TCK02	March	2021	148
TRTSC007	TCK03	Jan	2021	170
TRTSC008	TCK03	Feb	2021	200
TRTSC009	TCK03	March	2021	210
TRTSC010	TCK04	Jan	2021	370
TRTSC011	TCK04	Feb	2021	420
TRTSC012	TCK04	March	2021	400
TRTSC013	TCK05	Jan	2021	150
TRTSC014	TCK05	Feb	2021	180
TRTSC015	TCK05	March	2021	230
TRTSC016	TCK06	Jan	2021	300
TRTSC017	TCK06	Feb	2021	370
TRTSC018	TCK06	March	2021	450
TRTSC019	TCK07	Jan	2021	600
TRTSC020	TCK07	Feb	2021	540
TRTSC021	TCK07	March	2021	500
TRTSC022	TCK08	Jan	2021	20
TRTSC023	TCK08	Feb	2021	25
TRTSC024	TCK08	March	2021	10
TRTSC025	TCK09	Jan	2021	20
TRTSC026	TCK09	Feb	2021	30
TRTSC027	TCK09	March	2021	25

Organize : Categorical Data Are Organized By Utilizing Tables

Hotel and Room Type

Hotel	Star Level	Type	Num Of Room	Price/Night	Address
Grand Cikarang Raya	4	Delux	25	Rp300.000	Jl. Cikarang Baru
		Superior	25	Rp450.000	Jl. Cikarang Baru
Grand Jakarta Raya	5	Delux	50	Rp400.000	Jl. Jakarta Raya
		Superior	40	Rp600.000	Jl. Jakarta Raya
		Suite	10	Rp1000.000	Jl. Jakarta Raya

Organize : Categorical Data Are Organized By Utilizing Tables

Tour Place and Package

Tour Place	Type	Day Type	Time	Price		Address
				Adult	Kid	
Ragunan Zoo	Zoo	Weekday	08.00-18.00	20000	10000	Jakarta, JL. Ragunan
		Weekend	08.00-18.00	30000	12000	
Jakarta Aquarium	Zoo	Weekday	10.00-18.00	30000	30000	Jakarta, JL. Aquarium
		Weekend	10.00-13.00	30000	30000	
		Weekend	13.00-21.00	45000	40000	
Ancol Beach	Beach	Weekday	07.00-18.00	20000	15000	Jakarta, JL. Ancol
		Weekend	07.00-20.00	35000	25000	
Museum Jakarta	Museum	Weekday	09.00-15.00	10000	5000	Jakarta, JL. Sudirman
		Weekend	09.00-15.00	10000	5000	

Visualize: Visualizing Categorical Data Through Graphic

Hotel

50 Room



Grand Cikarang Raya

Location: Jl. Cikarang Baru

100 Room

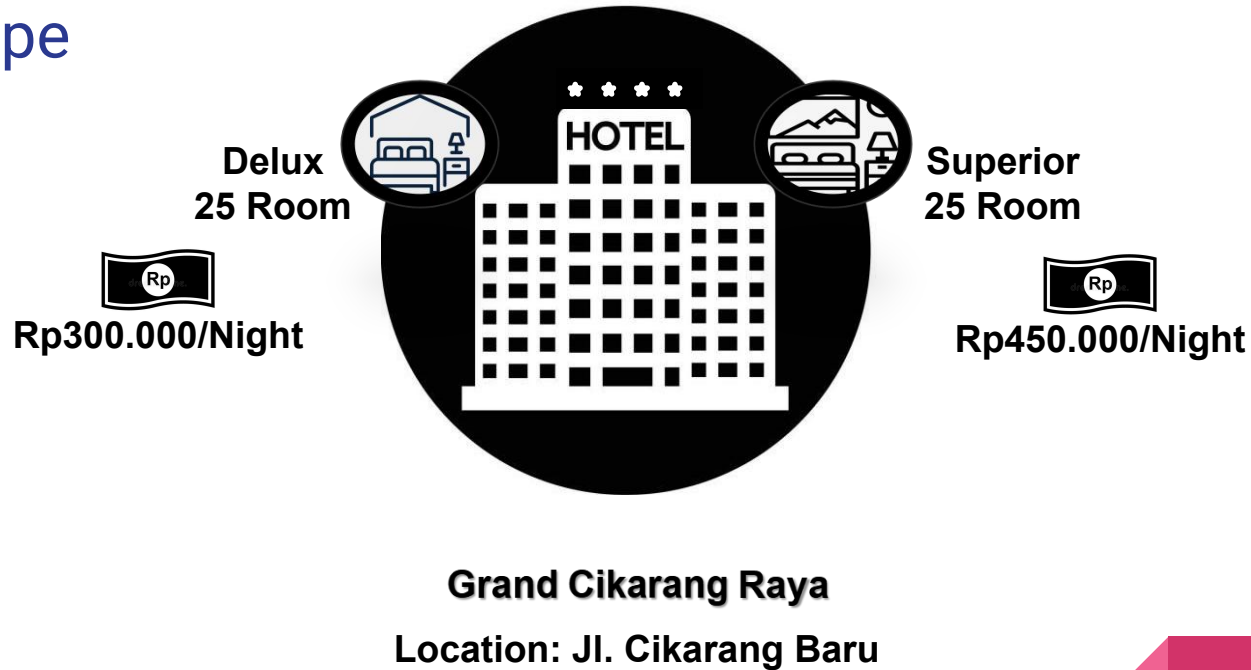


Grand Jakarta Raya

Location: Jl. Jakarta Raya

Visualize: Visualizing Categorical Data Through Graphic

Room Type



Visualize: Visualizing Categorical Data Through Graphic

Room Type



Analyze : Room occupation representative quarterly in 2021

Room Occupation

Hotel	Month	Num Of Occupied			Address
		Delux	Superior	Suite	
Grand Cikarang Raya	January	10	6	-	Jl. Cikarang Baru
	February	5	10	-	Jl. Cikarang Baru
	March	3	6	-	Jl. Cikarang Baru
Grand Jakarta Raya	January	15	12	0	Jl. Jakarta Raya
	February	12	15	2	Jl. Jakarta Raya
	March	0	5	4	Jl. Jakarta Raya

Grand Cikarang Raya does not have a suite type of room, only Deluxe and Superior.

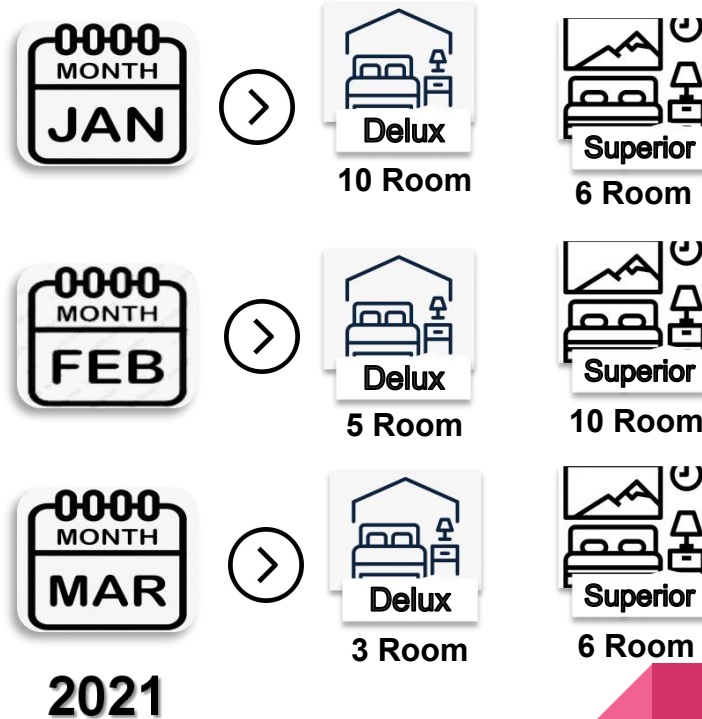
Analyze : Room occupation representative quarterly in 2021

DCOVAA

Room Occupation



Grand Cikarang Raya
Location: Jl. Cikarang Baru



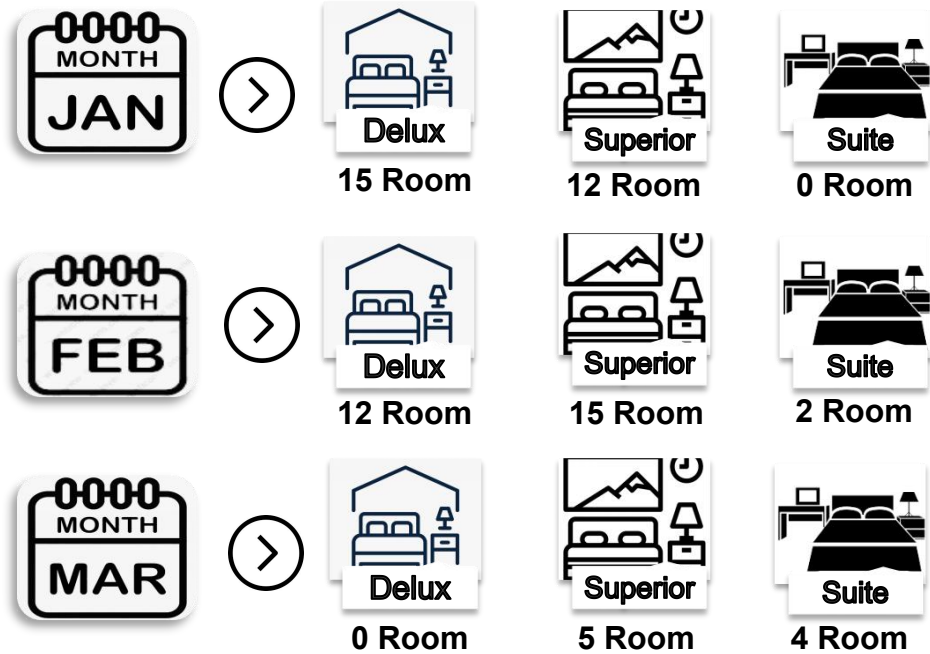
Analyze : Room occupation representative quarterly in 2021

DCOVAA

Room Occupation



Grand Jakarta Raya
Location: Jl. Jakarta Raya



2021

Visualize: Visualizing Categorical Data Through Graphic

Tour Place

DCOVA



Visualize: Visualizing Categorical Data Through Graphic

DCOVA

Tour Place

Weekday



10:00 – 18:00



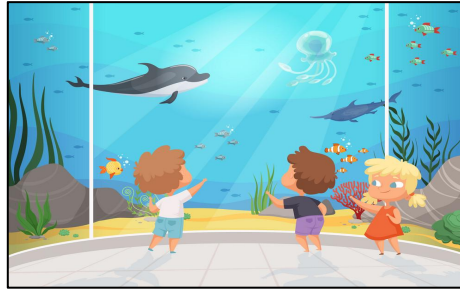
Adult

Rp30,000.00



Kids

Rp30,000.00



Jakarta Aquarium

Location: Jakarta, JL. Aquarium

Weekend



10:00 – 13:00



Adult

Rp30,000.00



Kids

Rp30,000.00

Weekend



13:00 – 21:00



Adult

Rp45,000.00



Kids

Rp40,000.00

Visualize: Visualizing Categorical Data Through Graphic

Tour Place

DCOVA



Visualize: Visualizing Categorical Data Through Graphic

Tour Place

DCOVA



Analyze : Transaction representative quarterly of tourism sites in 2021

DCOVA

Tour Transaction

Jakarta Aquarium has two types of transaction on weekends.

Tour Place	Month	Transaction			Address
		Weekday	Weekend		
Ragunan Zoo	January	60	140		Jakarta, JL. Ragunan
	February	80	155		Jakarta, JL. Ragunan
	March	88	148		Jakarta, JL. Ragunan
Jakarta Aquarium	January	170	370	150	Jakarta, JL. Aquarium
	February	200	420	180	Jakarta, JL. Aquarium
	March	210	400	230	Jakarta, JL. Aquarium
Ancol Beach	January	300	600		Jakarta, JL. Ancol
	February	370	540		Jakarta, JL. Ancol
	March	450	500		Jakarta, JL. Ancol
Museum Jakarta	January	20	20		Jakarta, JL. Sudirman
	February	25	30		Jakarta, JL. Sudirman
	March	10	25		Jakarta, JL. Sudirman

Analyze : Transaction representative quarterly of tourism sites
in 2021

DCOVA

Tour Transaction



Ragunan Zoo
Location: Jakarta, JL. Ragunan

2021



Weekday

60 Transaction

80 Transaction

88 Transaction



Weekend

140 Transaction

155 Transaction

148 Transaction

Analyze : Transaction representative quarterly of tourism sites
in 2021

DCOVA

Tour Transaction



Jakarta Aquarium
Location: Jakarta, JL. Aquarium

2021



Weekday

170 Transaction

200 Transaction

210 Transaction



Weekend

370 Transaction & 150 Transaction

420 Transaction & 180 Transaction

400 Transaction & 230 Transaction

Analyze : Transaction representative quarterly of tourism sites
in 2021

DCOVA

Tour Transaction



Ancol Beach
Location: Jakarta, JL. Ancol

2021



Weekday

300 Transaction

370 Transaction

450 Transaction



Weekend

600 Transaction

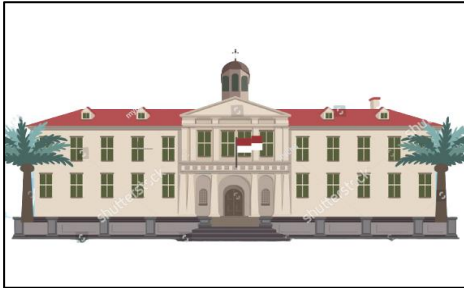
540 Transaction

500 Transaction

Analyze : Transaction representative quarterly of tourism sites
in 2021

DCOVA

Tour Transaction



Museum Jakarta
Location: Jakarta, JL. Sudirman

2021



Weekday

20 Transaction

25 Transaction

10 Transaction



Weekend

20 Transaction

30 Transaction

25 Transaction



Thank You!