



# PLANNING A ROAD TRIP

CASE STUDY



## DATA ANALYTICS PROCESS



## PLAN

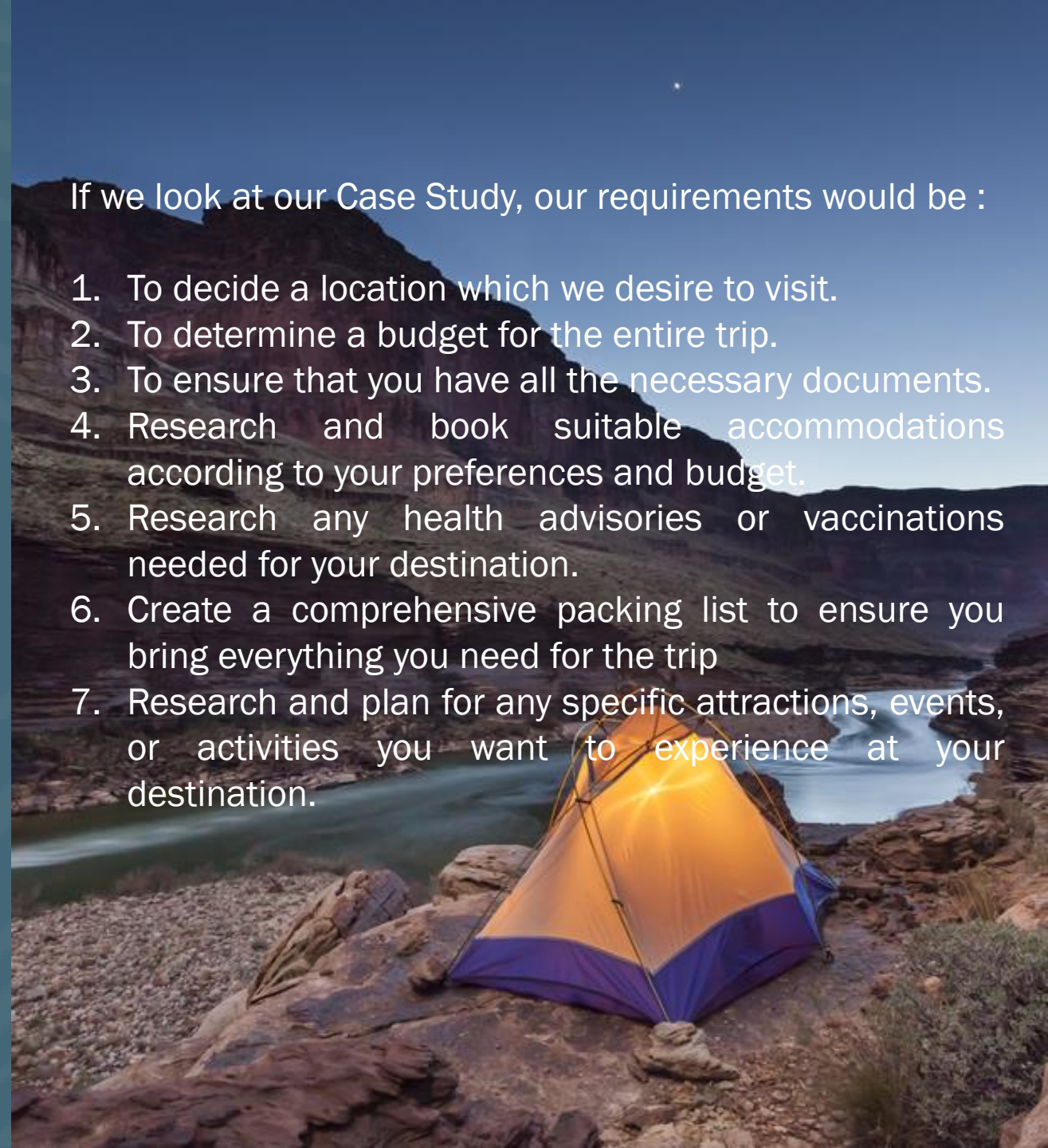
Initial Phase of data analytics process which mainly involves :

- Identification of Objectives: Clearly define the business objectives and goals that the data analytics process aims to support.
- Methods Selection: Determine the analytics tools, techniques, and methodologies that will be applied during the analysis phase to ensure alignment with the defined objectives.



If we look at our Case Study, our requirements would be :

1. To decide a location which we desire to visit.
2. To determine a budget for the entire trip.
3. To ensure that you have all the necessary documents.
4. Research and book suitable accommodations according to your preferences and budget.
5. Research any health advisories or vaccinations needed for your destination.
6. Create a comprehensive packing list to ensure you bring everything you need for the trip
7. Research and plan for any specific attractions, events, or activities you want to experience at your destination.





## PREPARE

- In the Prepare phase of the data analytics process, several important points must be included to ensure that the data is ready for analysis.
- These points typically involve data collection, data cleaning, and data preprocessing.
- By addressing these points in the Prepare phase of the data analytics process, analysts can ensure that the data is in optimal condition for subsequent analysis and modeling.

According to our case study, preparations to be done are:

1. Research your destination to get familiar with its culture, customs, local laws and potential risks.
2. Make a packing list to ensure you bring essential items such as clothing, toiletries, medications, travel adapters, and any special items you may need for your specific destination or activities.
3. Check if you need any vaccinations or medications for your destination.
4. Familiarize yourself with the local emergency numbers and any safety concerns at your destination.
5. Consider your communication needs and ensure you have your phone, charger, and any other necessary devices or gadgets for your trip.

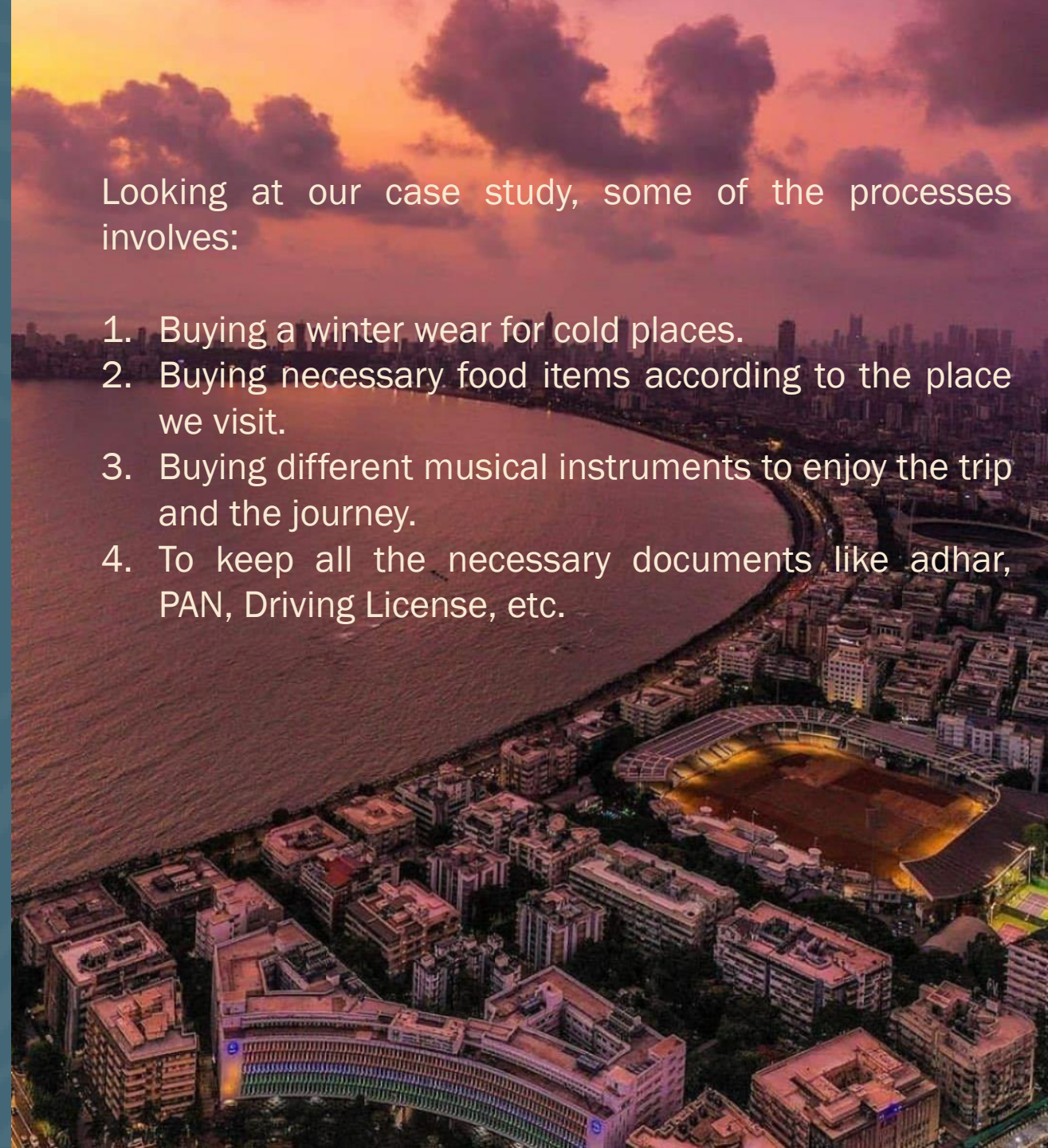
## PROCESS

- This is the third phase of the data analytics process that involves how much I want from the data.
- It involves execution of specific analytical tasks.



Looking at our case study, some of the processes involves:

1. Buying a winter wear for cold places.
2. Buying necessary food items according to the place we visit.
3. Buying different musical instruments to enjoy the trip and the journey.
4. To keep all the necessary documents like adhar, PAN, Driving License, etc.





## ANALYZE

- This is the fourth phase of Data Analytics process.
- This phase involves determining the meaningful insight from the previously collected data.
- It involves understanding the business needs, then collecting and cleaning the data, and based on that making data driven decisions.

According to our Case Study, we can perform analysis accordingly:

1. Weather and Climate analysis: Study the typical weather patterns and climate of your destination during the time of your visit.
2. Transportation and Logistics Analysis: Understand the local transportation options, routes, and navigation tools available at your destination.

After reaching the destination:

1. We can analyze the behavior of the people and understand about their culture, customs, etc.
2. We can analyze different shops and locality to buy their showpieces and other equipments.
3. We can analyze the behavior of the locals and make new friends.

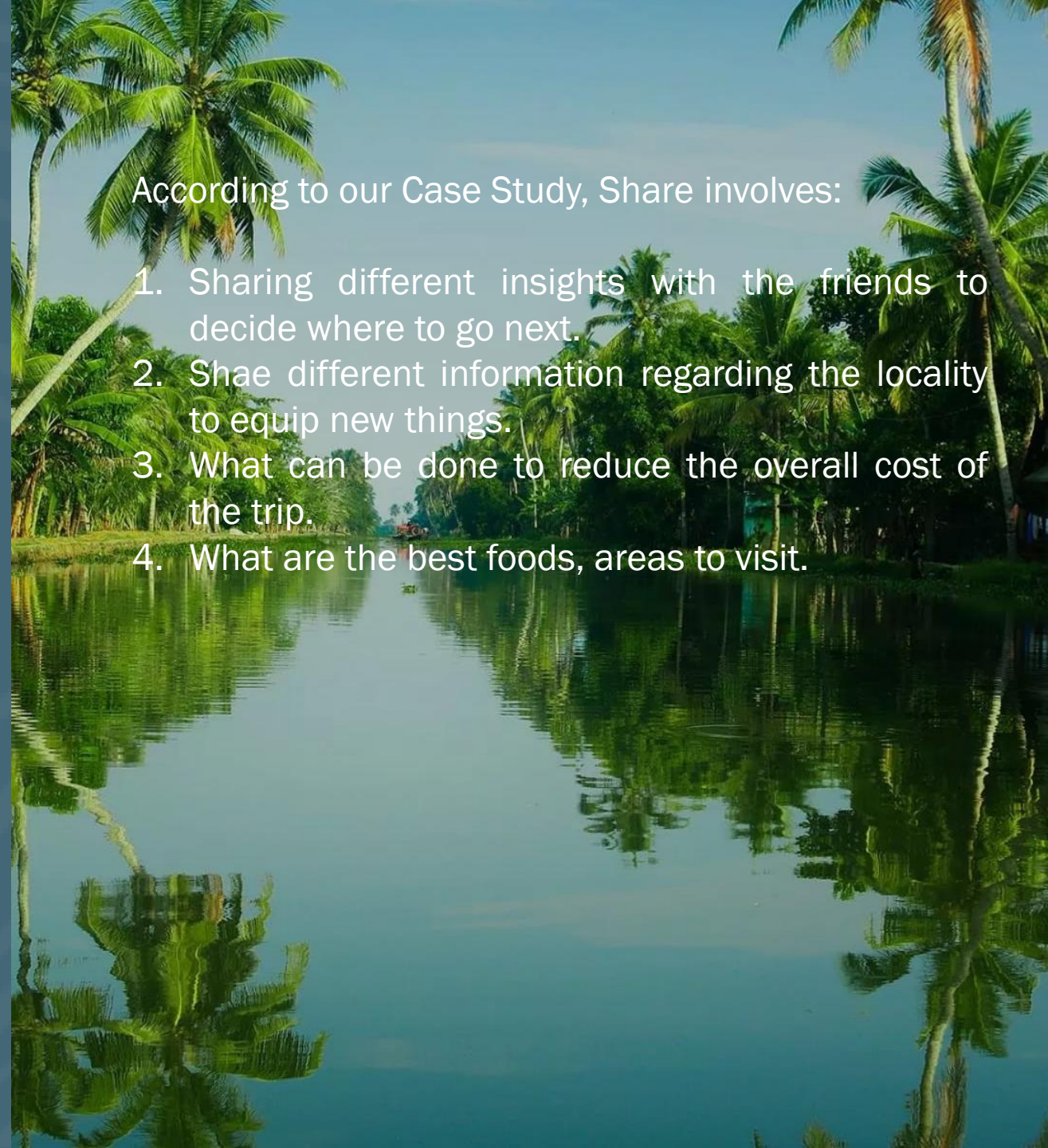
## SHARE

- The fifth phase of the Data Analytics process is the Sharing Phase.
- It involves sharing different insights among the colleagues to increase the sale.
- It involves analysing opinions of different employees to obtain business driven decisions.



According to our Case Study, Share involves:

1. Sharing different insights with the friends to decide where to go next.
2. Share different information regarding the locality to equip new things.
3. What can be done to reduce the overall cost of the trip.
4. What are the best foods, areas to visit.



## ACTION

- This is the final phase of the entire Data Analytics phase.
- The share phase confirms the completion of the task and annotations it off the list.
- The act phase involves implementing decisions resulting from the thought process.

### Looking at the Case Study:

1. Plan a good destination based on the total analysis done in the entire phase.
2. To plan a budget friendly trip after the entire phase of analysis.
3. Determine best accommodations according to the planning and analysis of budget and conditions.
4. Bring different famous things belonging to that particular place.
5. Visit different related and linked place to that particular destination.





THANKYOU

*the great* **ESCAPE**

