

USING DATA IN THE TOURISM INDUSTRY EDINBURGH NAPIER UNIVERSITY

WEEK 4 AN INTRODUCTION TO PIVOT TABLES

Make your own Pivot Table

Using the sample data available at this link: [TravelPac Q1 2019](#) - have a go at creating pivot tables to answer the questions below.

The first tab on the spreadsheet (Metadata) provides some information about each of the data variables and categories used in the dataset. To create a pivot table, **navigate to the second tab - Labelled 2019 Q1 - on the spreadsheet**, where you should see a dataset of travel data, including visitor information such as purpose of travel, age and sex.

1. Select all data (CTRL+A or press 'Select all') so all cells are highlighted that you wish to analyse (we want everything on this tab for this example)
2. Press 'Data' > 'Pivot' > 'Create Automatic Pivot Table' or 'Insert' > 'Pivot'
3. A pivot table builder app should appear which allows you to compare the different variables on the table
4. Start with selecting (tick) 'Sex' and 'Purpose' in the field name (untick all other data variables)
5. Drag variables 'Sex' to the row label area and 'Purpose' to the column label area - there should be no numbers in the table as the values area is empty, as you've just labelled your table but not highlighted what to count
6. To add a new thing to count, drag from the field name area into the values section - for this example, you wish to count by 'Sex' of visitor
7. Numbers should now populate in the table and the first question answer should be visible.
8. Repeat with different variables (also, don't forget the filter tool)

Can you use the data to answer the questions on the next page?

Questions:

(See next page for answer)

1. How many women travelled for business?
2. What is the most common purpose of travel?
3. Which age group most travelled as part of an inclusive tour package?
4. What is the most common duration for visitors from the USA?
5. What is the preferred mode of travel for non-UK residents?
6. Do German or French visitors spend more?
7. How many young men (under 24 years old) travelled independently?
8. Do UK business travellers prefer to travel by air or rail?

(See next page for answer)

Questions with answers

1. How many women travelled for business?
Answer: 3
2. What is the most common purpose of travel?
Answer: VFR - visiting friends or relatives
3. Which age group most travelled as part of an inclusive tour package?
Answer: 45-54
4. What is the most common duration for visitors from the USA?
Answer: 1-3 nights (requires filter by ukos overseas and country USA)
5. What is the preferred mode of travel for UK residents?
Answer: Air
6. Do German or French visitors spend more?
Answer: German (requires filter by ukos overseas only)
7. How many young men (under 24 years old) travelled independently? 3
Answer: 37 (16-24) + 74 (0-15) = 411
8. Do UK business travellers prefer to travel by air or rail?
Answer: Air