PRIVATE ANALYTICAL PROOF OF CONCEPT

Hajj & Umrah: key findings

A complete-source baseline for reviewing services and improving data capture

The supplied tables are internally consistent under the checks performed. Use the findings to prioritize service review, while keeping sample expenses, recorded transactions and historical context distinct.

10,000
Sampled Umrah records

25,000
Recorded transactions

89.09%
Nusuk app adoption

$22,301,549
Source total expenses (USD)

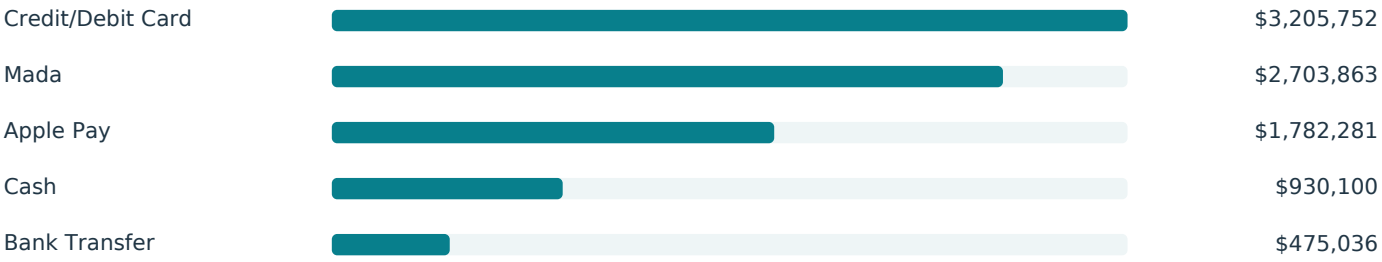
9.5007
Mean stay (nights)

4.1472 / 5
Mean sample satisfaction

What the full sample shows

- **Nationality concentration.** Indonesia is the largest nationality group: **1,737 records (17.37%)**. Nationality is not evidence of residence or departure location.
- **Transaction coverage. $9,097,032** is recorded in the transaction table. **787** sampled pilgrims have no linked transaction. The expense-transaction difference is not a balance owed.
- **Payment channels. 89.784%** of transaction records use a method other than cash. This count-based share is separate from the amount-based mix below.

Recorded transaction value by payment method



USD values from all recorded transactions. They are neither company revenue nor proof of payment settlement, profit or cash flow.

Actions and decision boundaries

Use aggregate evidence to guide investigation, not to make unsupported claims

SERVICE REVIEW PRIORITIES

Hotel proximity and services

Highest supplied complaint rate: **9.4%**, alongside a **4.28/5** satisfaction score. The positive feedback label and complaints can coexist. Review underlying comments and response counts before attributing a cause or changing service provision.

Medical and emergency services

Supplied utilization is **93%**; satisfaction is **4.00/5**. Review the underlying service feedback and access process. High utilization alone does not demonstrate a service-quality problem or establish a staffing requirement.

The 8 service rows are supplied aggregate scores. Response counts and weighting are absent; they cannot be disaggregated by the dashboard selectors or pooled into a weighted pilgrim experience score.

Strengthen the next data collection

- **Financial definitions first.** Add transaction timestamps, payment status, refund/fee treatment and coverage rules before estimating cash flow, profitability or balances. Aggregate transactions by Pilgrim_ID before joining to avoid multiplying pilgrim expenses.
- **Keep the grains separate.** Arrival_Month has no year or full arrival date; transaction dates are absent. Historical Hajj statistics are a separate, unverified source series. Its 2025 row is labelled a target/benchmark, not evidence of an achieved result.

Data integrity and complete-source coverage

All five sheets retained. The checks found zero missing fields, duplicate primary keys or orphan transaction links. Nights and historical totals reconcile; all 8 supplied summary KPIs agree at their displayed precision. No rows were dropped and no corrections were invented.

Source values and percentage units are preserved. Service utilization is stored as text percentages; complaint rates are numeric percentage points. Data provenance and sampling representativeness are not independently established. This is aggregate analysis, with no individual eligibility or selection decisions.

SOURCE AND SCOPE

Buyer-provided workbook, all five tabs: Summary KPIs; Umrah Pilgrim Data; Pilgrim Transactions; Services Evaluation; Hajj Historical Data. The full-sample baseline is used throughout this PDF; no dashboard filter is applied.

Primary buyer brief: Freelance Yard job 48411. Source qualified on 11 November 2026. This report does not attest current bidding availability or buyer acceptance.

Original workbook SHA256:

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