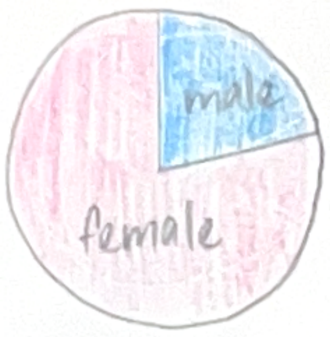
IDEAS

- Choropleth map

- Pie Chart

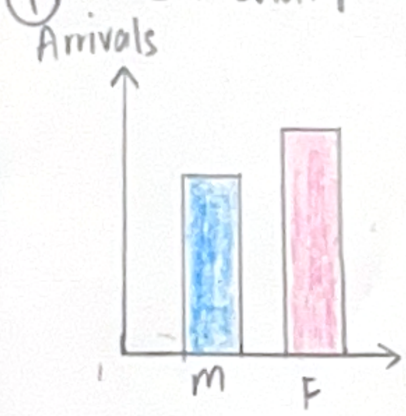


- Donut chart

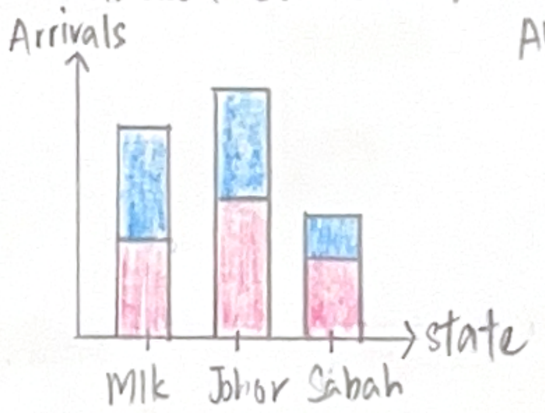
(different colour different state)

- Isotype chart

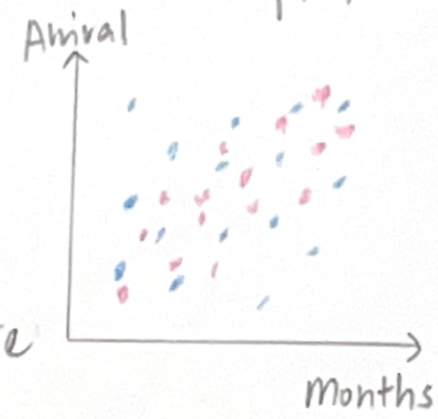
① • Bar chart



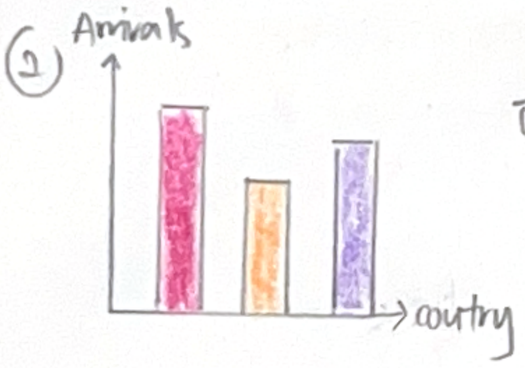
- Stacked bar chart



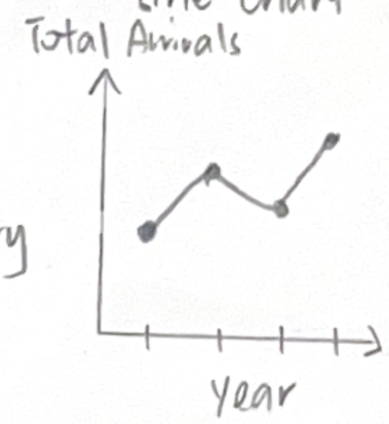
- Scatter plot



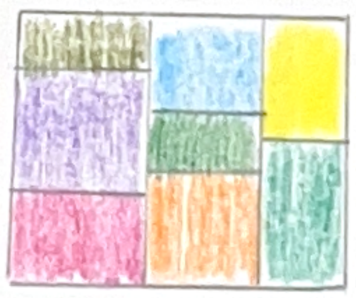
② Arrivals



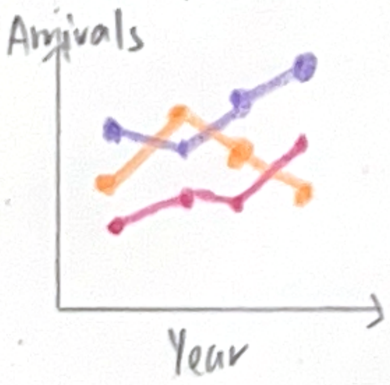
- Line chart



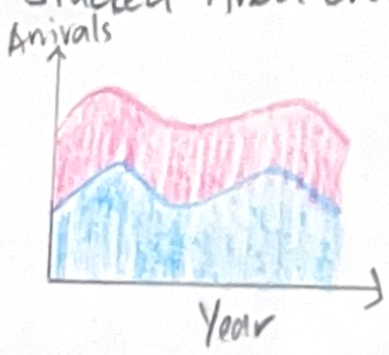
- Tree map



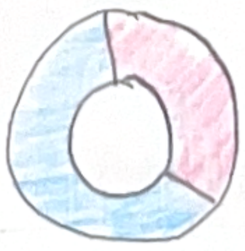
- Multi-line chart



- Stacked Area chart



- Donut Chart (for gender)



QUESTIONS

1. Do gender patterns differ by country of residence?
2. Which states rely most on tourists from specific country?
3. What is the gender ratio of tourists?
4. How have total tourists arrivals changed over years?

CATEGORISE

Tourism in Malaysia

Categorical

- Gender
  ↳ Male vs Female
- States in Malaysia
- Country of residence
- Ranking categories
  ↳ Top 10

Quantitative

- Comparison
  ↳ yearly growth
- Total arrivals
- Temporal analysis
  ↳ yearly / monthly

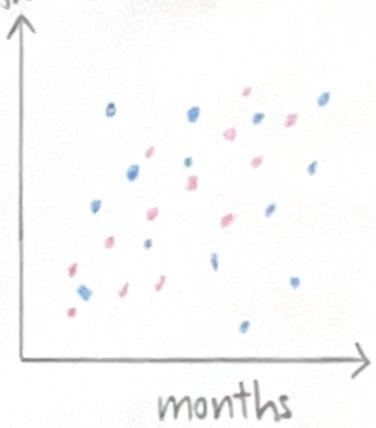
FILTER

①

(for states)

- less effective for comparing multiple groups
- hard to read and interpret once number of states increases

② Arrivals



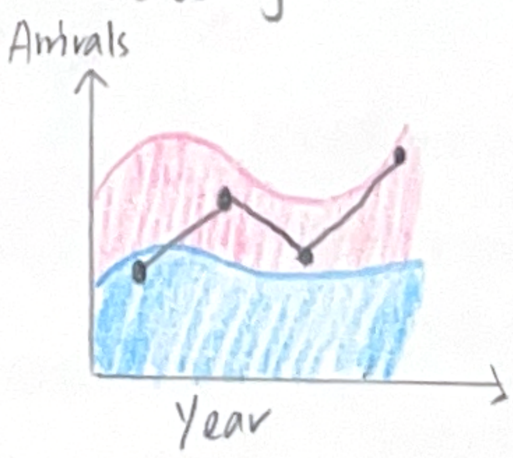
- most of the variables are categorical
- do not have two suitable continuous variables for correlation analysis.

COMBINE & REFINE

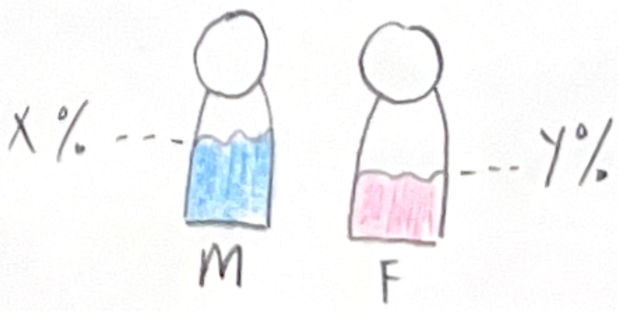
① Line chart + stacked area chart

↓ show total arrivals across years

↓ show gender

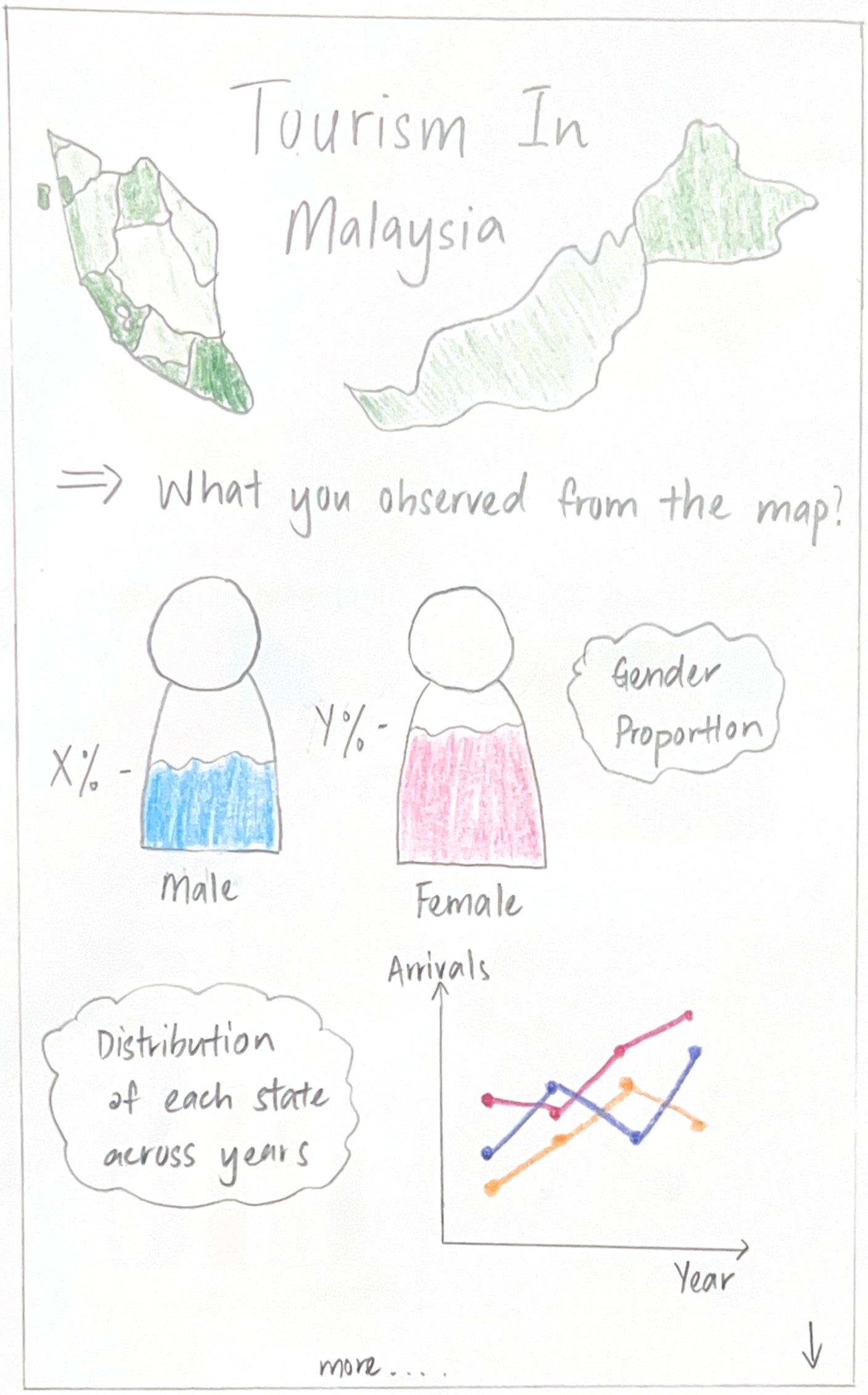


② Isotype chart with pie chart percentage



- more interactive

LAYOUT



Title : Tourism in Malaysia

Author : Wong Jing Xuan

Date : 1/10/2025

Sheet : 1

Task : Storytelling Design

OPERATION

1. Interaction with readers
   ↳ Having questions to lead the readers
2. Clear explanation for each component
   ↳ Ensure the readability
3. Use 🧍 to represent the proportion of gender
   ↳ interactive enough, showing the percentage when clicking
4. Scrollable page
   ↳ allow more visualizations to be shown
5. Interactive tool tip for map.

FOCUS

1. Basic information are demonstrated as it is the introduction of story.
2. Guide the reader step by step, from a big picture breaking down to smaller picture
3. Use simple and easy visualizations for introduction

DISCUSSION

Advantages

- Clear flow : easy to follow, the content is clear
- Suitable for younger readers like kids
- Can make into chapters

Disadvantages

- Not much explanations included in the story
- Target audience : kids
  ↳ adults may find it boring
- The visualizations are quite simple.

Title : Tourism in Malaysia

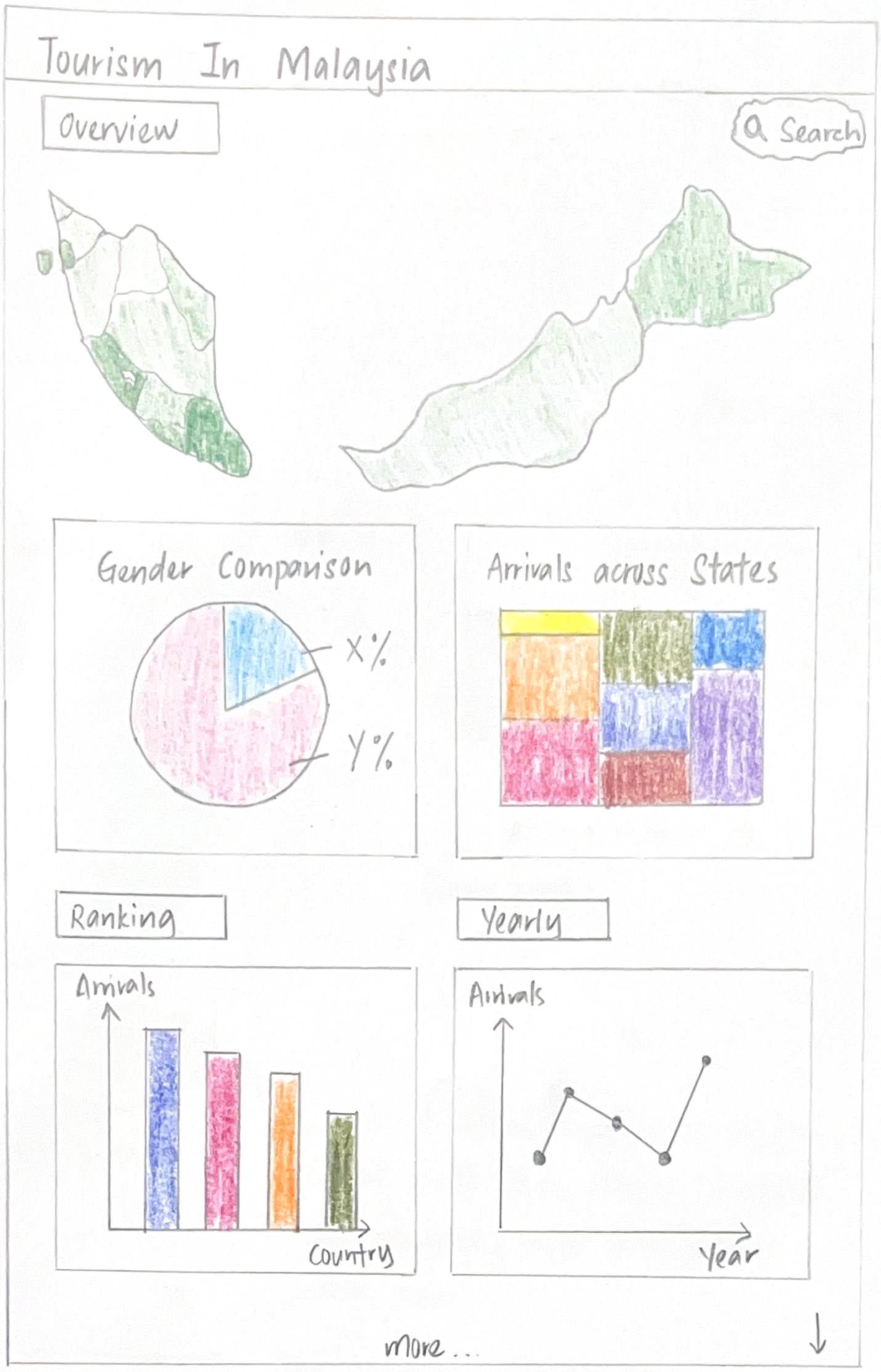
Author : Wong Jing Xuan

Date : 2/10/2025

Sheet : 2

Task : Comparative Dashboard

LAYOUT



OPERATION

1. Scrollable layout
   ↳ allow more visualizations, ensure reading flow, from top to bottom
2. Search bar available
   ↳ reader can directly search any info they want via the key words.
3. Infographic poster style
   ↳ showing multiple charts side by side for comparison
   ↳ layout is visual, compact, easy to scan.
4. Colours are used wisely for clearer comparison across different categories
5. Clear label are enabled for better readability.

FOCUS

1. Comparison across perspectives
   ↳ ranking, yearly
2. Clear flow + different type of visualization
   ↳ go from big picture → small parts
3. Trends are shown in different ways
   ↳ eye-catching visualizations like tree map.

DISCUSSION

Advantage

- Prevent redundancy
  ↳ each level are telling different content
- Clear flow
  ↳ ensure the sequences
  ↳ natural storytelling but in poster

Disadvantages

- Need to be careful of the colours
  ↳ might lead to misreading
- Suitable for readers who are familiar to visualizations

FOCUS

1. Each page consists of one main message with explanations to improve readability.
2. Reader gets to analyse the visualization clearly as there is only one chart per page.

Title : Tourism in Malaysia

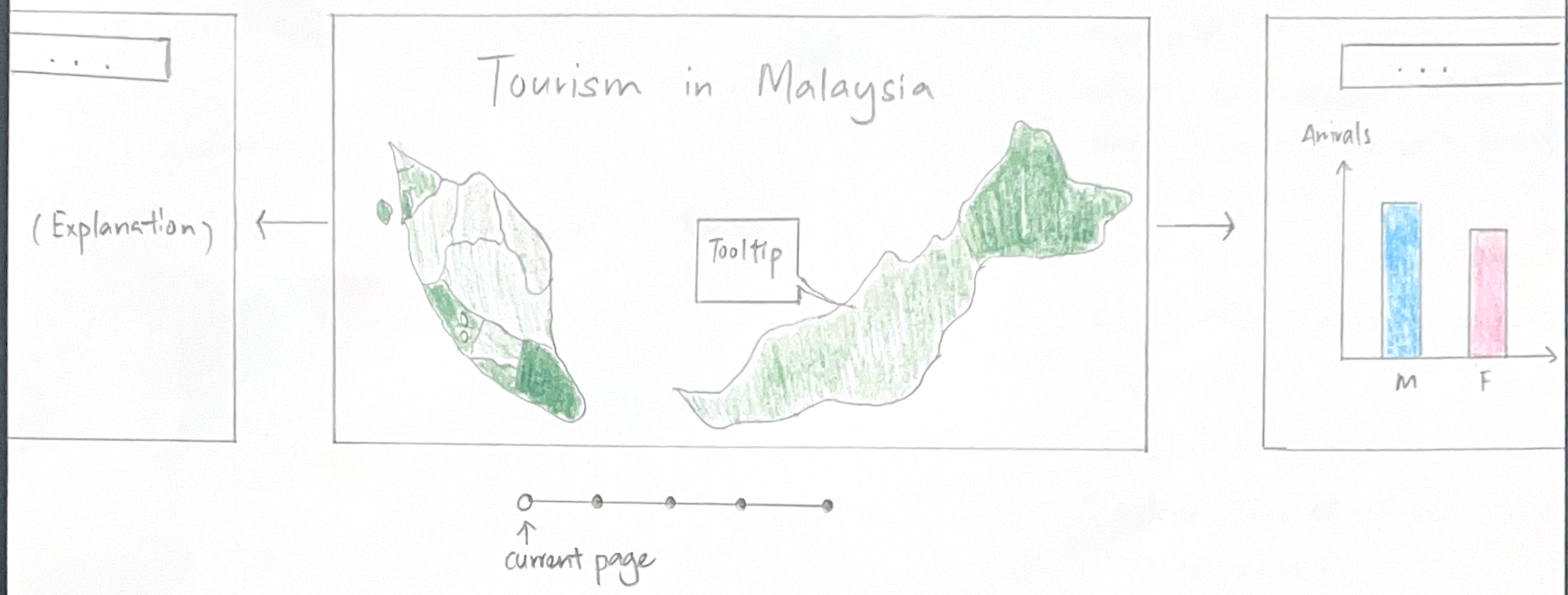
Author : Wong Jing Xuan

Date : 2/10/2025

Sheet : 3

Task : Presentation Design

LAYOUT



OPERATION

1. ← slide →

The arrow allows readers to switch to the next slide, thus, increase the usability and interaction with user.

2.

The progress bar (below the slides) show the current page where the reader reading at, highlighting a clear flow across the slides.

3. Summary

Compared to scrollable page, summary of the entire visualizations can be put on the last slide so it won't mixed up with other contents.

DISCUSSION

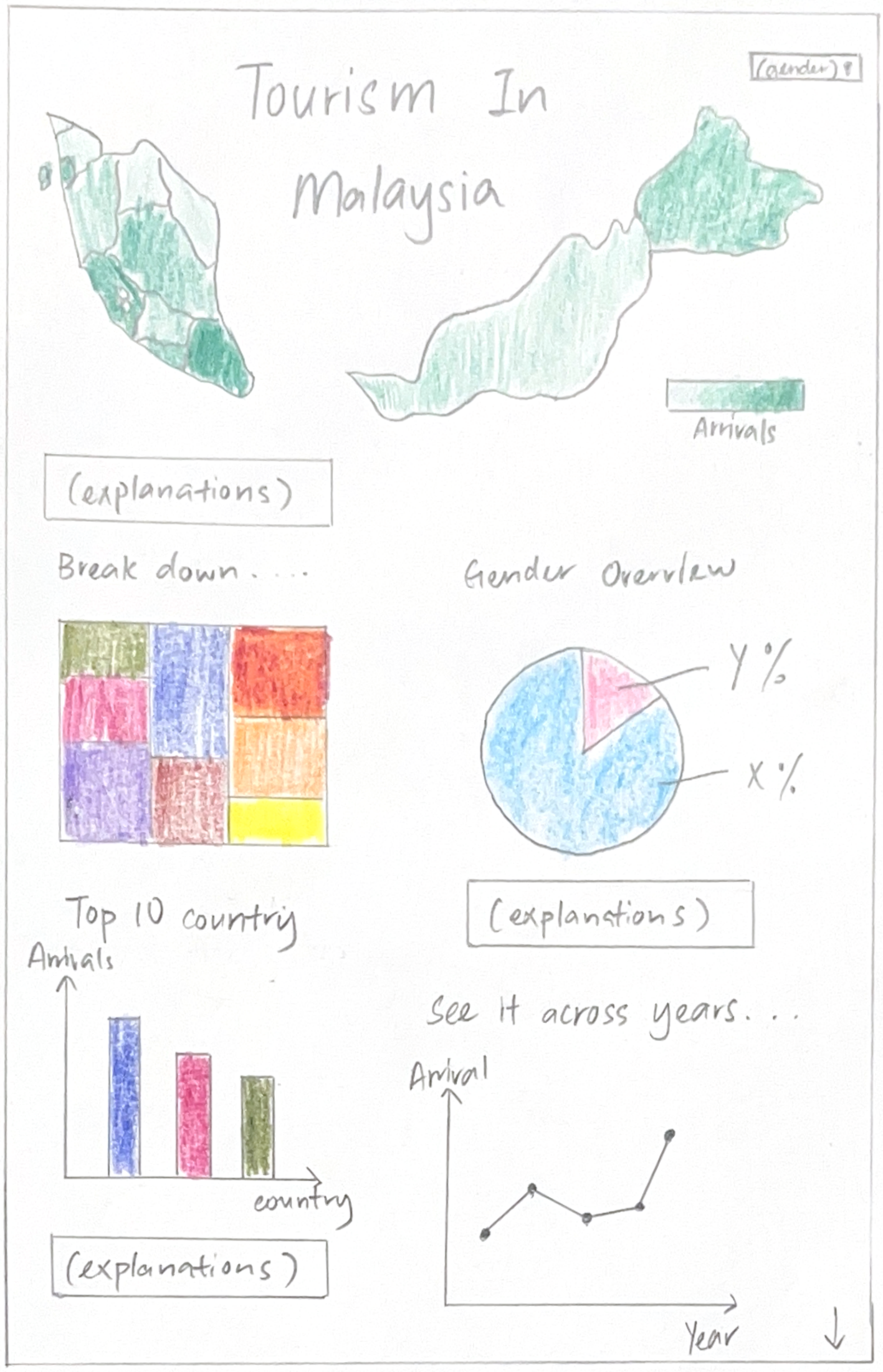
① Advantages

- Extra spaces to have explanation
  ↳ looks clean and professional
- Reader easy to follow as they only focus on one main point per slide.

② Disadvantage

- Cannot have too many slides as it will lead to misconnections
- Need to put in more effort on design so that the slides will not looks boring and empty

LAYOUT



Title: Tourism in Malaysia

Author: Wong Jing Xuan

Date: 2/10/2025

Sheet: 4

Task: Final layout design

OPERATION

1. Map with fiter function where the readers (gender) can filter the arrivals based on the gender
2. Explanations are provided along the charts to ensure the clarity
3. Scrollable layout
   ↳ allow more visualizations to be shown
4. Clear legend and tool tips
   ↳ reader can understand the data of each component clearly
5. Clear colour
   ↳ Blue represent male, vice versa

FOCUS

1. All information are equally important
   ↳ shown from a big picture to a smaller picture
2. Comparison across different sectors
   ↳ between different states
3. Trends are shown using interactive visualizations

DETAILS

- Dependencies: Vega-lite library for map and diagrams, R and Excel for data wrangling
- Estimated time & effort: at least 3 days to build a complete design