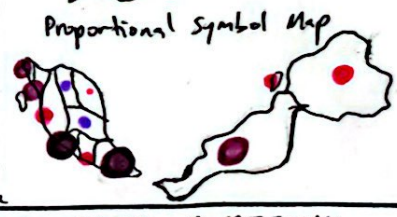
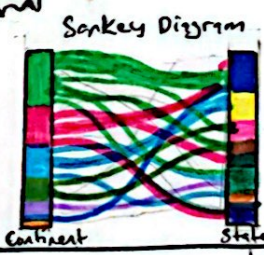
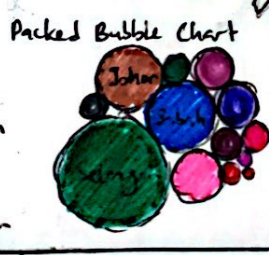
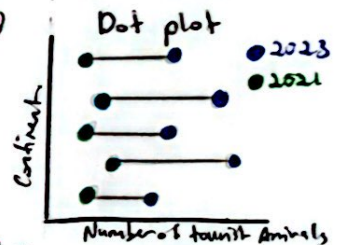
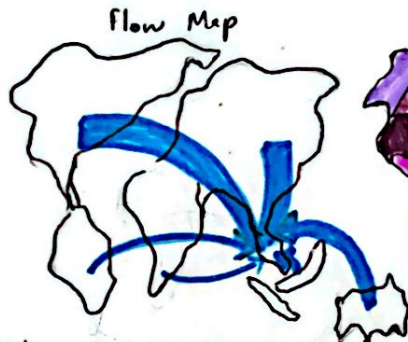
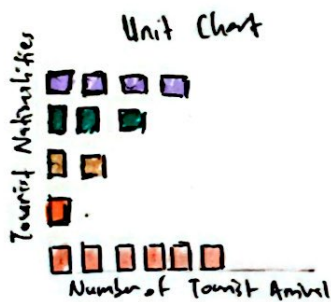
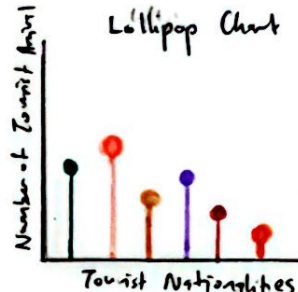
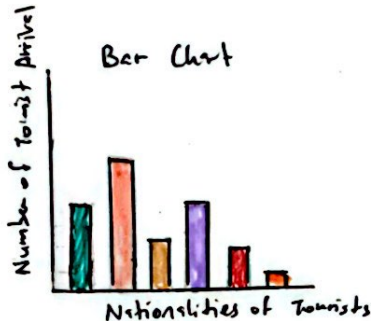
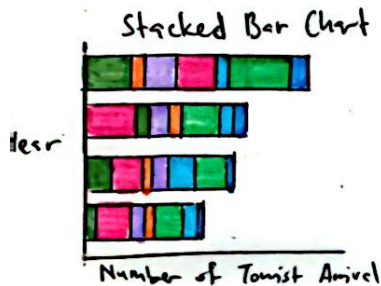
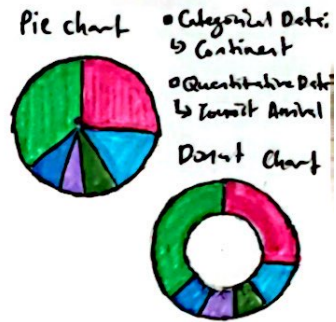
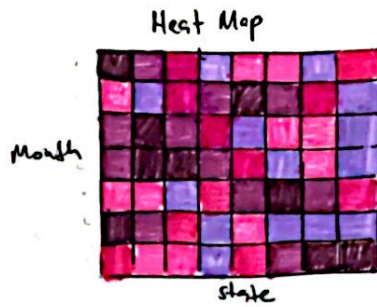
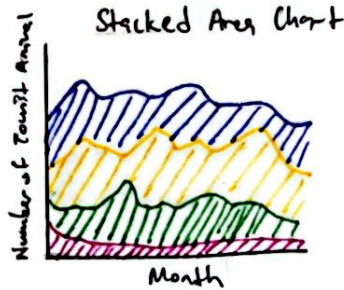
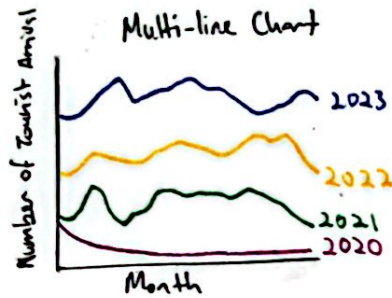


IDEAS



FILTER



Pie Chart
• It's a duplicate of donut chart as it provide the some information in the same shape.



Stacked Area Chart
• Not aesthetically appealing and user might find it hard to duplicate



Unit Chart
• Might be difficult to construct, bar chart would be a better visualisation.

CATEGORIZE

Trends in tourist arrival throughout the year across 2020 to 2023.

→ Multi-line Chart
→ Heat Map

Ranking of tourist nationality for each state.

→ Lollipop Chart
→ Bar Chart

Distribution of tourist arrivals across each state for specific year

→ Proportional Area Chart
→ Packed Bubble Chart
→ Proportional Symbol Map

Distribution of tourists nationality arriving to Malaysia.

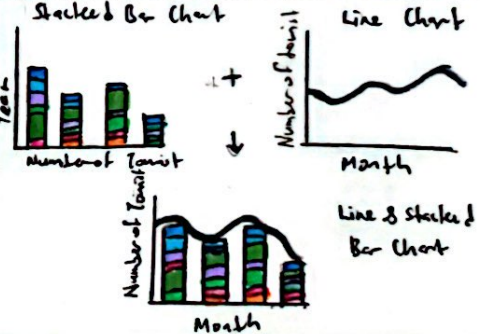
→ Flow Map
→ Choropleth Map

Distribution of continent of tourist arrival to Malaysia for a specific year

→ Treemap
→ Donut Chart
→ Radial Chart
→ Stacked Bar Chart

Sankey Diagram Dot plot

COMBINE & REFINE



QUESTION

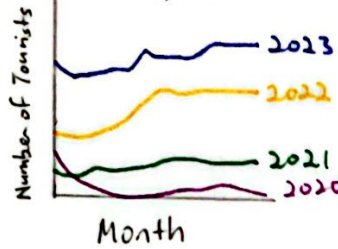
- ① Is the implementation of the visualisation doable?
- ② Does the visualisation convey useful information to the viewers by demographic insights?
- ③ Should colour saturation be used for distribution of tourist nationality or colour Hue?

LAYOUT

Malaysia Tourism Statistics

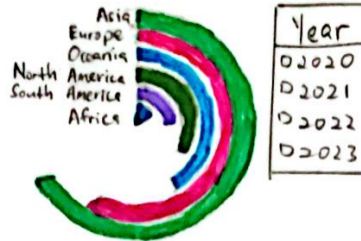
- Malaysia as a Tourist Destination

Monthly Trends in Tourist Arrivals



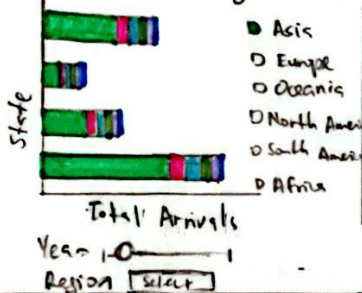
Descriptive Text

Tourist Arrivals Distribution by Continent



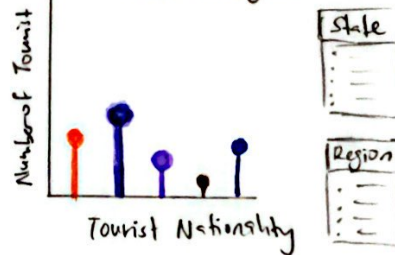
- Malaysia State Popularity amongst Tourist Nationality & Region

Continental Trends in Tourist Arrival across Malaysian State



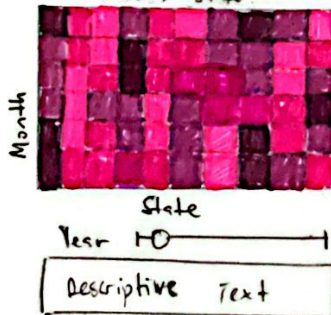
Descriptive Text

Tourist Nationality by state & Region

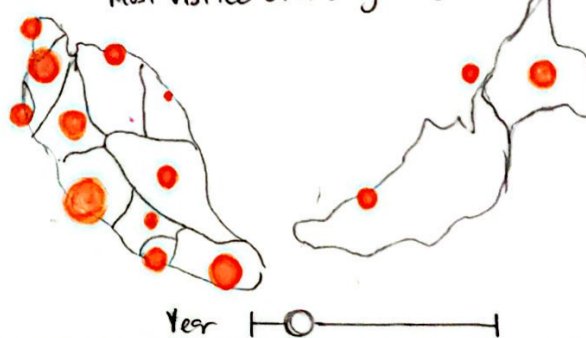


- Peak Travel Seasons and Hotspots

Seasonal Peaks in Monthly Arrivals across state



Most visited States by Foreign Tourist



Title: Malaysia Tourism Statistics

Author: Alicia Quek Chik Wen

Date: 10/10/2024

Sheet: 2

Task: Design a narrative visualization #1

OPERATION

All graph will have tooltips containing:

- Name of the categorical data
- Quantitative value
e.g. number of tourist arrival
- Ordinal data (year & month)

↳ Tooltips will contain chart information accordingly.

↳ Hover mouse over the data point for tooltip to appear.

Filter by Year/State/Continent using:

① Selection menu bar

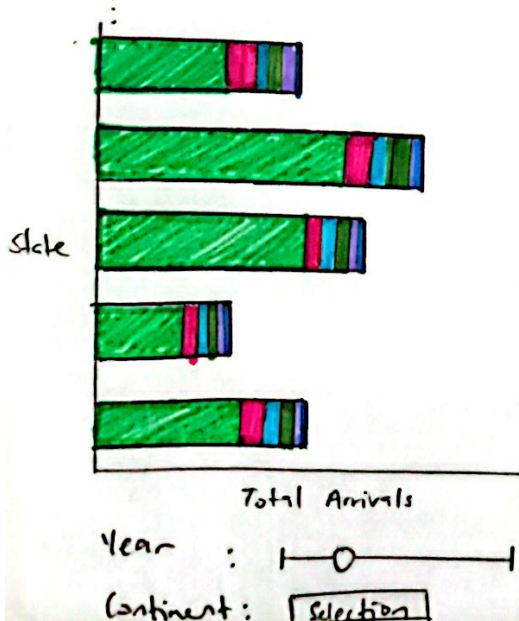
State
o Selangor
:

② Drop Down bar

State	▼
o Selangor	
:	

③ Slider

FOCUS



• The stacked bar chart show the continental trends, including South America, North America, Europe, Africa, Asia, Oceania and Antarctica, of tourist arrivals across Malaysian State.

- Have a year and continent selection for the chart to see the distribution of tourist base on continent for a specific year.

DISCUSSIONS

Advantages:

- ① Well segmented into clear sections.
- ② Elements are aligned along the horizontal and vertical sight-lines.

③ Clear view path which user can easily follow.

Disadvantage:

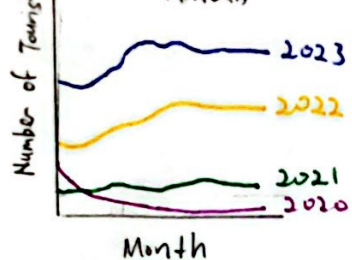
- ① Radial Chart may be difficult to implement.
- ② Chart included may not be complex enough.

LAYOUT

Malaysia Tourism Statistics

Malaysia as a Tourist Destination

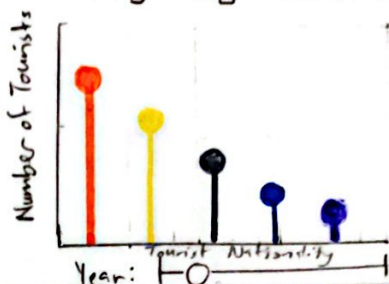
Monthly Trends in Tourist Arrivals



Descriptive Text.

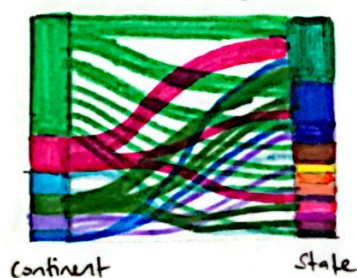
Conclusive Description

Malaysia Key Tourist Market



Malaysia State Popularity amongst Tourist Nationality & Continent

Continental Trends in Tourist Arrivals across Malaysian state



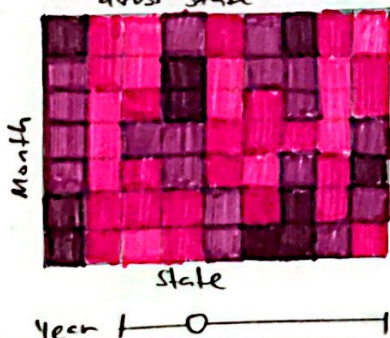
Descriptions & Insights gain from the graphs.

Top 5 tourist nationality for each continent.

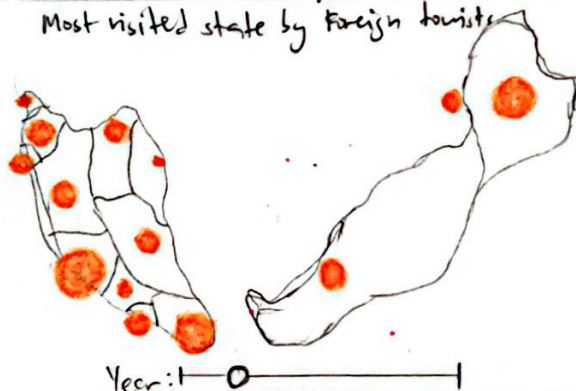


Peak Travel Seasons and Hotspots

Seasonal Peaks in Monthly Arrivals across state



Most visited state by foreign tourists



Title: Malaysia Tourism Statistics
Author: Alicia Quek Chik Wen
Date: 10/10/2024
Sheet: 3
Task: Design a narrative visualisation #2

OPERATION

All graphs will show tooltips with relevant information accordingly. With a hierarchical structure and useful alignment.
↳ Tooltips will be shown when hover over and in an appealing design.

Filter by years using either:

① Selection Menu Bar

Year
2020-2022
2021-2023

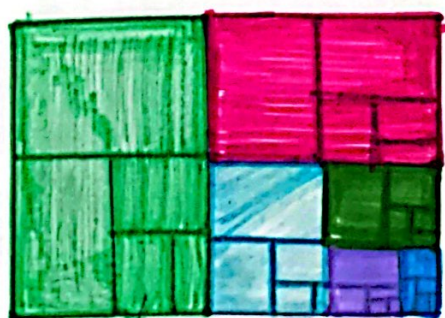
② Drop Down Menu Bar

Year
2020

③ Slider



FOCUS



Continent: Asia
Country: Vietnam
Number of tourist Arrival: 10,000

o The treemap show top 5 countries in each continent in an order manner with clear hierarchy.

o Each Sections (color encoded) of the treemap shows the number of tourist arrivals of each continents.

o Have annotations to highlight interesting facts in the treemap.

DISCUSSIONS

Advantages:

- ① Well segmented into clear sections.
- ② Elements are aligned along the horizontal and vertical right-lines.
- ③ Implementations of user interaction is plausible and easy for user to operate.

Disadvantage:

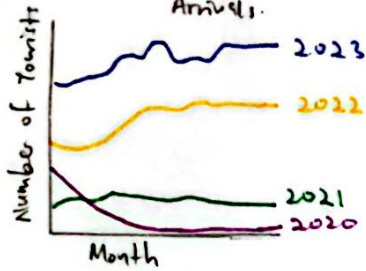
- ① The treemap may be difficult to implement.

LAYOUT

Malaysia Tourism Statistics

Malaysia as a Tourist Destination

Monthly Trends in Tourist Arrivals



Top 20 of tourists nationality arriving to Malaysia



Malaysia State Popularity amongst Tourist Nationality

Continental Trends in Tourist Arrival across Malaysian state



Tourist Nationality by state & Region

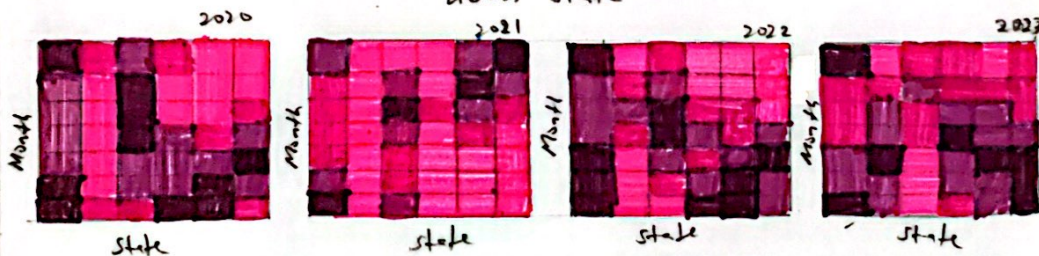


Continent Selection: Oceania

State selection: Pulau Pinang

Peak travel seasons & Hotspots

Seasonal trends in Monthly Arrival across state



Title: Malaysia Tourism Statistics

Author: Alicia Quek Chik Wen

Date: 10/10/2024

Sheet: 4

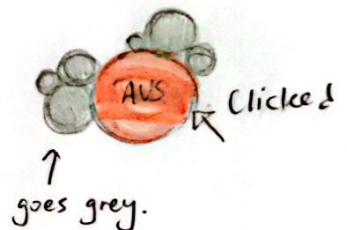
Task: Design a narrative visualisation #3

OPERATION

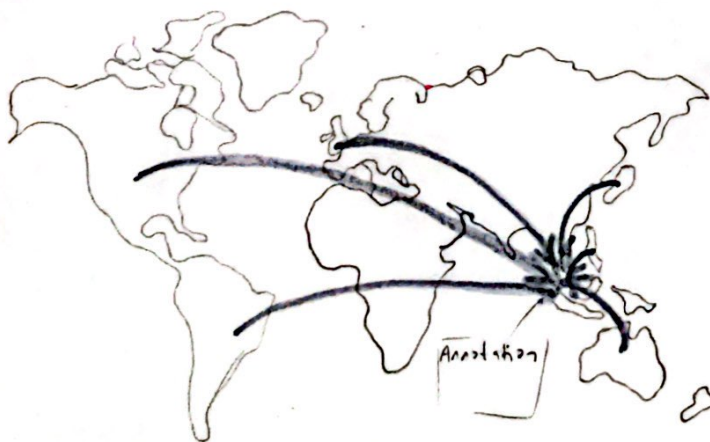
All graphs will have tooltips that will be shown by hovering over the data.

Information shown will be displayed in an appealing way with a hierarchical structure and useful alignment.

When clicked on specific date point or section, it will be highlighted with the others going grey or less saturated.



FOCUS



The flow map show top 20 countries arriving to Malaysia as indicated by the arrows flowing to Malaysia.

There will be zoom feature allowing the map to zoom to user desired location.

The arrow indicate the number of tourists arriving to Malaysia.

DISCUSSIONS

Advantages:

- Well structured and aesthetically appealing.
- Easy to compare across different years with multiple heatmap without having to refer back and forth by clicking on the selection menu.

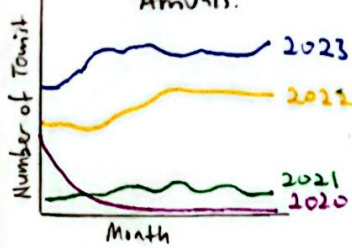
Disadvantages:

- Can be quite cluttering with too many graph, making it look messy.

Malaysia Tourism Statistics

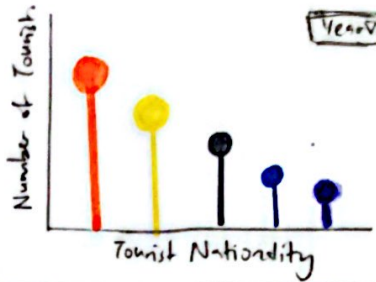
Malaysia as a Tourist Destination

Monthly Trends in Tourist Arrivals.



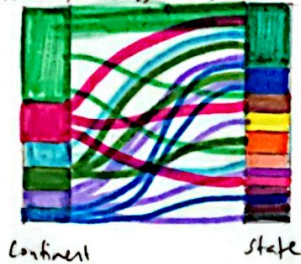
Descriptive Text.

Malaysia Key Tourist Market



Malaysia State Popularity amongst Tourist Nationality & Continent.

Continental Trends in Tourist Arrivals across state



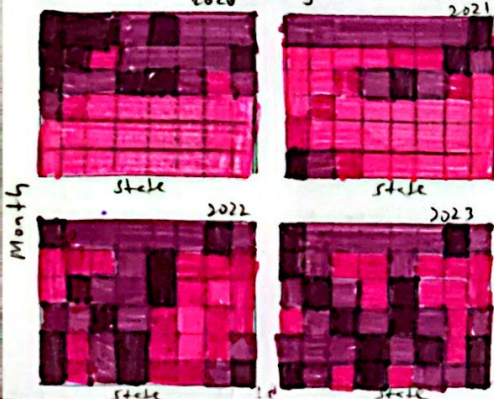
Descriptive Text.



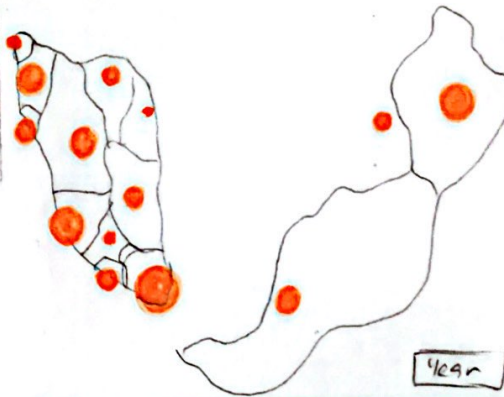
Year: 1 - 0 - 1

Peak Travel Seasons & Hotspots.

Seasonal Peaks in Monthly Arrivals across state



Most visited state by foreign tourist.



FOCUS



- The alluvial diagram show continental trend in Tourist Arrivals across state.
- The left bar will contain the magnitude of number of tourist arrival base on the continent tourist are coming from.
- The right bar will contain the magnitude of number of tourist entering across the state.
- The middle part show the distribution of tourist continent origin for each state.

Title: Malaysia Tourism Statistic

Author: Alicia Quek Chik Wen

Date: 10/10/2024

Sheet: 5

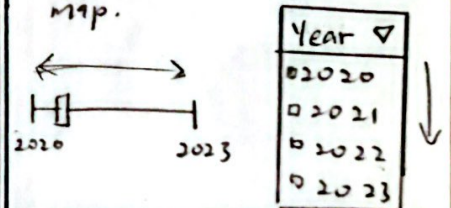
Task: Design a narrative visualisation
Final

OPERATION

All the graphs will show tooltips when hover over the data points / bar / section

↳ Information shown will be displayed in an appealing way with a hierarchical structure.

A slider or drop down menu will be used for various charts, namely lollipop chart, treemap and proportional symbol map.



DETAIL

- Estimated time and effort:
 - ↳ Dataset need to be cleaned.
 - ↳ Need to extract required data from the cleaned dataset.
 - ↳ cleaning & extraction might need 1 to 2 days.
 - ↳ Implementing the graphs take 3 days.
 - Harder graph may take longer time to construct.
 - ↳ Produce final narrative visualisation take 2 days.