NYC & Company
NYC's quasi-official tourism marketing agency

We will help build the ultimate dashboard for NYC tourism using ~30 data sources for the use of the NYC government (this will be seen by the mayor's office) and NYC & Co members (restaurants, theatres etc.) around the following themes:
- Hotel Industry
- Visitor Identification and Understanding
- Economic Indicators (including spending and macroeconomic forecasts)
- Competitive Tracking
- Office of Vital Statistics
- Convention and Event Performance

The HDAG team will have support of a back end data engineer who may be able to help with the heavy lifting data manipulation work. Our work thus will be more focused on the front-end: designing and building the dashboard to make sure it is (1) aesthetic — matches NYC & Co's status as the world's top tourism marketing agency and (2) insightful for the user and not just a plain source of data.

Please also note that this project's workload will be on the heavier side. The project will entail using R, Tableau, Microsoft Publisher and there will be a lot of design work involved. <u>If you rank NYC & Company as a preference, please highlight your skills experiences in any of the skills listed above.</u>