



# **QATAR WORLD CUP 2022: ECONOMIC & TOURISM IMPACT DASHBOARD**



**Analyzing the financial & business impact of hosting the world cup**

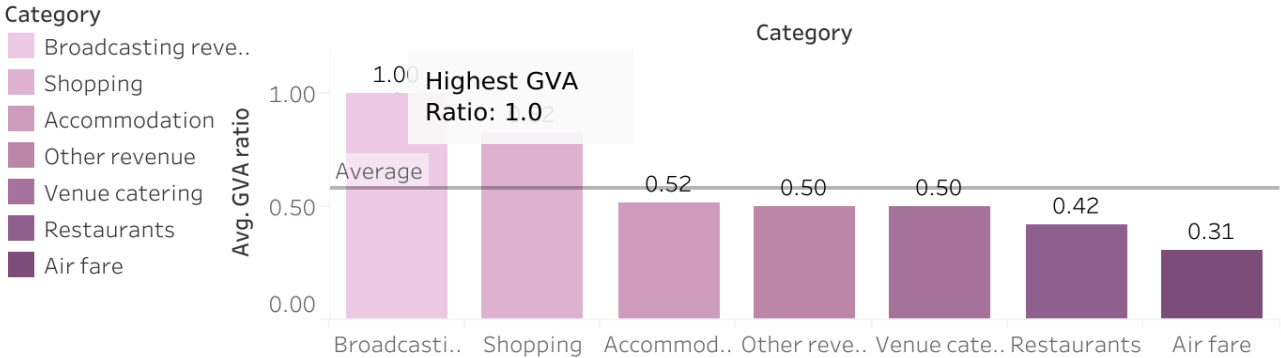
**FATIMA EZZAHRA KABBA – DATA ANALYST | BUSINESS INTELLIGENCE | FREELANCE CONSULTANT**

**CONTACT : [FATIMA.EZZAHRA.KABBA.PRO@GMAIL.COM](mailto:FATIMA.EZZAHRA.KABBA.PRO@GMAIL.COM)**

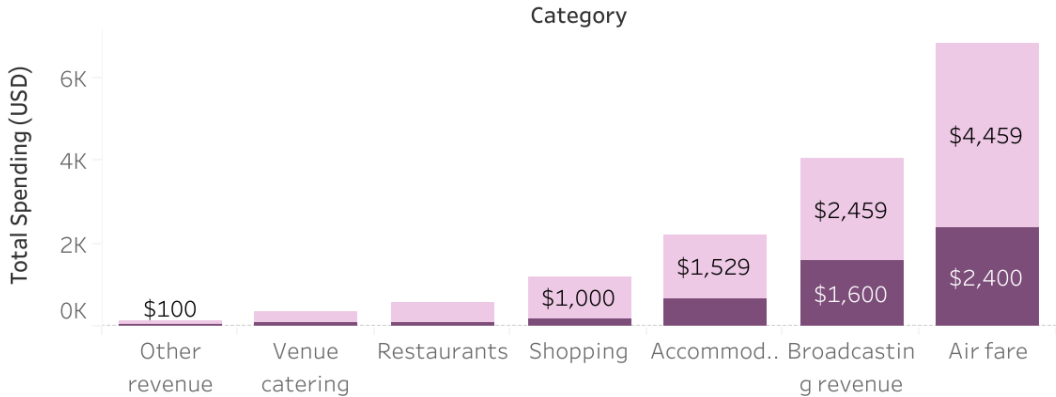
# Qatar World Cup 2022: Economic & Tourism Impact Dashboard



GVA Ratio Breakdown: Top-Performing Categories



Visitor Spending Breakdown: High vs. Low by Category



Qatar Visitors

8 Million

Low Spending per Visitor

\$2400

High Spending per Visitor


\$4459



**Why is hosting the world cup a global competition?**

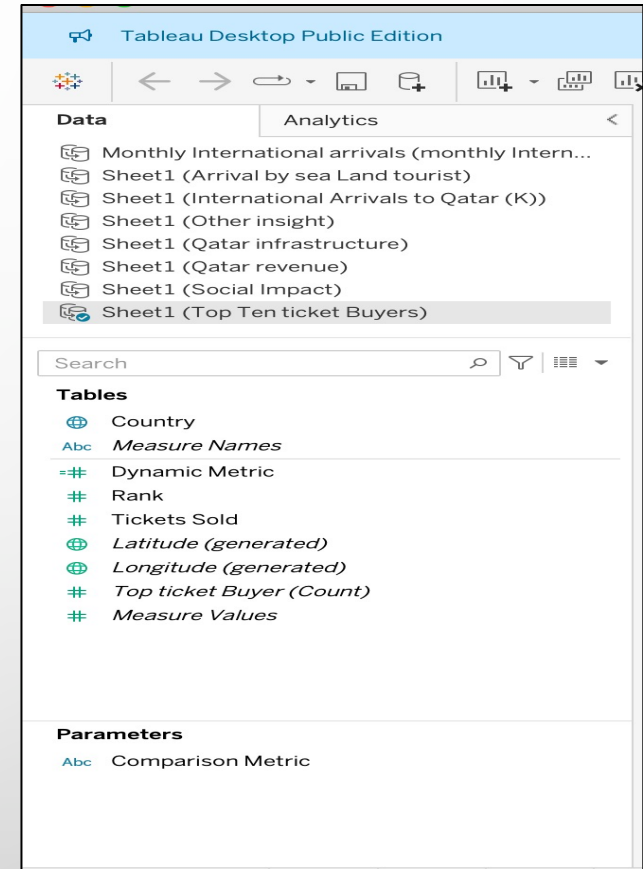


# Why is hosting the world cup a global competition?

- Countries compete fiercely to host the world cup.
  - But why?
  - Because of the massive economic & tourism impact.
  - This dashboard analyzes Qatar 2022 as a case study to reveal key insight
- 

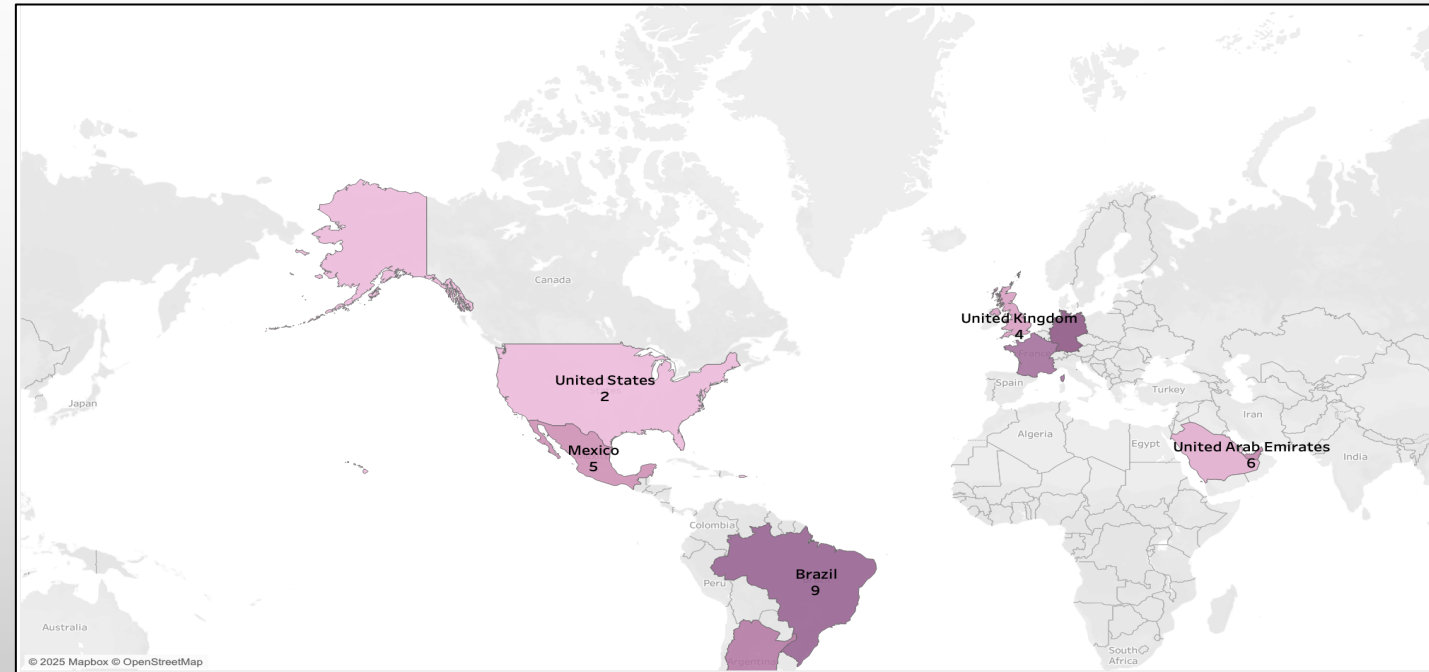
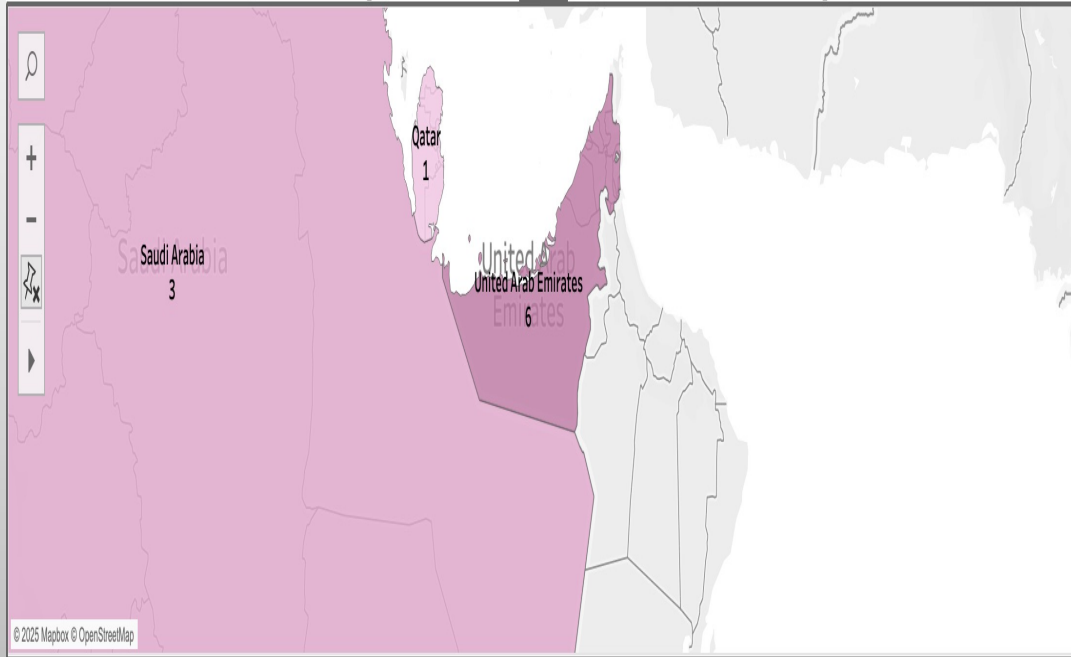
# Reliable & verified data sources

- TO ENSURE ACCURACY, DATA WAS COLLECTED FROM:
  - 📌 **FIFA OFFICIAL WEBSITE**
  - 📌 **QATAR'S MINISTRY OF TOURISM & ECONOMY**
  - 📌 **INTERNATIONAL MONETARY FUND (IMF)**
  - 📌 **GLOBAL TOURISM & ECONOMIC REPORTS**
- 🔍 **METHODOLOGY:**
  - DATA COLLECTED FROM MULTIPLE SOURCES.
  - INTEGRATED, CLEANED, AND VISUALIZED USING **TABLEAU**.



# Top 10 ticket-buying countries who bought the most world cup tickets?

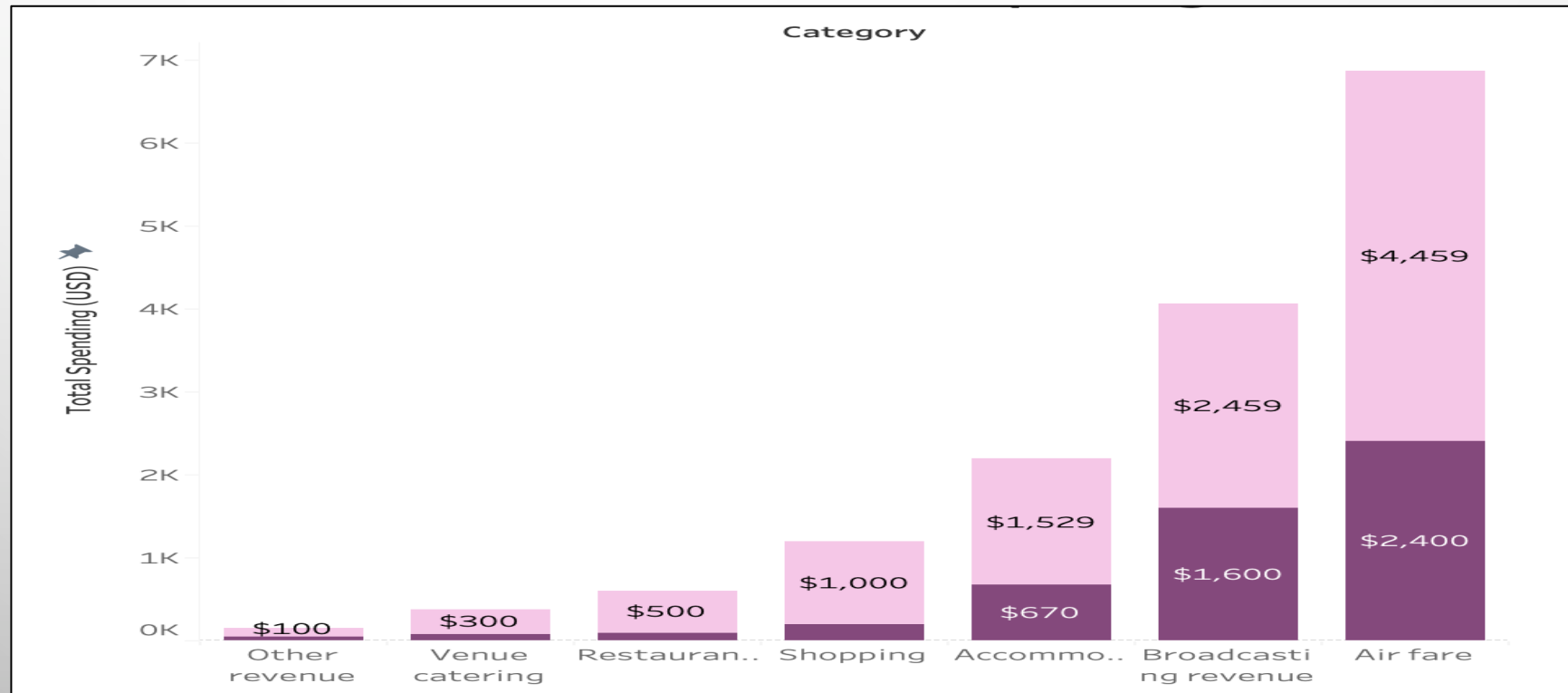
- The **map** highlights the **top 10 countries** based on ticket sales.
- **Darker shades** indicate higher purchases.
- Helps **future host countries** identify major **tourism markets**.



# Visitor spending breakdown

how & where do visitors spend their money?

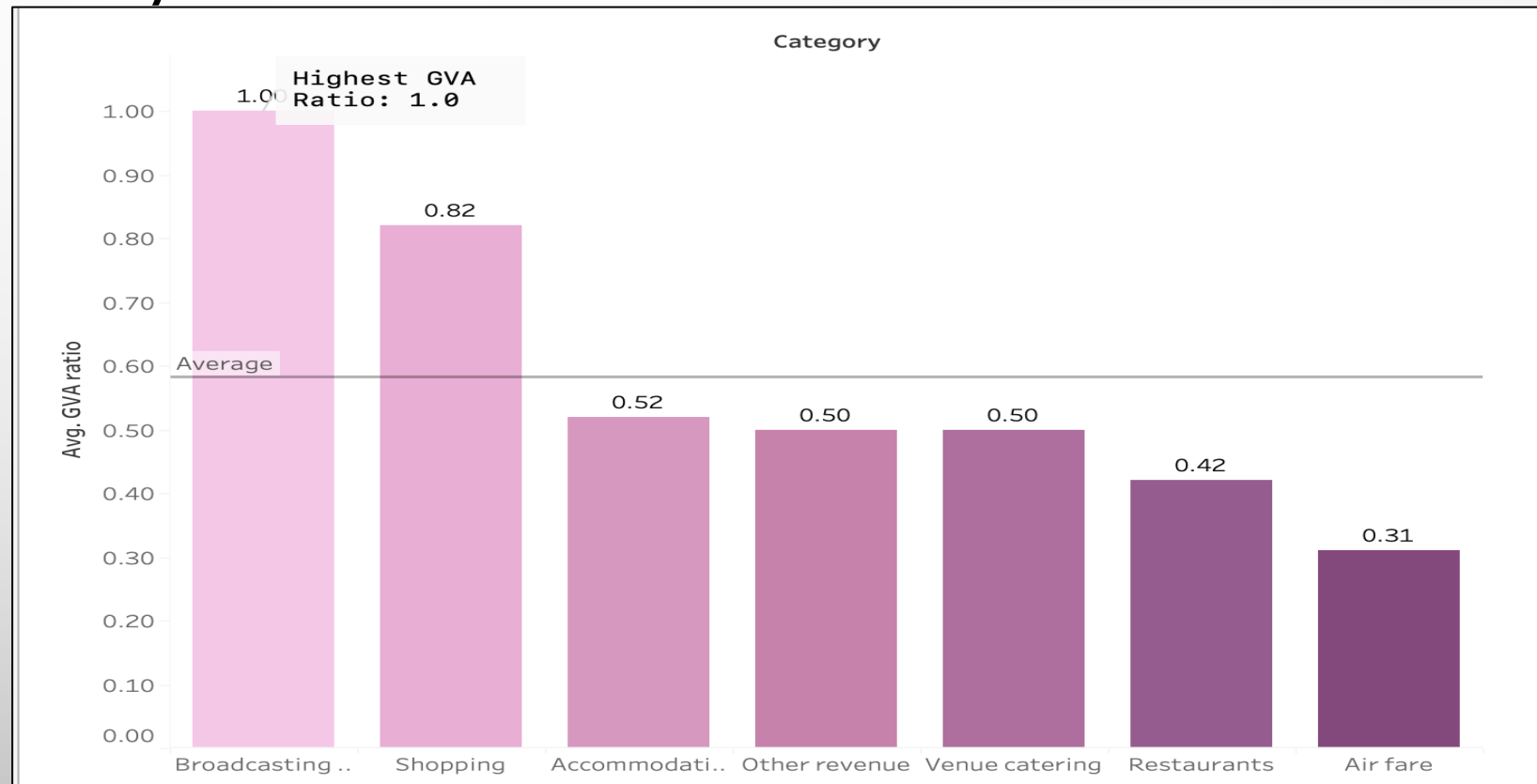
- Visitors spent **heavily on airfare, accommodation, shopping & broadcasting**.
- **Airfare** was the biggest cost, showing **travel demand insights**.
- **Broadcasting revenue** indicates a **huge remote audience**, valuable for sponsors.



# Which sectors gained the most? (GVA analysis)

top performing sectors & economic impact

- **Broadcasting industry** was the **#1 revenue generator** 📡
- **Shopping & accommodation** followed as top contributors 🏠 🛒
- Governments & investors can use this to **identify the best sectors for investment.**







# **Key takeaways & business insights**

# What this data reveals for future hosts & businesses

- ✓ **8 million visitors** attended the world cup.
- ✓ **low spenders** spent ~\$2,400, while **high spenders** reached ~\$4,459.
- ✓ the **broadcasting industry** presents a **major investment opportunity**.
- ✓ governments & businesses should **leverage sports events for economic growth**.

**Qatar Visitors**

**8 Million**

**High Spending per Visitor** 

**\$4459**


**Low Spending per Visitor** 

**\$2400**



# How this dashboard elevates my skills

## How this project showcases my expertise

- **Data visualization & storytelling** – translating data into business insights.
  - **Business & economic analysis** – providing real-world investment insights.
  - Offering analytical dashboards for clients.
- 

# LET'S CONNECT!

Interested in data-driven insights? Let's work together!

-  **FATIMA EZZAHRA KABBA**

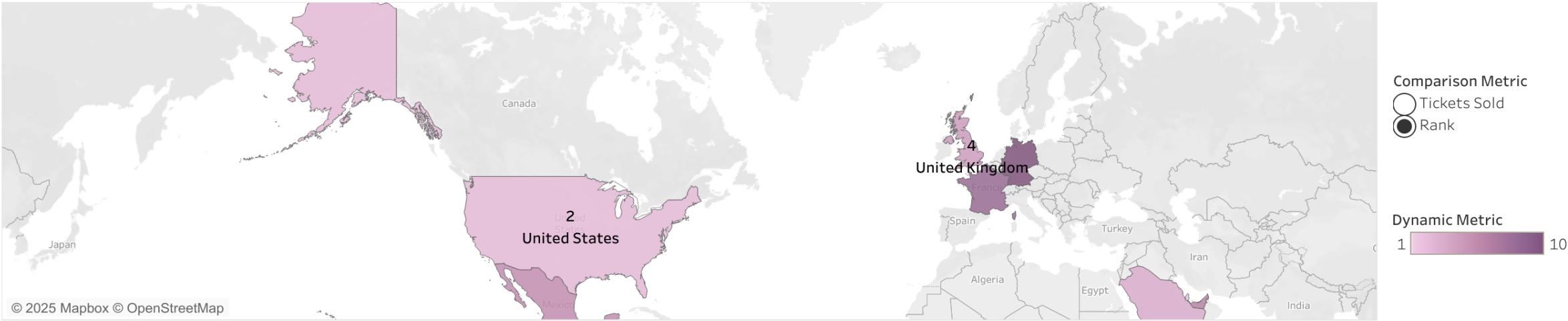
**DATA ANALYST | RESEARCH ANALYST | BUSINESS INTELLIGENCE | FREELANCER |**

 **LINKEDIN:** [[HTTPS://WWW.LINKEDIN.COM/IN/DR-FATIMA-EZZAHRA%C2%A0-KABBA-9B60B7325/](https://www.linkedin.com/in/dr-fatima-ezzahra%C2%A0-kabba-9b60b7325/)]

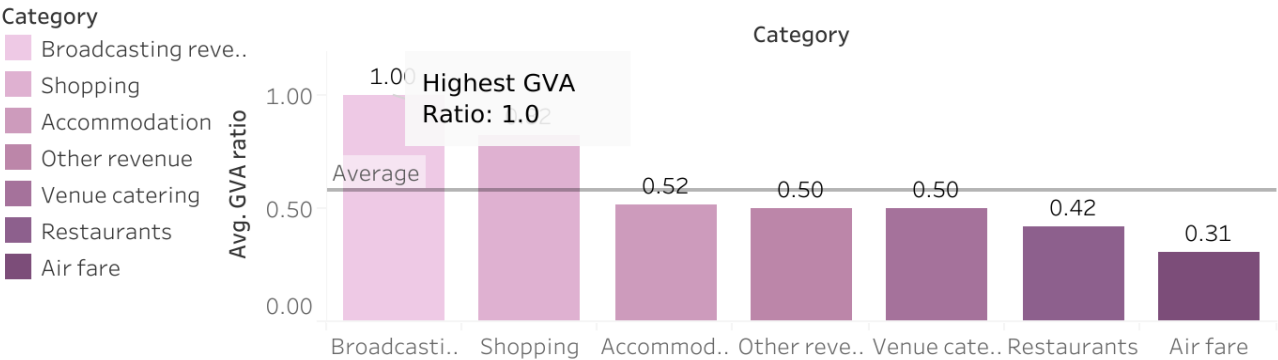
 **PORTFOLIO:**

- **GETHUB:**[HTTPS://GITHUB.COM/FATIMAKABBA](https://github.com/fatimakabba)
- **TABLEAU :**[HTTPS://PUBLIC.TABLEAU.COM/APP/PROFILE/KABBA.FATIMA.EZZAHRA/VIZZES](https://public.tableau.com/app/profile/kabba.fatima.ezzahra/vizzes)

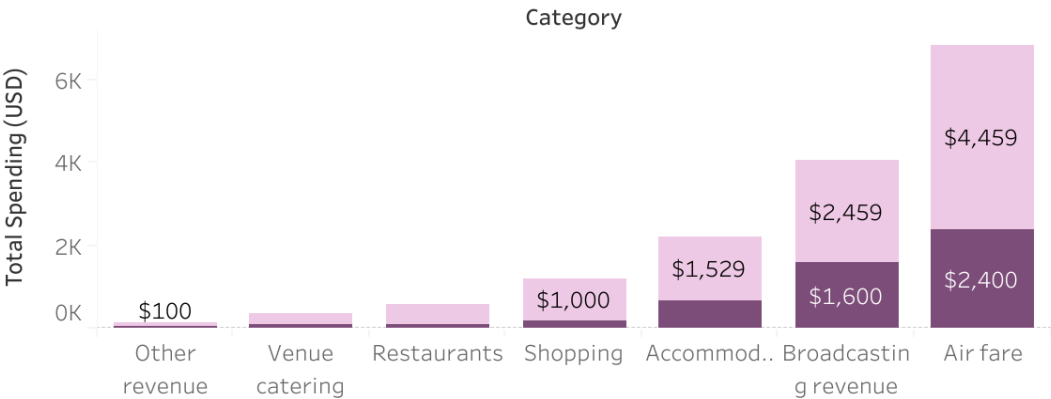
# Qatar World Cup 2022: Economic & Tourism Impact Dashboard



GVA Ratio Breakdown: Top-Performing Categories



Visitor Spending Breakdown: High vs. Low by Category



Qatar Visitors

8 Million

Low Spending per Visitor

\$2400

High Spending per Visitor

\$4459