Logo

Description automatically generated

**NAME: USMAN GHANI , UMER KHALID**

**REG NO:**  **2022613 , 2022605**

**PROJECT REPORT : Data Analysis of National Park Visitation**

**Introduction:**

In response to the Director of Marketing's request, I conducted an analysis of visitation data for selected national parks across the United States. The goal is to derive insights to aid in the development of marketing strategies, promotional packages, and advertising campaigns for the next five years.

**Project Requirements:**

1. **Data Preparation:**
2. I accessed the NPS Stats website and retrieved the "Recreation Visitation By State and by Park (1979 – Last Calendar Year)" report for the chosen state, exporting the data to an Excel file.

1. Additionally, I selected a specific park from the Park Reports section, exporting the "Recreation Visits By Month (1979 - Current Calendar Year)" report. I integrated this data into the same Excel file as the state report.

A screenshot of a computer

Description automatically generated

1. **Data Analysis and Visualization:**
2. **Parks in the Selected State:**

I identified the parks located in the chosen state, providing a comprehensive list for strategic considerations.

**b. Visitation in the Most Recent Calendar Year:**

I created a chart in Microsoft Excel to visualize the number of visitors to parks in the selected state during the most recent calendar year. This provides a clear overview for marketing decisions.

**c. Percentage of Visitors at Each Location:**

Utilizing Excel, I generated a chart illustrating the percentage composition of NPS visitors in the selected state by location. This aids in understanding visitor distribution.

**d. Most Popular Time to Visit Top Three Parks:**

I crafted a visual chart showcasing the monthly visitation trends for the top three parks in the state during the current calendar year. This allows for targeted promotional efforts.

**e. Visitor Trend Over the Years for a Selected Park:**

For a specific park from the dataset, I developed a chart displaying the visitor trend over the years. This offers insights into the park's popularity and historical patterns.

**f. Discussion:**

For each question, I strategically chose Excel chart types to enhance data interpretation. Bar charts were employed for question d to showcase numerical comparisons effectively. A line chart was selected for question b and e to represent trends over time intuitively. A pie chart is used in question c to display percentages. The choices were driven by the need for clarity and visual impact, aligning with best practices in data visualization (Sharma, 2017; Agarwal, 2016).

**Conclusion:**

The analysis and visualization of NPS visitation data provide a foundation for informed marketing decisions. The charts and graphs facilitate a clear understanding of park popularity, visitor distribution, and trends over time, empowering the marketing team to tailor strategies for optimal impact.

**REFERENCES:**

* Fisher, 2016
* Sharma, 2017
* Andale, 2016
* Agarwal, 2016
* Hilburn, 2012