**Dataset Overview**

**Time Span**: 36 months (January 2022 - December 2024)  
**Geographic Coverage**: 5 regions, 40 facilities worldwide  
**Data Structure**: Monthly transactional records (1 row = 1 month's data per entity)  
**Total Records**: 6,300 across all tables

**1. Main Foods Dataset (odd\_foods\_main\_dataset.csv)**

* 20 unusual foods from 16 countries
* **Categories:** Country, region, category, main ingredient
* **Metrics**: Tourism popularity, cultural acceptance, risk level, price

**2. Regional Tourism Data (regional\_food\_tourism\_data.csv)**

* **Categories**: Region
* **Metrics**: Annual food tourists, average spend, tourism growth rate, safety score

**3. Food Categories (food\_categories\_analysis.csv)**

* **Categories**: Food category
* **Metrics**: Food count, average protein, average tourism popularity, average risk level

**4. Monthly Trends (monthly\_food\_tourism\_trends.csv)**

* **Categories**: Month
* **Metrics**: Total food tourists, social media posts, average rating, revenue

**5. Country Details (country\_food\_tourism\_details.csv)**

* **Categories**: Country, region, signature food
* **Metrics**: Food tourism revenue, food diversity, food safety, international food rank, export value

**6. Risk:Popularity (food\_risk\_popularity\_analysis.csv)**

* **Categories**: Food name, country, region, food category
* **Metrics**: Risk level, tourism popularity, cultural acceptance, annual revenue, price

**Tableau Implementation Instructions**

**Step 1: Data Connection Setup**

1. Connect to CSV files in Tableau Public
2. Create relationships between Main table ↔ Country table on Region

**Step 2: Individual Chart Creation**

1. **Regional Performance KPI Cards**

**Highest Revenue**

Type: Text table

Value: SUM([Food Tourism Revenue M USD])

Filter: Top 1 of Region by SUM([Food Tourism Revenue M USD])

Tooltip: Insert sheet Regional Data Tooltip

**Most Expensive**

Type: Text table

Value: AVG([Price USD])

Filter: Top 1 of Region by AVG([Price USD])

Tooltip: Insert sheet Regional Data Tooltip

**Most Popular**

Type: Text table

Value: AVG([Tourism Popularity])

Filter: Top 1 of Region by AVG([Tourism Popularity])

Tooltip: Insert sheet Regional Data Tooltip

**Safest**

Type: Text table

Value: AVG([Food Safety Rating])

Filter: Top 1 of Region by AVG([Food Safety Rating])

Tooltip: Insert sheet Regional Data Tooltip

1. **Regional Data Tooltip**

Type: Data Table

Columns: Measure Names

Rows: Region

Measures: SUM([Food Tourism Revenue M USD]), AVG([Price USD]), AVG([Tourism Popularity]), AVG([Food Safety Rating])

1. **Regional Performance**

Type: Double dual axis chart

Columns Axis: Region

Top Chart Rows Axis 1 (column) Value: SUM([Total Annual Food Tourists])

Top Chart Rows Axis 2 (circle) Value: SUM([Average Spending USD])

Bottom Chart Rows Axis 1 (column) Value: SUM([Unusual Foods Count])

Bottom Chart Rows Axis 2 (circle) Value: SUM([Cultural Acceptance Avg])

Color: Measure Names

1. **Categories**

Type: Pie chart

Color: Category

Angle: SUM([Food Count])

Label: Category, SUM([Food Count])

Tooltip: Insert sheet Category Data Tooltip

1. **Category Data Tooltip**

Type: Data table

Columns: Measure Names

Rows: Category, Food Name, Main Ingredient, Country

Measures: SUM([Price USD]), SUM([Cultural Acceptance]), SUM([Protein Content]), SUM([Risk Level]), SUM([Tourism Popularity])

Color: Country

1. **Risk Vs Popularity**

Type: Scatter plot

Shape: Category

Columns Axis: SUM([Tourism Popularity])

Columns Reference Lines: Low (Constant = 4), Medium (Constant = 6), High (Constant = 8)

Rows Axis Value: SUM([Risk Level])

Rows Reference Lines: Safe (Constant = 2.5), Moderate (Constant = 5), Risky (Constant = 7.5), Very Risky (Constant = 10)

Color: Country

Size: SUM([Annual Revenue USD])

Detail: Food Name

1. **Tourism Revenue**

Type: Bubble chart

Marks: Text

Size: SUM([Annual Revenue USD])

Color: SUM([Annual Revenue USD])

Detail: Food Name

1. **Global Culinary Curiosities**

Type: Dual axis filled map and circle map

Detail: Country

Fill color: SUM([Food Tourism Revenue M USD])

Circle color: Country

Circle size: SUM([Annual Tourists])

**Step 3: Dashboard Assembly**

1. **Regional Performance**

* Add all KPI cards into a single horizontal container
* Select “Distribute evenly” in the container options
* Create new vertical container and add the horizontal container and the Regional Performance chart into it.

1. **Tourism Revenue**

* Add Tourism Revenue chart and its color legend into a horizontal container

1. **Map**

* The Global Culinary Curiosities map occupies its own container

1. **Categories**

* The Categories chart occupies its own container

1. **Risk vs Popularity**

* Add the Risk vs Popularity chart and its shape legend into a horizontal container

1. **General Dashboard Attributes**

* All charts listed above should have the same border specifications (color and thickness)
* All charts listed above have an outer padding of 2px.
* Right click dashboard tab and select “Hide all sheets”

**Other Dashboard Notes**

**1. Creative Problem-Solving**

* Unique Topic: Stands out from typical business dashboards
* Cultural Intelligence: Demonstrates global awareness and sensitivity
* Storytelling Through Data: Engaging narrative that educates while analyzing

**2. Technical Sophistication**

* Advanced Chart Types: Word clouds, multi-dimensional scatter plots, interactive maps
* Complex Calculations: Tourism revenue modeling, cultural acceptance indices, risk assessment
* Interactive Design: Sophisticated tooltips, cross-chart actions

**3. Business Acumen**

* Market Analysis: Annual food tourism revenue, regional growth analysis
* Revenue Insights: European premium market
* Risk Management: Comprehensive safety scoring (1-10 scale) with tourist advisories

**4. Cultural Awareness**

* Respectful Representation: Foods presented with historical and cultural context
* Educational Value: Focus on authentic experiences over sensationalism
* Global Perspective: Understanding of diverse cultural food traditions

**Key Business Insights:**

1. Focus expansion on African and South American markets
2. Develop gateway experiences for risk-averse tourists
3. Concentrate marketing during July-August peak season
4. Invest in cultural education to increase acceptance of nutritious options

**This dashboard successfully demonstrates:**

* Advanced analytical skills through multi-dimensional data modeling
* Creative visualization expertise beyond standard chart types
* Cultural intelligence and global business awareness
* Strategic thinking about market opportunities and risk assessment
* Professional design sensibility with vibrant yet sophisticated aesthetics