VIII. Mini Project-Tourism Analytics

AIM:

To clean, process, and visualize global tourism, cost, and festival datasets using Python, and build both static (Matplotlib) and interactive (Plotly) visualizations to derive insights on international travel trends.
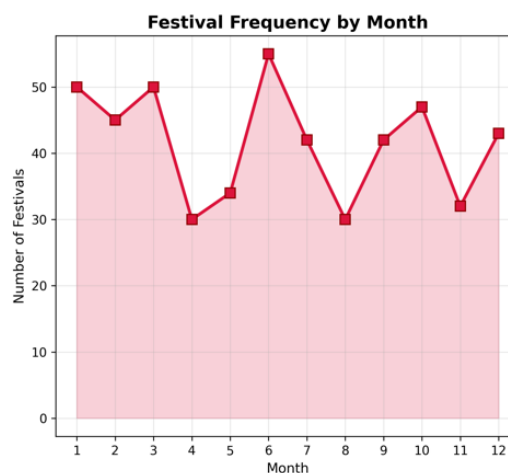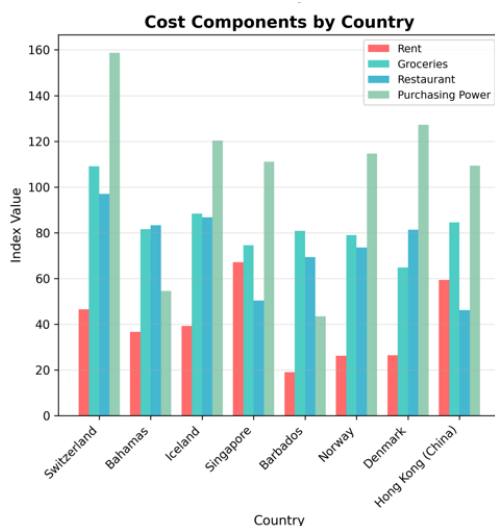
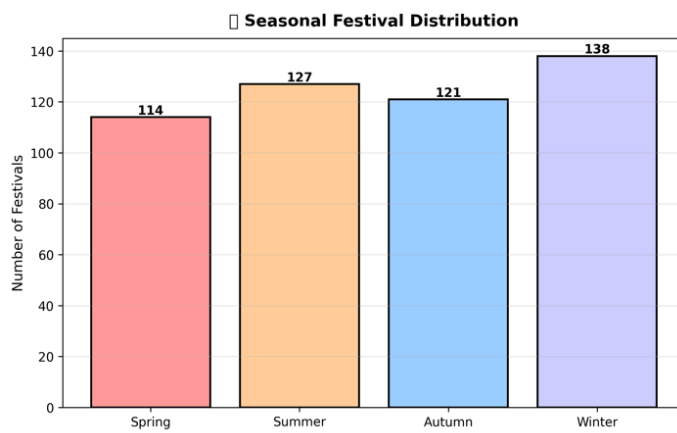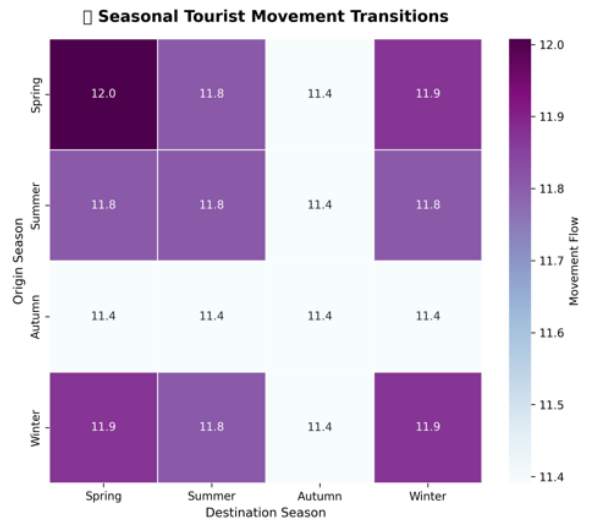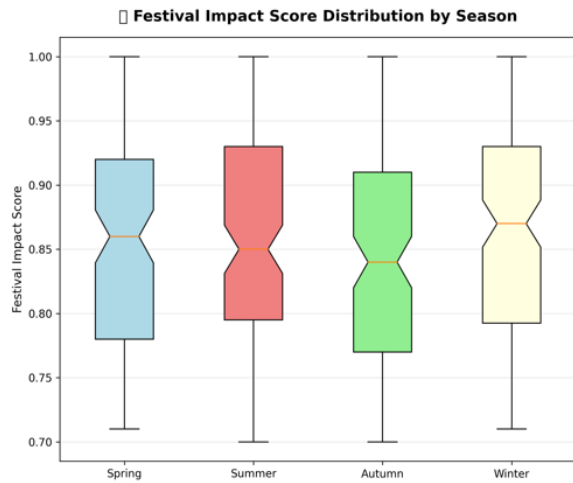**DOMAIN:**

Tourism Analytics

PROBLEM STATEMENT:

In the context of rising global tourism and cultural exploration, travelers and analysts lack a unified visual dashboard that compares festival events, tourism inflow, and travel cost dynamics across countries. There is a need for a data-driven visualization system to compare regions and extract meaningful insights about travel hotspots and cultural events.
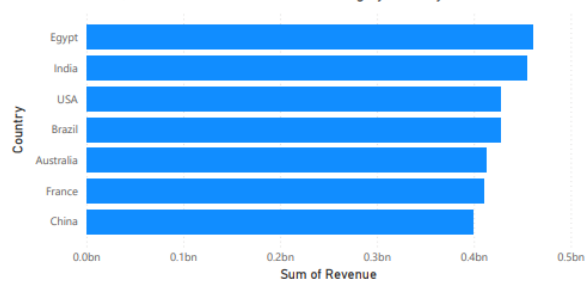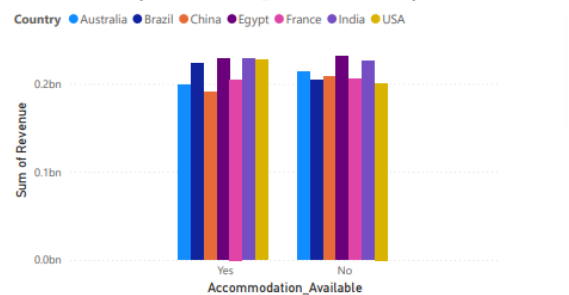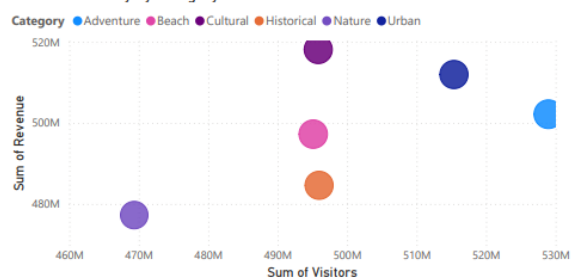
OUTPUT:

Python:

Festival Impact Score Distribution by Season

Seasonal Tourist Movement Transitions

Seasonal Festival Distribution

PowerBI:

Sum of Revenue, Sum of Visitors and Sum of Rating by Country

Sum of Revenue by Accommodation_Available and Country

Country ● Australia ● Brazil ● China ● Egypt ● France ● India ● USA

Sum of Visitors, Sum of Revenue, Sum of Rating, First Accommodation_Available and First Country by Category

Category ● Adventure ● Beach ● Cultural ● Historical ● Nature ● Urban

Sum of Visitors, Sum of Revenue and Sum of Rating by Category

Category
● Adventure
● Urban
● Historical
● Cultural
● Beach
● Nature

<u>Tableau:</u>

Smart Tourism Prediction & Analytics Dashboard

Pie Chart of Seasons

Count of Distinct Festival Per Country

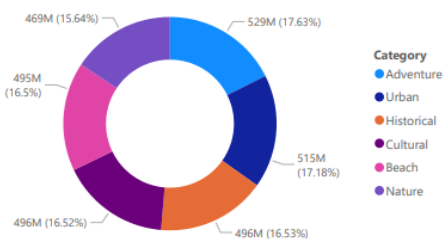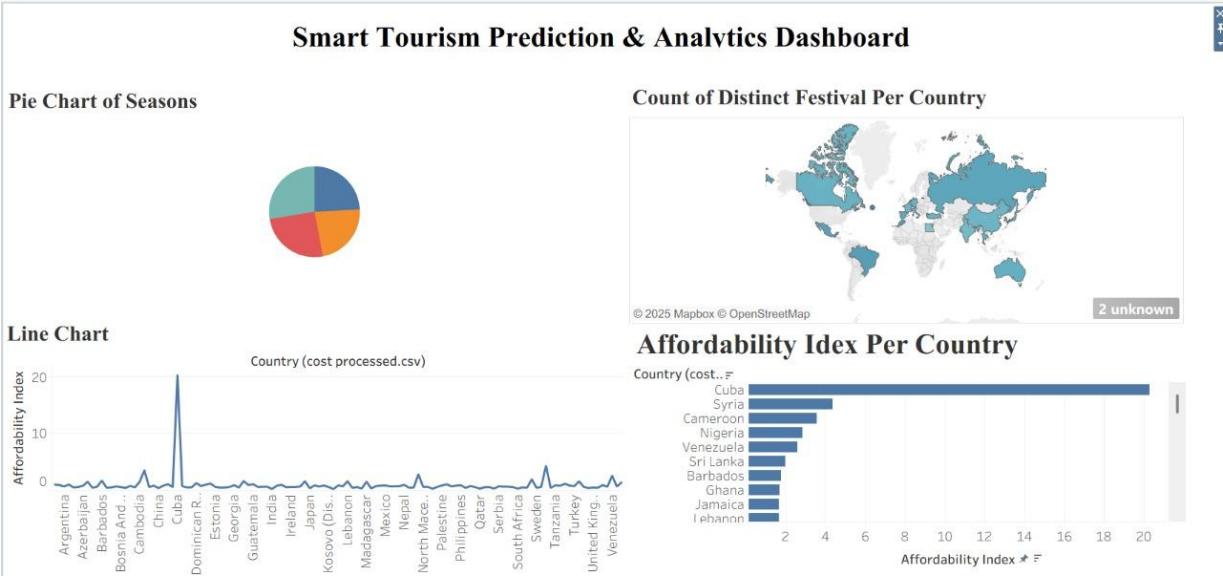Line Chart

Affordability Idex Per Country

<u>RESULT:</u>

Thus, the given program was written and executed successfully.