

CMT426 Lab 1 Submission



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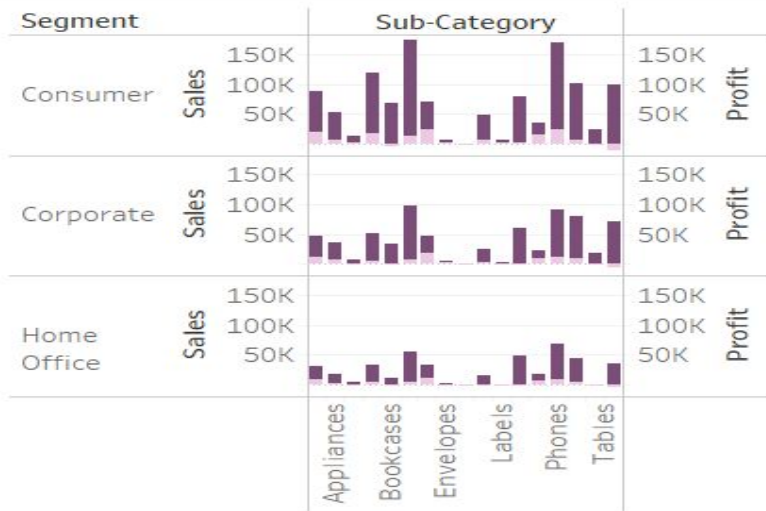
Task 1



Dashboard link:

https://public.tableau.com/app/profile/you.quan.yap/viz/Book1_17133424759640/Dashboard3?publish=yes

Screenshot of the **dashboard** is shown in the **next slide**



Order ID	Segment	Category	Sales
CA-2011-1000..	Consumer	Technology	37
CA-2011-1000..	Corporate	Furniture	50
		Office Supplies	19
CA-2011-1002..	Home Office	Office Supplies	9
CA-2011-1003..	Consumer	Office Supplies	
CA-2011-1003..	Corporate	Office Supplies	2
CA-2011-1003..	Consumer	Office Supplies	
CA-2011-1006..	Consumer	Furniture	32
		Office Supplies	15
		Technology	22
CA-2011-1007..	Consumer	Furniture	2
		Technology	10
CA-2011-1007..	Corporate	Office Supplies	50
CA-2011-1008..	Consumer	Office Supplies	
CA-2011-1008..	Home Office	Technology	32
CA-2011-1008..	Home Office	Technology	30

Measure Names

☒ Profit

☒ Sales

Segment

☒ (All)

☒ Consumer

☒ Corporate

☒ Home Office

Sub-Category

☒ (All)

☒ Accessories

☒ Appliances

☒ Art

☒ Binders

☒ Bookcases

☒ Chairs

☒ Copiers

☒ Envelopes

☒ Fasteners

☒ Furnishings

Order Date

3/1/2013 30/12/2016

☐ ☐

Category

☒ (All)

☒ Furniture

☒ Office Supplies

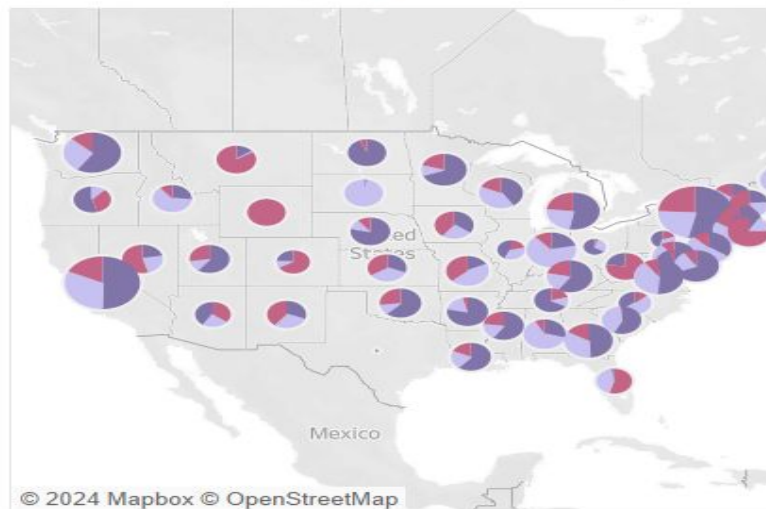
☒ Technology

Segment

☒ Consumer

☒ Corporate

☒ Home Office



Task 2



Business problem: How to increase tourist inbound and GDP of some Asian countries

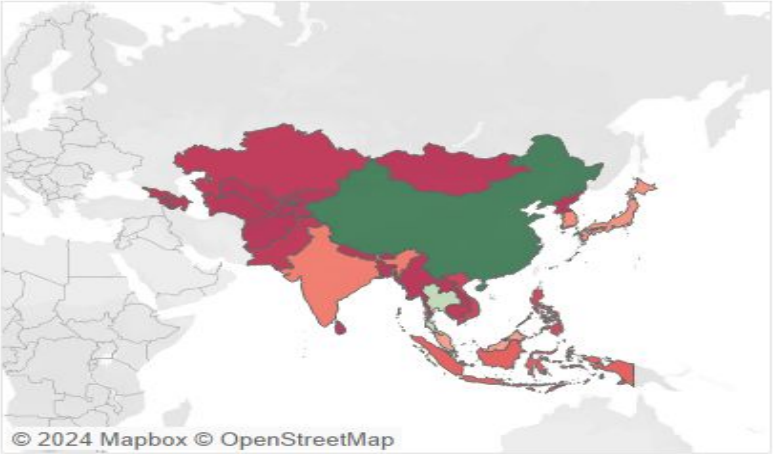
Datasets is taken from default saved Tableau data sources
(World Indicators).

Dashboard link:

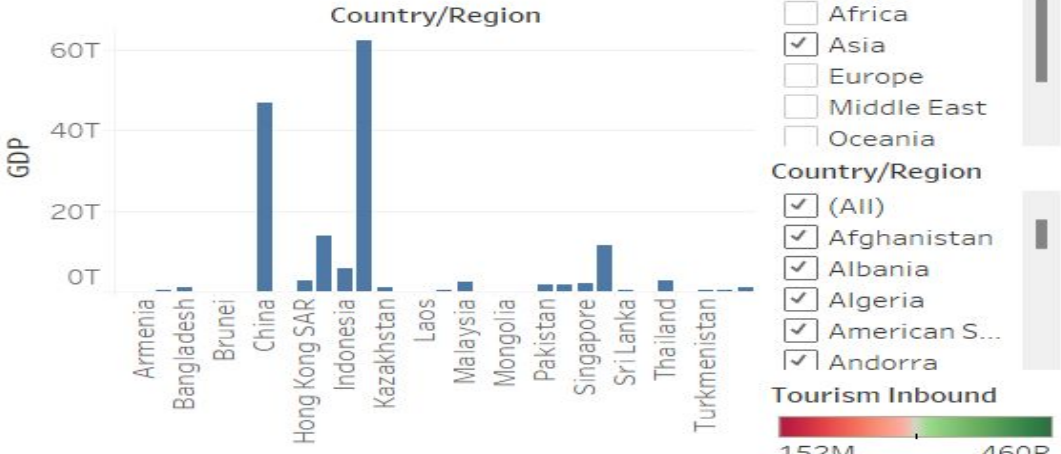
https://public.tableau.com/app/profile/you.quan.yap/viz/Dashboard-Task2_17134305366620/Dashboard1?publish=yes

Screenshot of the **dashboard** is shown in the **next slide**

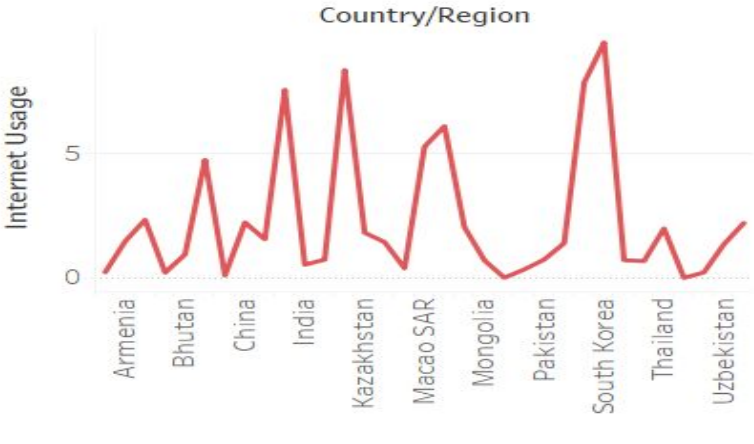
Sheet 1



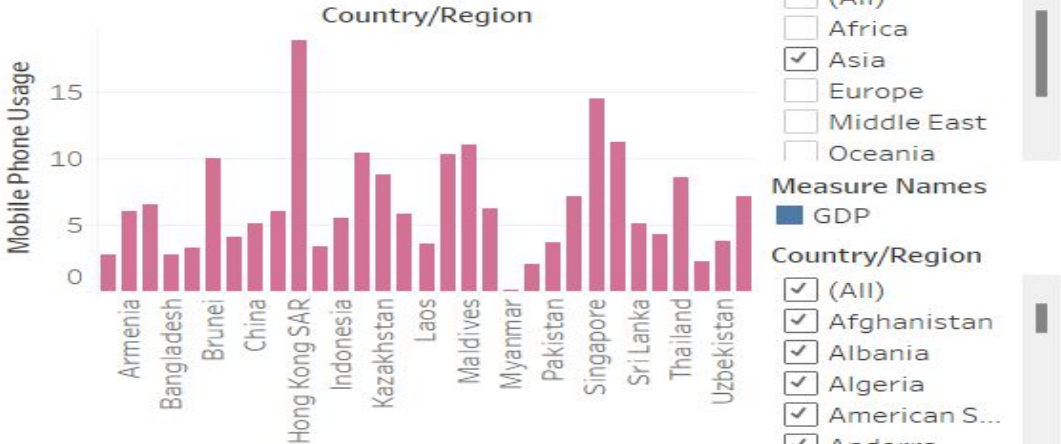
Sheet 2



Sheet 3



Sheet 4



As shown in the slide above,

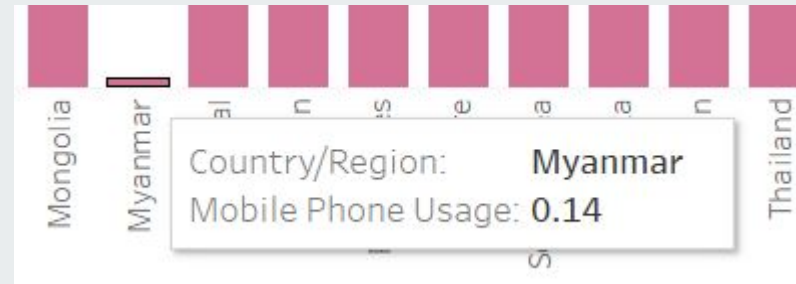
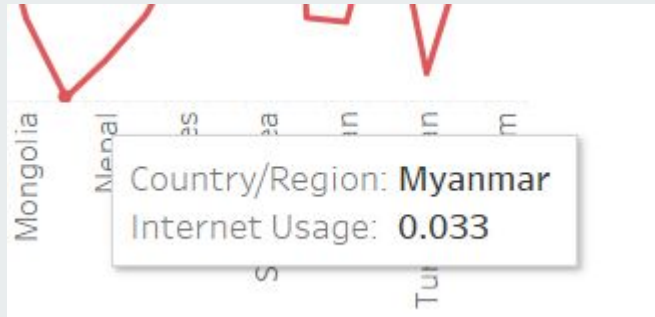


- **Sheet 1** shows the **tourism inbound**
- **Sheet 2** shows the **sum of Gross Domestic Product (GDP)**
- **Sheet 3** shows the **sum of Internet usage**
- **Sheet 4** shows the **mobile phone usage**


All datasets are observed based in Asian countries only.

As we observe the datasets,

- We can clearly see that some countries are having a **lower** index of **internet usage** and **mobile phone usage** compared to other countries.
- For example, Myanmar is having the **lowest index of internet usage (0.033)** and **mobile phone usage (0.14)**.



As we observe the datasets,

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- Some countries such as **Nepal** and **Pakistan** also have a lower internet usage compared to other countries.
(Nepal - 0.365, Pakistan - 0.762)
 - This directly reflects on their tourist inbound, as well as GDP.
 - Myanmar, Nepal and Pakistan have lesser **tourist inbound** which are **1.4 billion**, **3.5 billion** and **10 billion** respectively.
 - Lesser tourist inbound means that less tourists are spending on the tourist expenditures such as accommodations, transportation, and other services. This reflects on a decreased revenue.
 - Reduced tourism revenue may lead to a decrease in investment in tourism-related infrastructure and services. This can hinder the long-term growth of the tourism industry, further exacerbating the negative impact on GDP.

As we observe the datasets,

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- Countries should focus on educating their citizens about utilizing the internet and mobile phones to bolster their tourism industries. Additionally, governments should actively harness online platforms to enhance tourism promotion efforts.
 - Implementing these measures is expected to have a positive effect on the indices of internet and mobile phone usage. Consequently, an increase in the inbound tourist index is anticipated, leading to growth in countries' GDP and fostering positive economic development.