

Interactive Tableau Dashboard on Goa Tourism

Title : **Goa Tourism Analysis Dashboard**

Dashboard Link:

https://public.tableau.com/views/GoaTourismAnalysisDashboard/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

1. Objective

- This dashboard demonstrates application of data transformation, visual encoding, dashboard design, and storytelling in Tableau Public to uncover meaningful insights about tourism in Goa.
 - Stakeholders , including policymakers, hoteliers, and tour operators can interactively explore trends in footfall, spending, activities, origins, and satisfaction.
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2. Data & Methodology

Source :

- Excel dataset (5,000 unique TouristID records, 2019–2023) with fields: visit date, tourist type, region, origin country/state, demographics (age, gender), purpose, activity, accommodation, nights stayed, daily spend, total spend, feedback score, booking platform, group size.

Preparation:

- Calculated fields: Season, AgeGroup, AvgSpendPerNight, Percent of Tourists
- Geographic role was assigned to Country for mapping
- Bins created for FeedbackScore, Age, and calculated table totals for percentage share.

Tools: Tableau Public for visualization, Excel for initial cleaning.

3. Dashboard Structure & Interactivity

Global Filters: Year of Visit, Month, Region (North/South Goa), Tourist Type, Country/Indian State, Gender, Transport Mode, Accommodation

- **Top-Row KPIs:**

- **Total Tourists:** 5,000
- **Avg. Age:** 44 years
- **Total Spend:** ₹ 206.37 million
- **Avg. Daily Spend:** ₹ 27.42 million

- **Sections & Visuals:**

1. **Tourist Footfall**

- Line chart (Yearly & by type)
- Seasonal stacked bars

2. **Origins**

- Symbol map of tourist source countries (India – 2,767; Australia – 335; UK – 329; France – 294; ...)

3. **Activities & Purposes**

- Horizontal bars of most-popular activities (Beach, Water Sports, Nightlife, Historical Sites, Wildlife Tour, Yoga Retreat)
- Heatmap of visit purpose by region (e.g. Spiritual visits stronger in South Goa; Leisure uniformly high)

4. **Spending & Economic Impact**

- *Stacked bars* of total spend by tourist type & region (Domestic vs International across 2019–2023)
- *Bar chart* of average spend per night by accommodation (highest: Resort & Hotel; lowest: Guest House & Airbnb)
- *Treemap* of total nights stayed by accommodation (Hotel: 6,497 nights; Resort: 6,319; Homestay: 6,191; Airbnb: 6,346; etc.)
- *Bar chart* of total spend by transport mode (Air ₹ 37.0 M; Rail ₹ 34.8 M; Road ₹ 33.9 M)

5. **Booking & Demographics**

- Bar chart of booking platform share (Offline 34.3%, Online 33.0%, Travel Agent 32.7%)

- Stacked histogram of bookings by age (peaks in 20–35 age range; International bookings slightly higher among younger groups)
- Box plots of group size by accommodation and region (median ~4–5 people)

6. Satisfaction & Feedback

- Histogram of feedback scores (majority in 3.5–4.5 range; similar distribution across domestic/international)
- Scatter plot of TotalSpend vs. NightsStayed (bubble size = group size; shows positive correlation, with a linear trend line)

All sheets are assembled into a single dashboard with containers, titles, annotations, and “Use as Filter” actions for cross-highlighting.

4. Key Insights & Recommendations

1. Footfall Growth & Seasonality

- Both Domestic and International visits peaked in 2021–2022 before a slight dip in 2023.
- Summer (Mar–May) and Winter (Dec–Feb) are high seasons; Monsoon sees only a modest decline.

2. Origin Markets

- India dominates (2,767 arrivals), followed by Australia, UK, Germany, and France.
- International markets show opportunity for growth in Eastern Europe and North America.

3. Spending Patterns

- Resorts and hotels command the highest average spend per night (₹ 2.35 M–₹ 2.39 M).
- Air travel accounts for the highest total transport spend, suggesting premium travelers.

4. Booking & Demographics

- Offline bookings still lead slightly, but Online and Travel Agent channels capture nearly equal share—suggesting multi-channel marketing is essential.

- Younger tourists (20–35) are the largest cohort; tailor youth-oriented packages.

5. Activities & Purpose

- Beach and water sports top the activity list; historical and wildlife tours under-leveraged.
- Spiritual and wellness visits cluster more in South Goa;
- nightlife and shopping dominate North Goa.

6. Satisfaction

- Average feedback around 4.0/5.0 across types; investigate sub-3.5 outliers for service improvements.

5. Conclusion

This interactive dashboard offers a comprehensive, stakeholder-ready view of Goa tourism—from “where” and “when” tourists come, to “how” they spend and “how satisfied” they are. By applying filters and drill-downs, policymakers can target emerging markets, businesses can optimize pricing and services by season and segment, and tour operators can craft experiences aligned with visitor preferences.

Prepared by: Shreyash Gawas

Email : Shreyashgawas54@gmail.com

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Tableau Public Dashboard:

https://public.tableau.com/views/GoaTourismAnalysisDashboard/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link