

Domain

Tourism Data Insights in Malaysia

Why

This dashboard illustrates the main trends in Malaysian tourism, including differences in the state's popularity over time and the gender distribution of tourists. It gives government bodies and tourism firms statistical data to help them manage resources efficiently and create focused marketing campaigns to attract tourists.

Who

The primary audience for this visualisation includes the Immigration Department of Malaysia and tourist firms. It is also intended for Malaysian residents interested in the country's state's popularity amongst tourists.

What

"Monthly Arrivals by State of Entry, Nationality & Sex," is sourced from data.gov.my. It contains data records on arrivals and departures by air, land, and sea at all international points of entry to Malaysia. "Main Purpose of Visit" is sourced from archive.data.gov.my, authored by Azhani Binti. Md. Ramli, contains information on tourist activities.

Creation Process

The dataset was first sourced online before manipulated and cleaned using R programming. The data is visualised without additional introduction, focusing on essential visual elements for a clear and organised user experience. Dashboard visualisation was brainstormed by drawing 5 design sheets.

How

The dashboard design focuses on maintaining consistency, simplicity, and hierarchy. Most charts are colour-coded based on the states, using colours that cater to individuals with colour blindness. The dashboard layout is simple, with minimal texts, allowing users to interact with the data effortlessly.

Visualisation

- Proportional Symbol Map: This chart shows the distribution of tourist arrivals to various Malaysian states. Represented using proportional symbols where the larger the symbol, the higher the arrival volume is.
 - Marks: Line
 - Channels: Size
- Bump Chart: This chart visualises the popularity ranking of various states in Malaysia by year. Focus can be applied to specific states as selected from the legend.
 - Marks: Line, Point
 - Channels: Colour Hue, Position
- Flow map: This map visualises the paths and volumes of international visitors to Malaysia. Map can be zoomed in. Lines volume can be adjusted based on rank.
 - Marks: Geographic Regions, Line
 - Channels: Position, Width, Colour Hue
- Radial Chart: This chart shows what are the activities done by tourists.
 - Marks: Area

- Channels: Angle, Length, Colour Hue
- Donut Chart: This chart visualises the overall gender distribution of Tourists in Malaysia.
 - Marks: Area
 - Channels: Angle, Length, Colour Hue
- Stacked Bar Chart: Traditional colour representation for gender effectively highlighting gender distribution of tourists for each state.
 - Marks: Line
 - Channels: Colour Hue, Horizontal Position
- Heatmap: Both heatmaps visualise the density and patterns in the dataset, making it easy to identify popular statues by month and year.
 - Marks: Point
 - Channels: Colour Luminance
- Multivariate Line Chart: This chart is used to display monthly trends over time for multiple states with the selected year from the dropdown box.
 - Marks: Line, Point
 - Channels: Colour Hue, Vertical Position

Typography

A combination of Ariel (San-serif) and Times New Roman (Serif) fonts is used to ensure readability, with a clear hierarchy established through varying font sizes and weights.

Storytelling

Dashboard visually tells a story, by guiding users from summarised visualisation to visualisation that provides detailed insights. Users can interact with data using filters and/or tooltips.