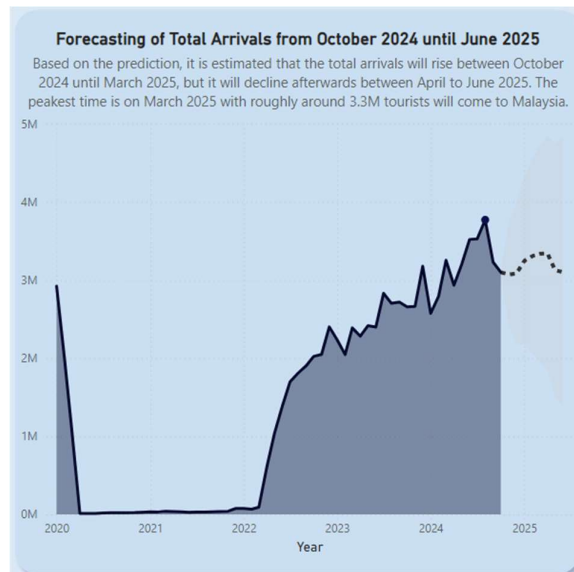# AI-Driven Analytics

a)  **Selected AI Feature:**

This dashboard uses forecasting function exist in Power BI. It predicts the total tourist arrivals from October 2024 to June 2025 based on historical trends. Forecasting is highly beneficial for this dataset as it helps the stakeholders to predict future tourism trends and plan resources, marketing, and logistics accordingly.

b)  **Model Evaluation and Interpretation**

The AI feature which is the forecast function enables data-driven planning rather than solely depending on the historical trends. The insights from the predictions such as peak months in March 2025 and potential decline between April-June 2025 may help business to optimize their operations and marketing strategies. During the peak month, the tourism boards can launch a targeted promotional campaigns or infrastructure maintenance and preparation to attract more visitors. Meanwhile, airline and transportation companies can adjust pricing and schedules to accommodate the expected surge. On the other hand, to face the declining arrivals during April to June 2025, the tourism boards may plan a strategy to maintain tourist interest during the off-peak season.

c)  **AI Insights Integration into Visualizations**

1)  The forecasted total arrivals are represented with a dotted line extending beyond historical data (October 2024 to June 2025), accompanied by a shaded confidence interval to indicate prediction uncertainty.

**Forecasting of Total Arrivals from October 2024 until June 2025**

Based on the prediction, it is estimated that the total arrivals will rise between October 2024 until March 2025, but it will decline afterwards between April to June 2025. The peakest time is on March 2025 with roughly around 3.3M tourists will come to Malaysia.

2) KPI Growth Visualization bar chart displays the percentage growth in total tourist arrivals, providing a clear view of month-on-month performance. This chart allows stakeholders to evaluate growth against specific benchmarks.



**KPI Growth on Total Tourist Arrival**

Instruction: Using the filters, please select the Month and input the numbers of Previous Month to compare the performance.