

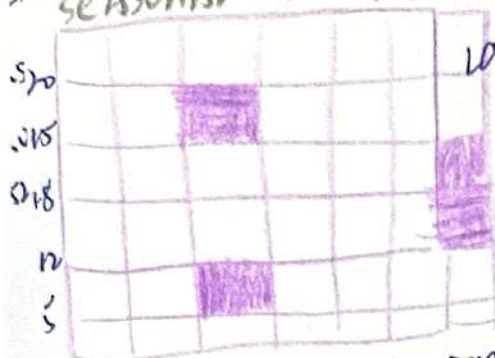
Sheet 1

Danyang ai 33507465

Visitor Approvals

1. Ideas

SEASONAL ANALYSIS



Years (2011-2022) 2019-2020

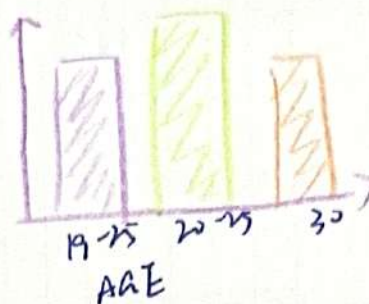
TOP 5 SOURCE COUNTRIES



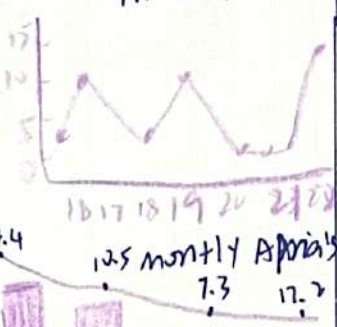
MODE of TRANSPORT



2. Filter



Time Trends



3. Categorize

Total visitor volume overtime
Visitor Source Country
Annual Growth Rate

Month Trends

Purpose / activity preference
Length of stay
Spending Habits

Visitor profile

Geographical with Malaysia
Transportation

Region Breakdown

PURPOSE PREFERENCE



AGE / GENDER

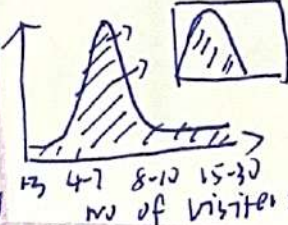


TOP 10 SOURCE (world map)



4. Combine and Refine

Length of stay
Average 7-10 days



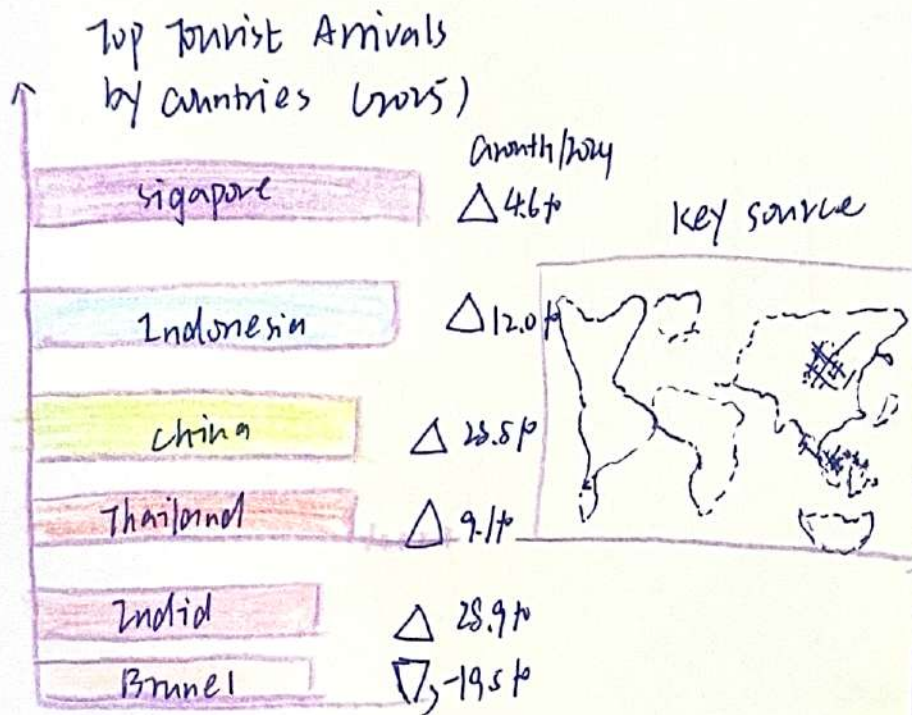
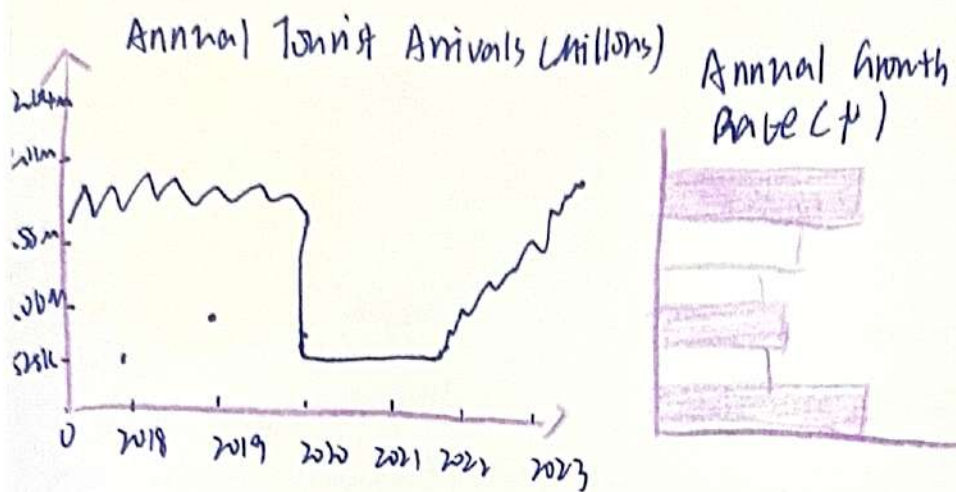
TOP 10 SOURCE (world map)



5. Question

- Do these charts clearly answer the question "what is the state of inbound tourism in Malaysia?"
- Who is the target audience?
- Are the charts easy to understand?

Lay out



sheet 2

sheet 2
Name: Danyang Li

date: 15/10/2015

Title: Visitor Approvals to Malaysia

Description: INITIAL DESIGN

OPERATION: Time slide
country. Filter



chick
Corn pared to last
year's decrease.

Zinnel

Focus : Macro Trends Key markets

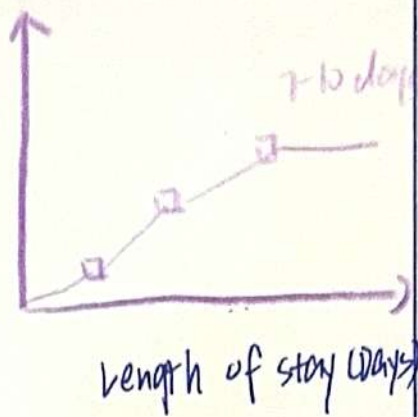
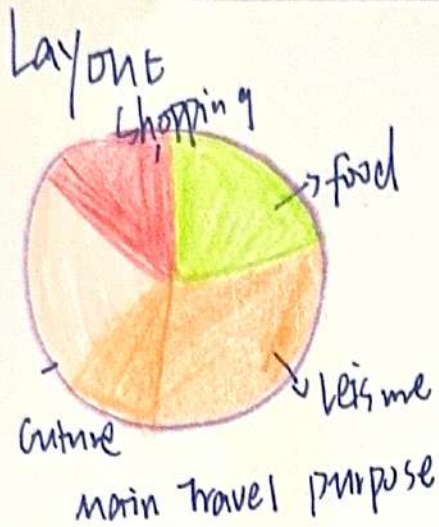


Inbound arrivals are concentrated in Asia with Singapore, Indonesia, and China dominating flows. Western markets contribute fewer visitors but higher-value spending.

DISCUSSIONS:

Good for overview less details.

provide the ability to quickly understand the overall health of Malaysia's tourism inbound market and its key drivers.

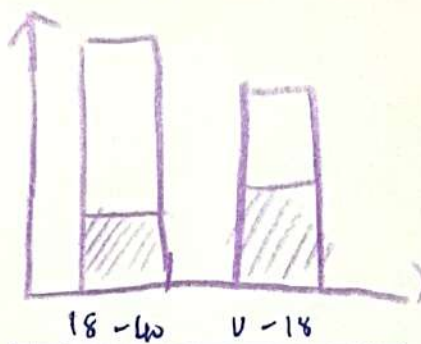
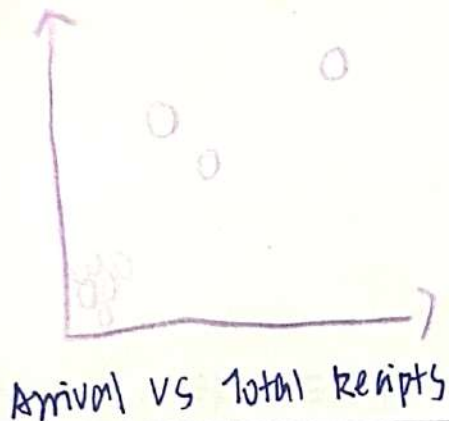


sheet 3
Name: Danyang Ai
Date: 16/10/2015

Title: Visitor Approvals to Malaysia.

Description: Visitor Profile and Behavior Analysis.

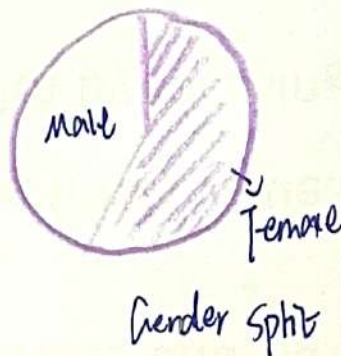
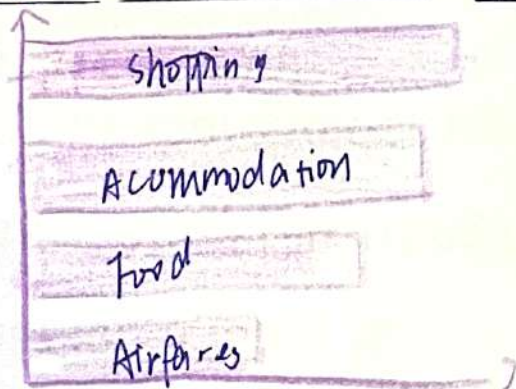
Age Group Distribution



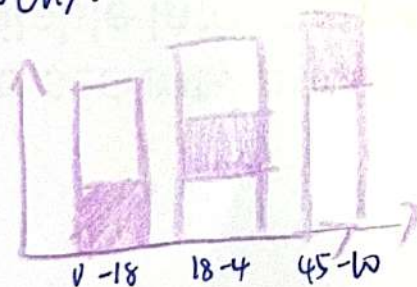
operation:



click: detailed specific percentages
average days
amount spent
number of people



Focus:



compare average spending levels across different purposes or demographics to provide data support for tourism product pricing service upgrades and revenue enhancement.

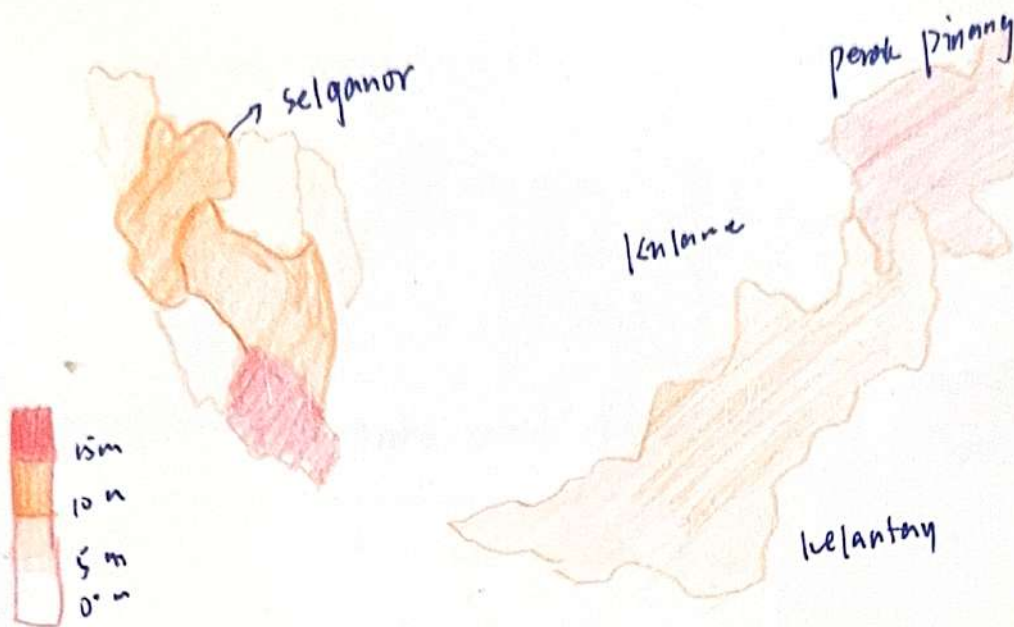
Discussion:

pro/cons.

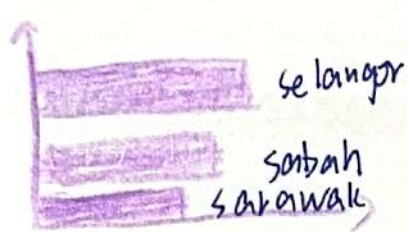
pro: specifically designed to understand visitor demographics, it aids in developing targeted marketing strategies.

cons: Age, genders and detailed consumption data may be difficult to obtain, and low-quality data can compromise the accuracy of analysis.

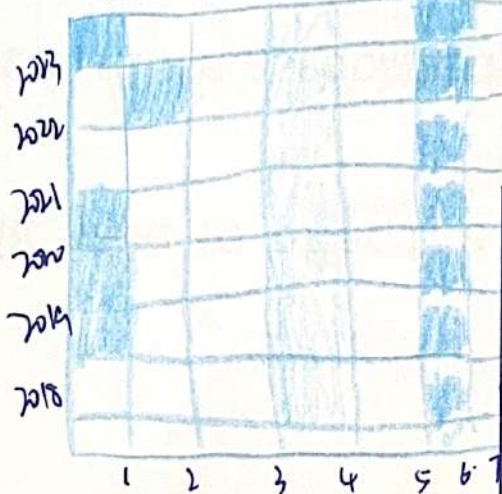
Layout



Top 3 source countries by state



Seasonal Tourist Arrival Heatmap



Sheet 4

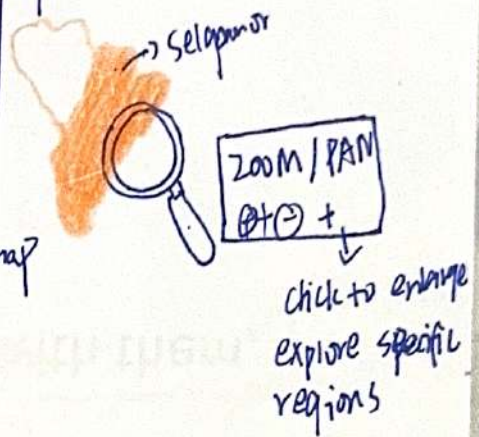
Name: Danyang Cui

Date: 17/10/2025

Title: Visitor Approval to Malaysia

Description: Geographical distribution seasonality in sight

Operation:



Focus:



Identify tourist preference and concentration levels across different states or regions in Malaysia. highlighting areas with high visitor density.

Reveal seasonal peaks and troughs in inbound tourism, understanding trends in visitor number across different months or quarters

Discussion

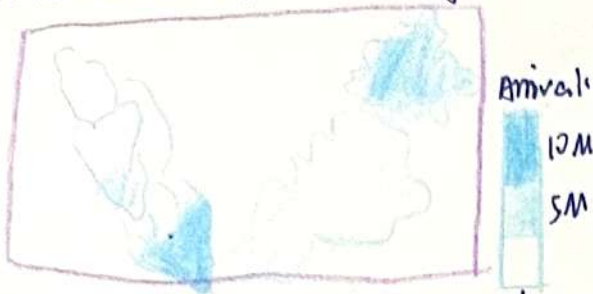
pro/cons

1. highlighting areas with high visitor concentration can guide upgrades to infrastructure such as airports, highways, and hotels.

2. Interaction may be slightly complex. if the map and heatmap interaction design lacks intuitiveness, users may require time to adapt.

LAYOUT Malaysian Tourism

1. International Arrivals by state



3. Seasonals trends and peak periods



4. Visitor Expenditure Breakdown



Focus

provide an interactive, multi-dimensional platform that enables users to comprehensively understand Malaysia's inbound tourism.

Key insights

Macro trends: Identify both long-term and short-term fluctuations in inbound arrivals.

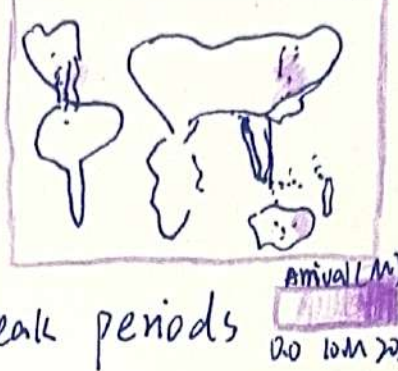
Source structure: Highlight the main international source markets.

Visitor behavior: Understand the primary purposes of visit.

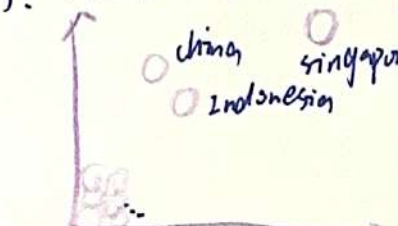
Regional preference: Recognize popular destinations with Malaysia and seasonal peaks and troughs.

Arrivals Dashboard

2. Top 20 source countries



5. Arrival vs Total Receipts



7. Volume vs Per capita



Sheet 5

Name: Danyang Cui

Date: 18/10/2025

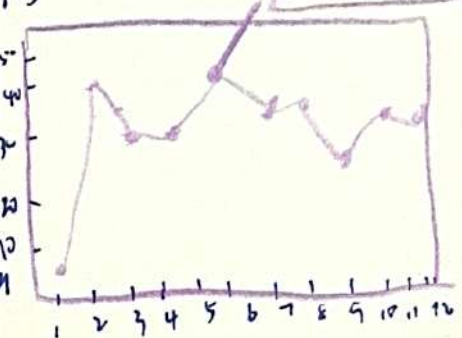
Title: Visitor arrivals to Malaysia

Description: Realization sheet

operations



specific holidays and vacations



Detail

1) the world map requires a blue background and longitude / latitude markers to indicate the current

2) Aggregate the original entry records by year / Country of origin purpose state and other dimensions to support various visualizations on the dashboard