

# GLOBAL VIEW

☒ Category Visitors

✓ Adventure 529 M

✓ Beach 495,1 M

✓ Cultural 495,8 M

✓ Historical 496 M

✓ Nature 469,3 M

✓ Urban 515,4 M

Overview of tourism revenues, across Countries



Revenue

398 432 378,25 460 594 792,53

Record Count

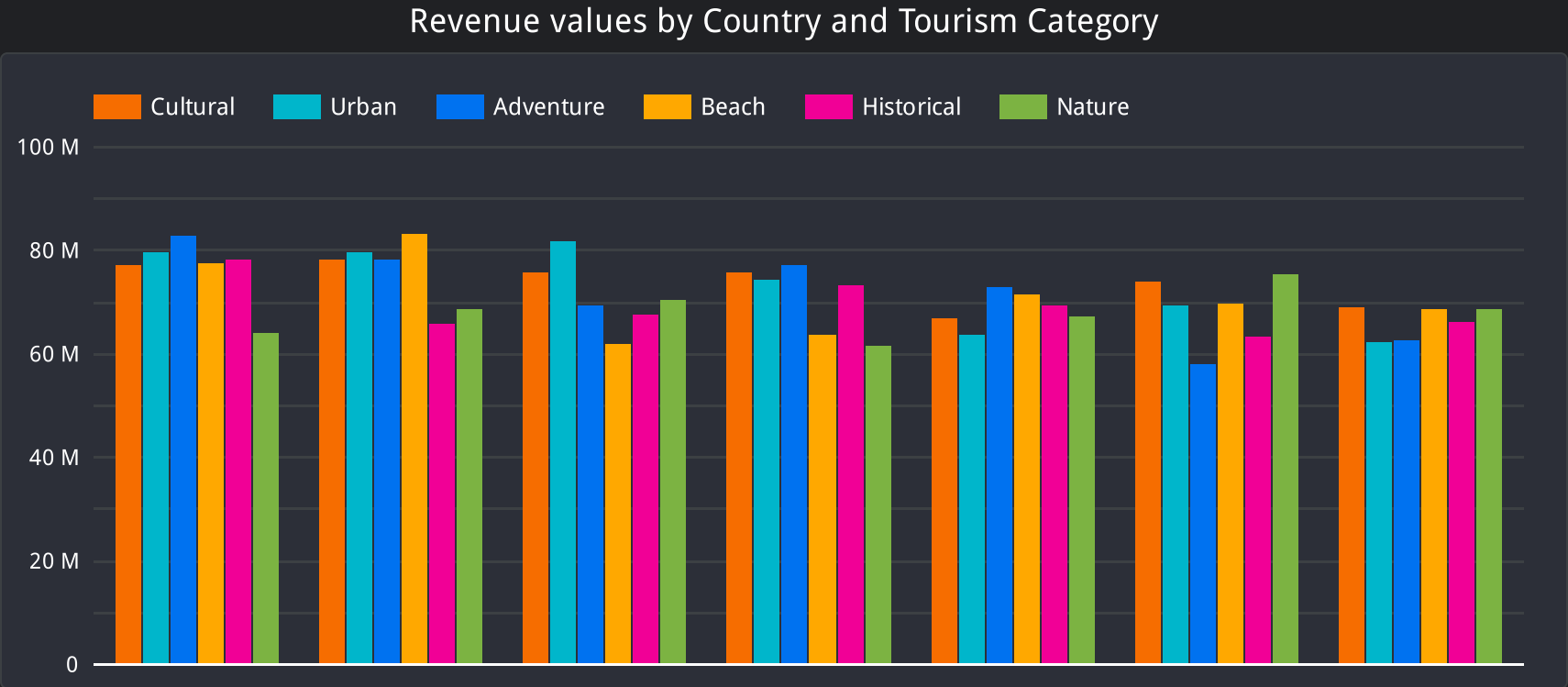
806 912

Country

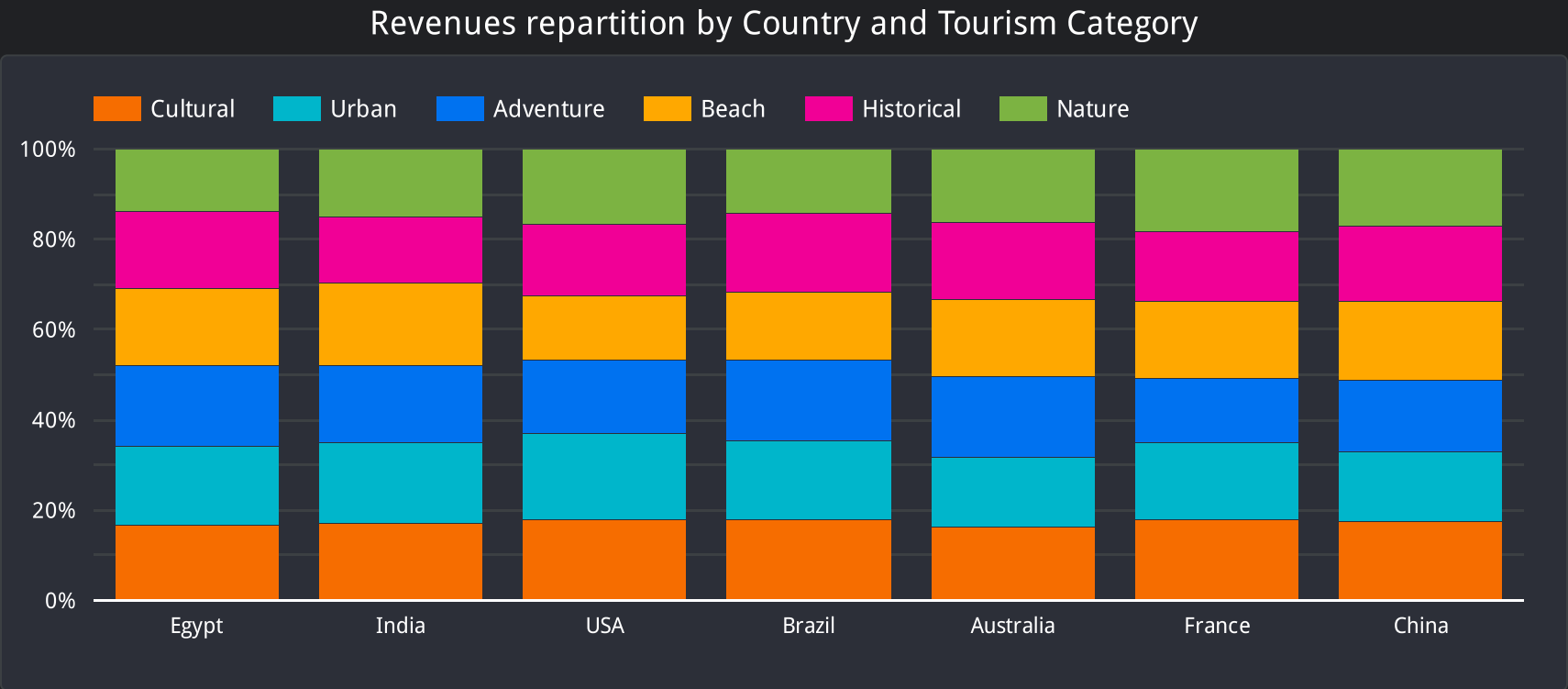
Egypt India USA Brazil Australia France China

# Revenue Analysis

<input checked="" type="checkbox"/> Category	Revenue
<input type="text" value="Saisir un terme à rechercher"/>	
✓ Urban	512 M
✓ Nature	477,3 M
✓ Historical	484,6 M
✓ Cultural	518,1 M
✓ Beach	497,2 M
✓ Adventure	502,2 M



Country



Revenue  
2 991 381 930,48

# Visitors Analysis

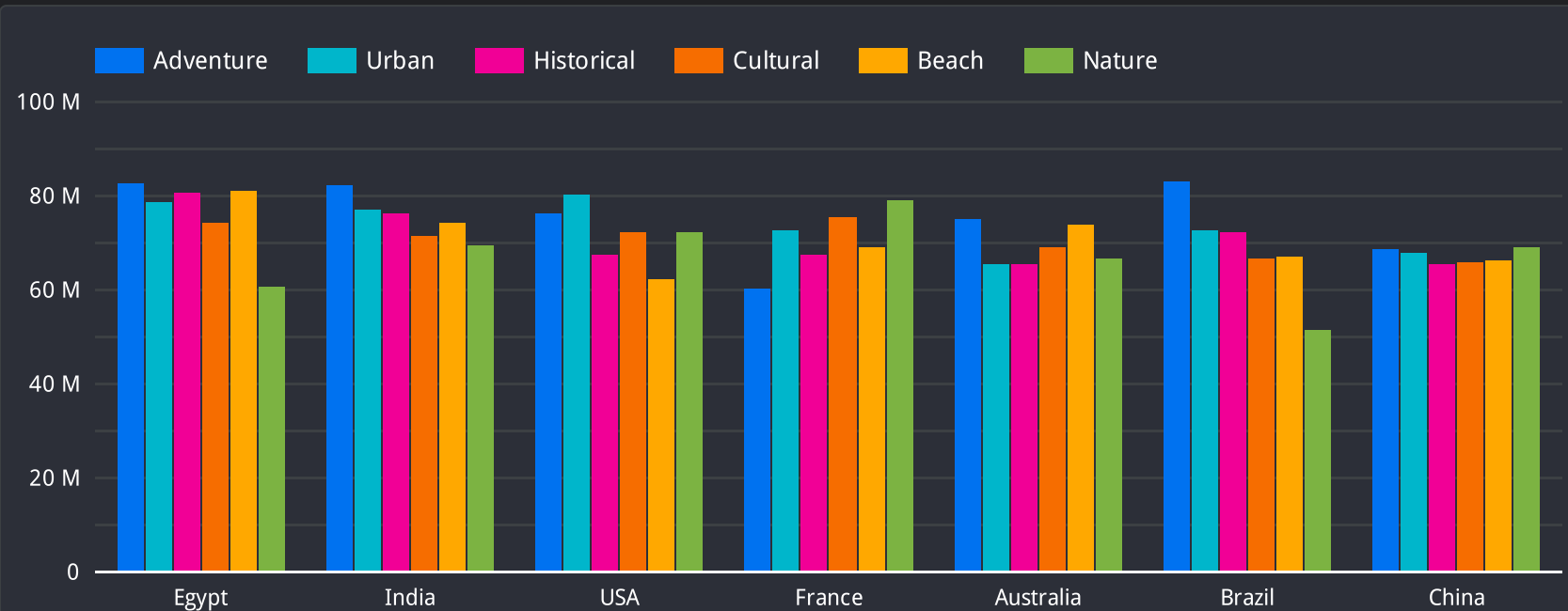
☒ **Category** **Visitors**

✓	Adventure	529 M
✓	Urban	515,4 M
✓	Historical	496 M
✓	Cultural	495,8 M
✓	Beach	495,1 M
✓	Nature	469,3 M

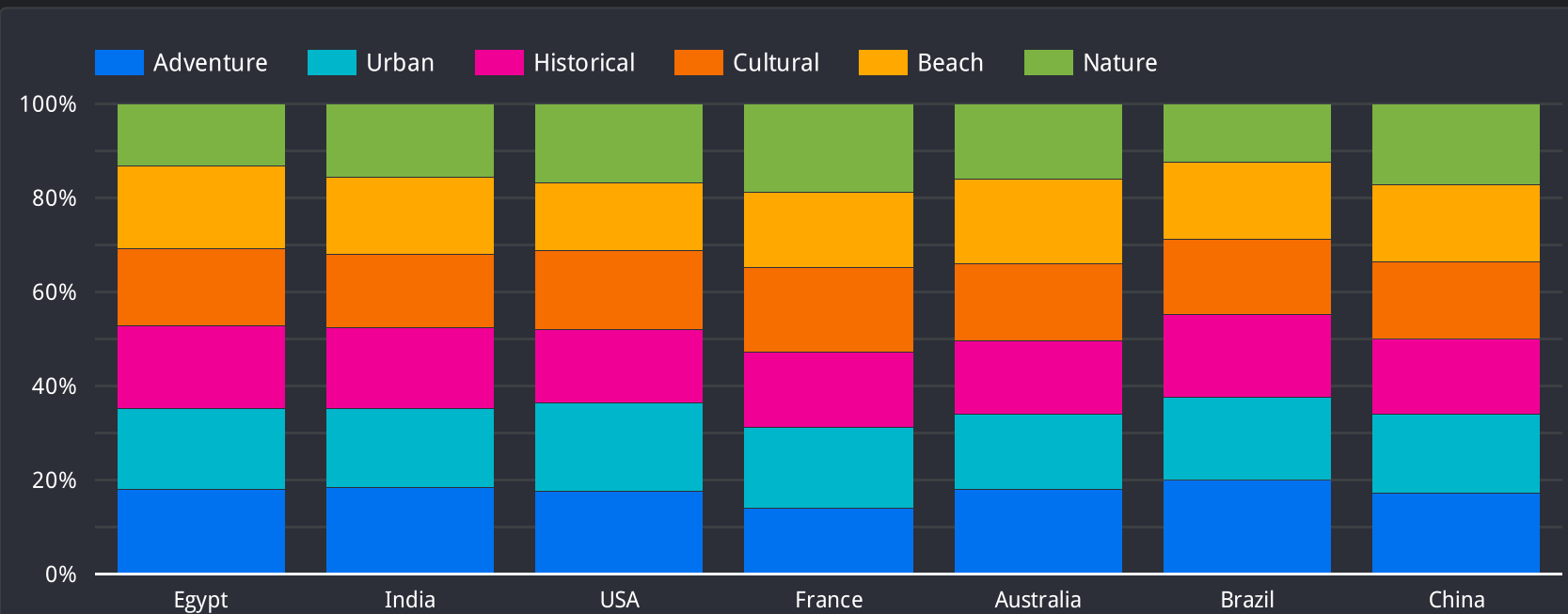
Country ▼

Visitors  
3 000 585 360

## Number of Visitors by Country et Tourism Category



## Visitors repartition by Country and Tourism Category

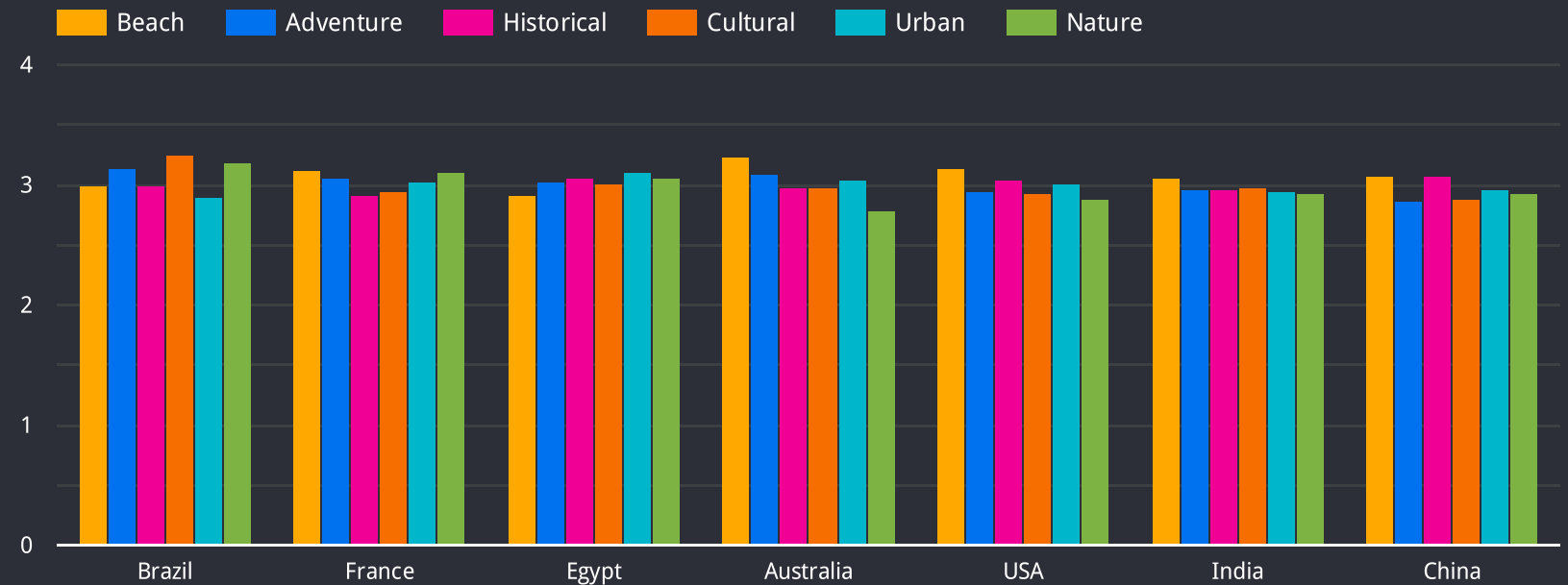


# Rating Analysis

☒ **Category** **Visitors**

✓	Adventure	529 M
✓	Urban	515,4 M
✓	Historical	496 M
✓	Cultural	495,8 M
✓	Beach	495,1 M
✓	Nature	469,3 M

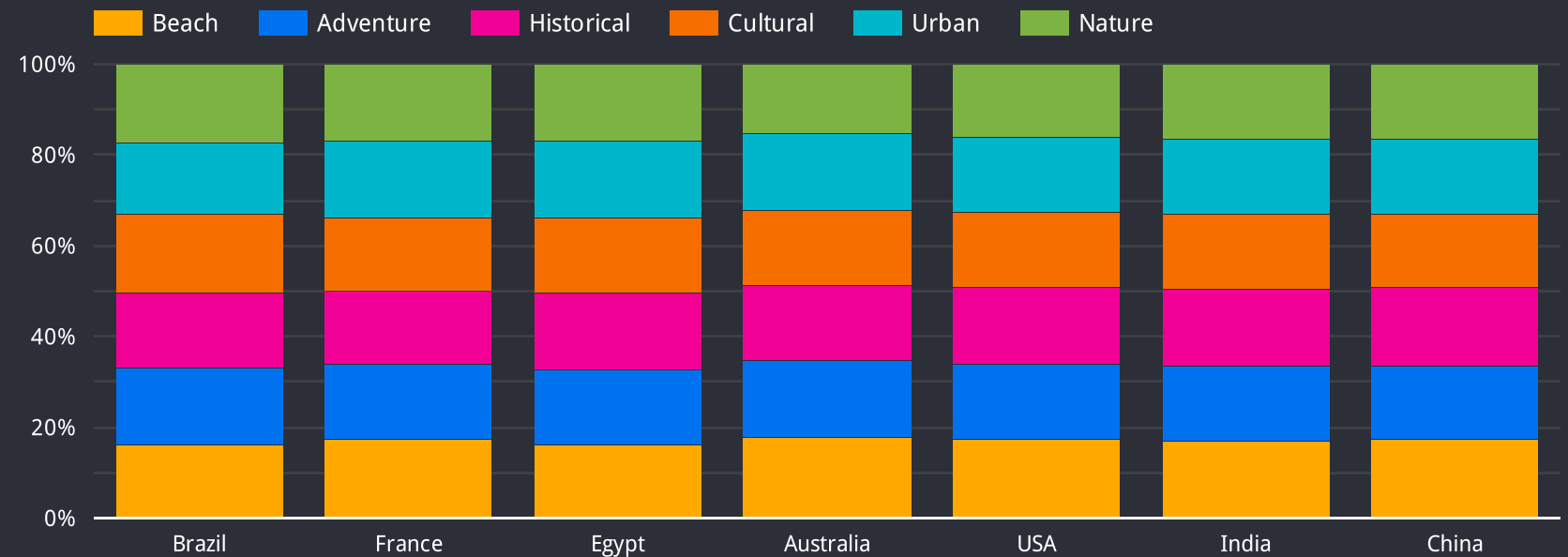
Rating values comparison by Country and Tourism Category



Country

Rating  
3,01

Rating repartition by Country and Tourism Category



# Documentation

## Project Overview

This dashboard was developed as part of a personal project to demonstrate my data visualization skills using Looker Studio.

The Tourism dataset provides insights into revenue, number of visitors, tourism categories, and ratings across multiple countries. It helps analyze key tourism trends, including:

- The most popular tourism categories by visitors and revenue.
- The best-rated tourism categories worldwide.
- Country-level tourism performance metrics to facilitate travel decision-making.

### Dataset

The dataset used in this project is available on Kaggle:

 Tourism Dataset – Kaggle: <https://www.kaggle.com/datasets/umeradnaan/tourism-dataset/data>

### Dashboard Structure

The dashboard consists of five pages, each offering a unique perspective on the dataset:

- 1** Geographical Overview – Provides a visual representation of the countries covered in the dataset and their tourism industry.
- 2** Revenue Analysis – Focuses on the revenue generated by different tourism categories in each country.
- 3** Visitors Analysis – Examines the number of visitors for each tourism category by country.
- 4** Ratings Analysis – Analyzes tourism ratings across different categories and countries.
- 5** Documentation – Contains dataset details, methodology, and project information (this page).