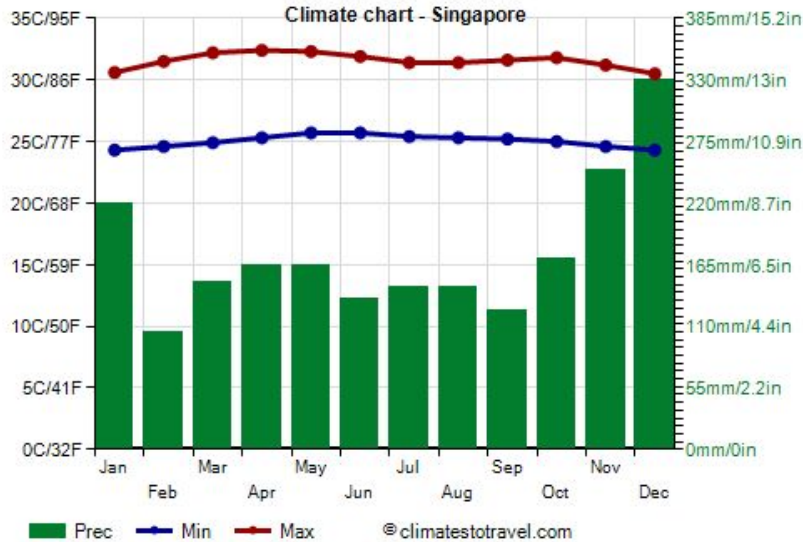


# Exploring Climate Data in Singapore for Tourism Purpose

## Problem Statement

Singapore situated in tropical region leads to the country being affected by multiple rainfalls in a year. As an analyst for the tourism industry, my analysis on the climate data will help see the trends and gain insights of Singapore's climate throughout the period of 40 years. Moreover, the analysis will also help understand factors that contributed to rainfall. Ultimately, these insights will transform into recommendations for the tourism industry in identifying the periods that are less likely to be affected by adverse climate and announce publicly to visitors worldwide.

# Background

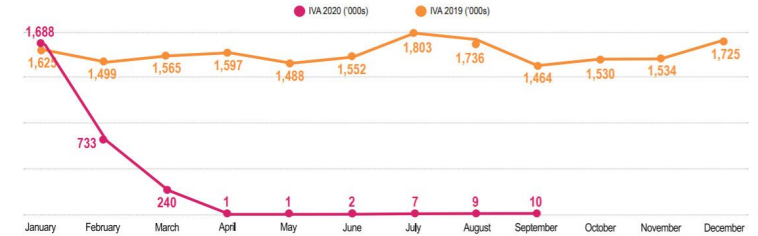


- Singapore situated in tropical region lead to the weather being rainy, hot, and humid throughout the year (Climates To Travel, 2019).

## JANUARY TO SEPTEMBER 2020 PERFORMANCE

### INTERNATIONAL VISITOR ARRIVALS (IVA)

JAN-SEP 2020: 2.7 MILLION (-81.2% VS JAN-SEP 2019), VISITOR DAYS: 11.3 MILLION DAYS (-76.8%)

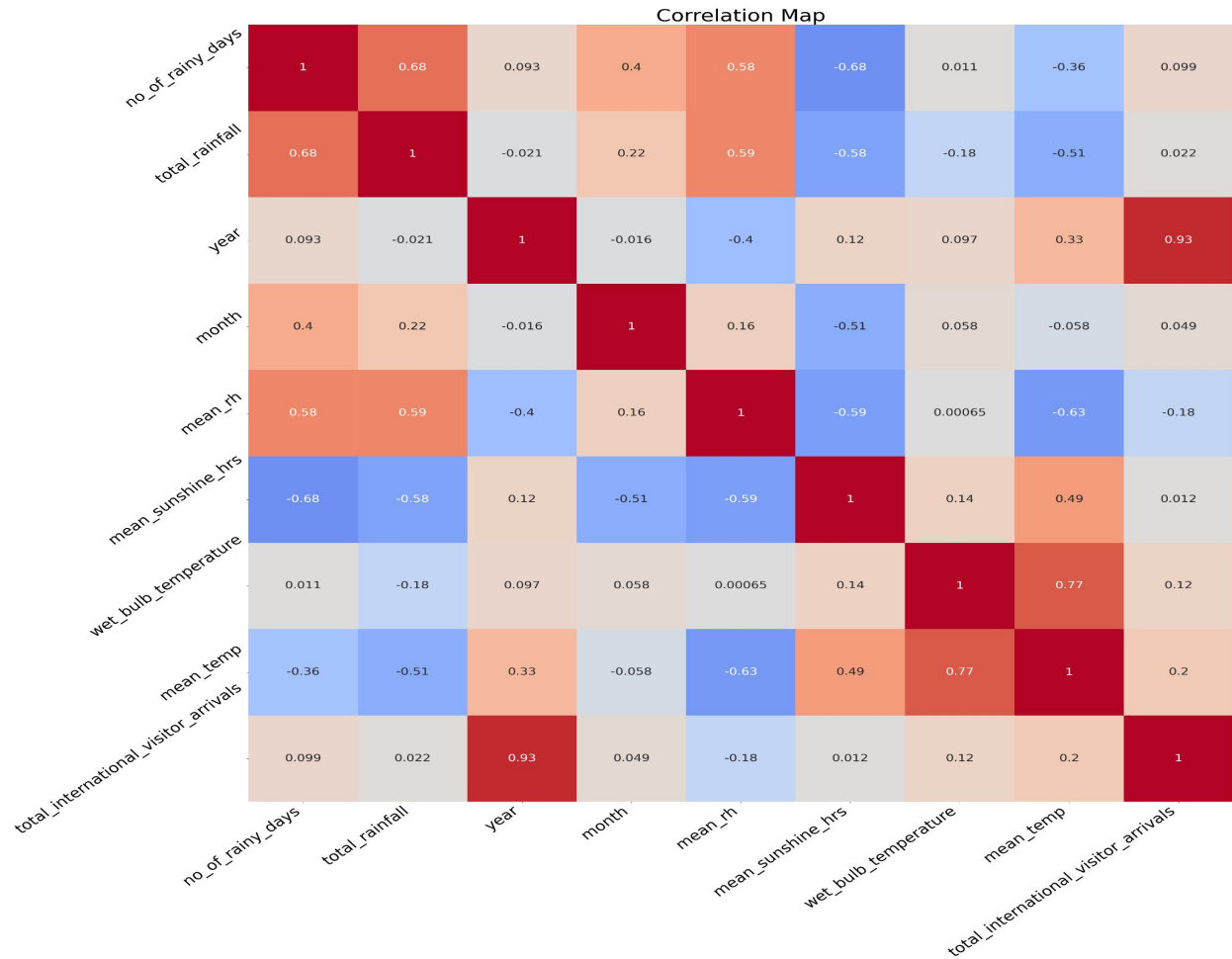


Source: Disembarkation/Embarkation cards and SG Arrival Cards  
Data updated as at 14 January 2021.

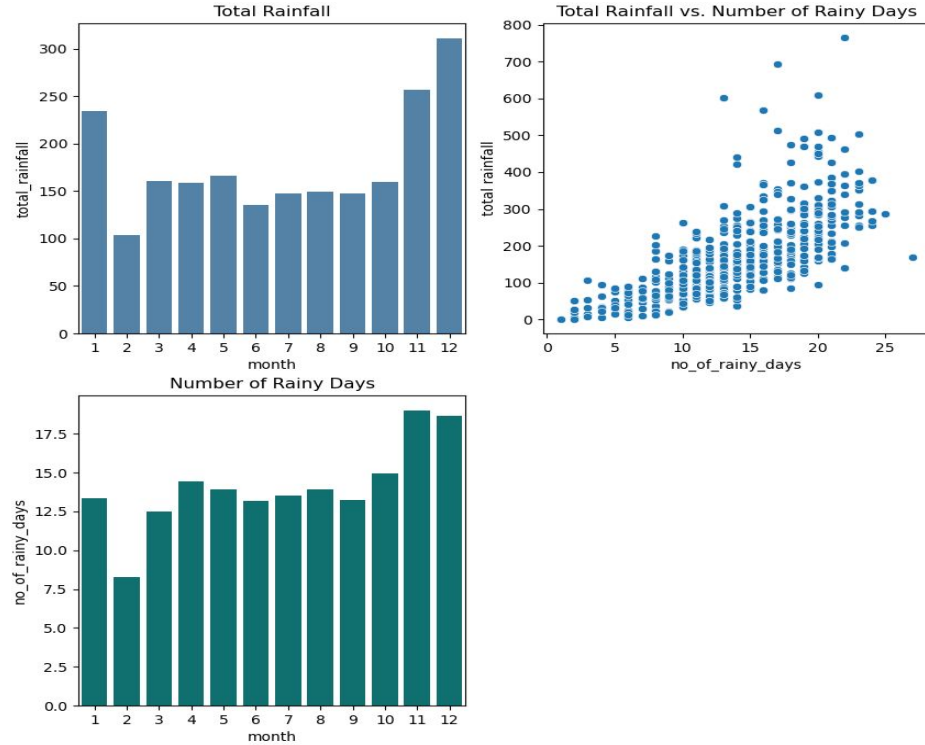
(Budget Direct Insurance, 2019)

- Visitor numbers are fairly constant all year round, but there are some fluctuations due to factors such as climate and social event

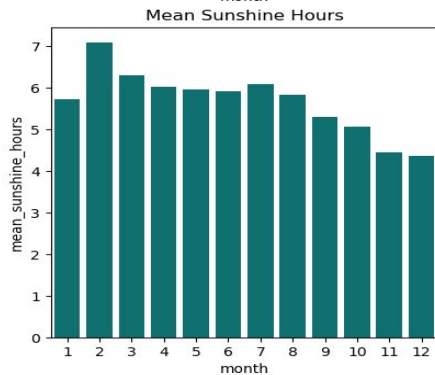
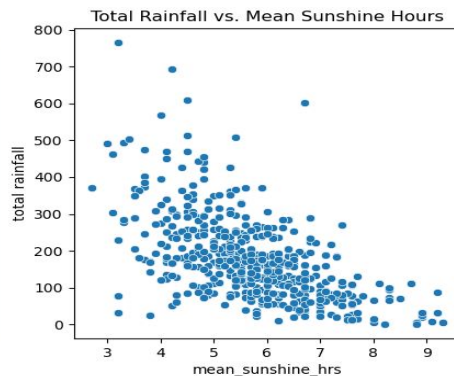
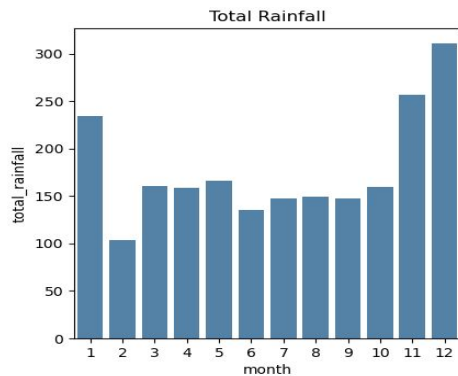
# Correlation Map



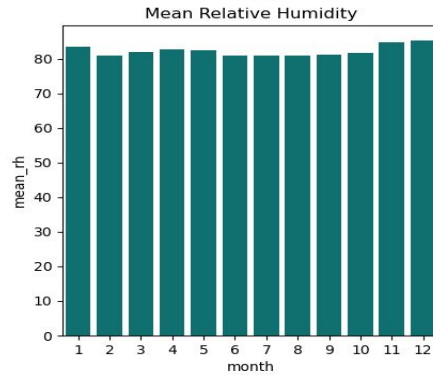
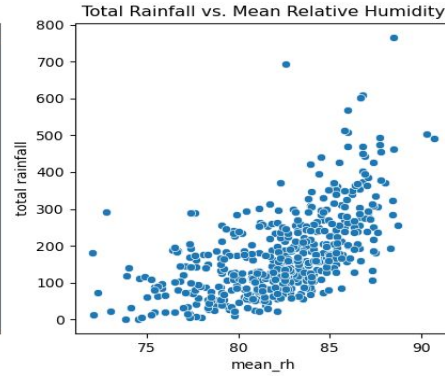
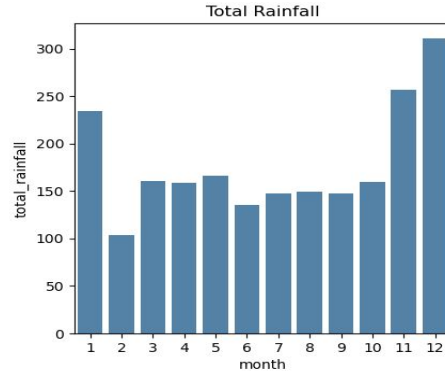
# Relationship between Rainfall and Number of Rainy Days



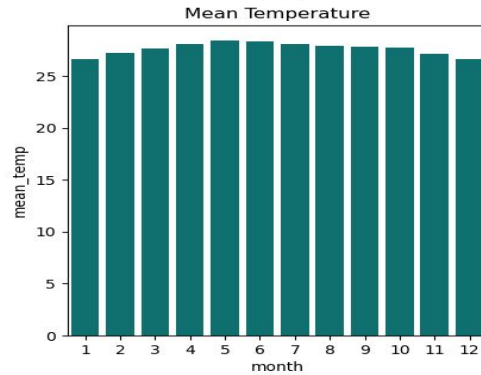
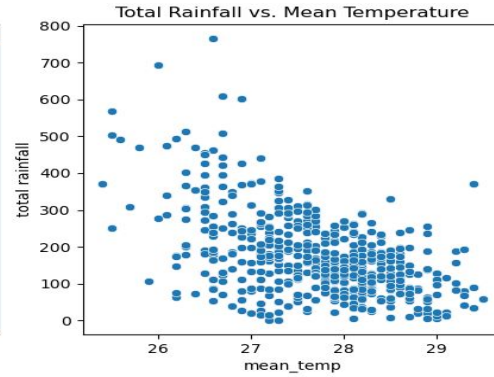
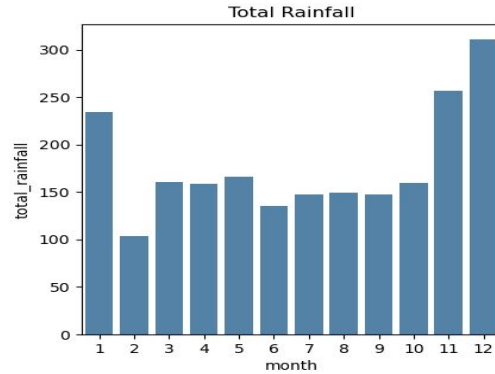
# Relationship between Rainfall and Sunshine Hours



# Relationship between Rainfall and Relative Humidity

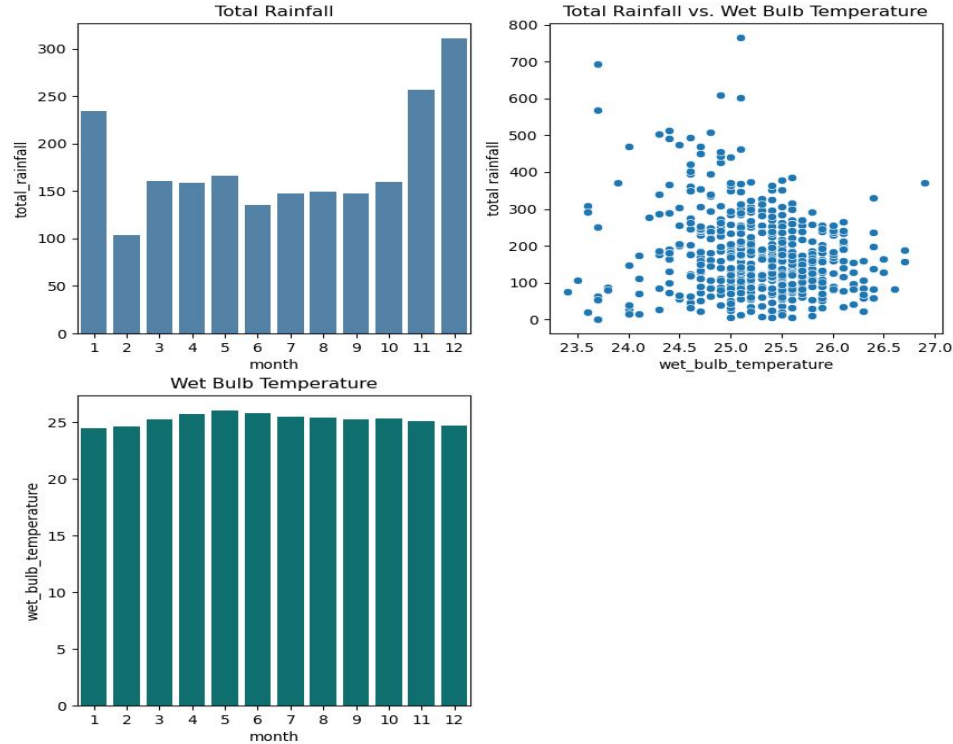


# Relationship between Rainfall and Mean Temperature

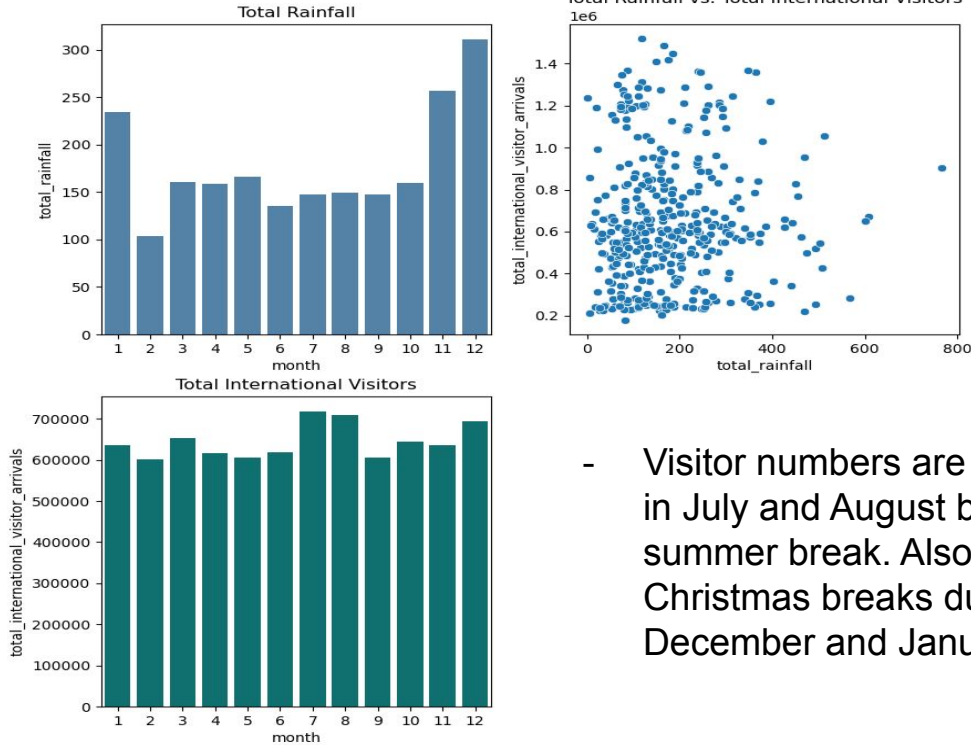




# Relationship between Rainfall and Wet Bulb Temperature



# Relationship between Rainfall and Total International Visitors



- Visitor numbers are generally high in July and August because of summer break. Also during Christmas breaks during December and January

# Recommendations

Month	Rank	Rainfall	Number of Rainy Days	Number of Visitors
February	1st	104	8	600,442
June	2nd	135	13	617,834
September	3rd	147	13	606,325

## References

- Climates To Travel (2019). *Singapore climate: average weather, temperature, precipitation, best time*. [online] Climatestotravel.com. Available at:  
<https://www.climatestotravel.com/climate/singapore>.
- Budget Direct Insurance (2019). *Singapore Tourism Statistics 2019*. [online] Budgetdirect.com.sg. Available at:  
<https://www.budgetdirect.com.sg/travel-insurance/research/singapore-tourism-statistics>.
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