INTRODUCTION

Overview:

This project shows a Tableau Visualization of a Dataset containing the data of Tourist Arrivals to India from various countries in the year 2018.

Purpose:

The purpose of this project is to find visual insights and analyze the data of Tourist Arrivals to India from various countries in the year 2018.

LITERATURE SURVEY

Problem Statement:

To find and analyze tourist arrivals to India from various countries and from different age groups.

Proposed Solution:

To analyze the data in a proper way such that the large number of tourists coming from various countries and of various age groups are to be grouped **continent** wise for simplified data understanding.

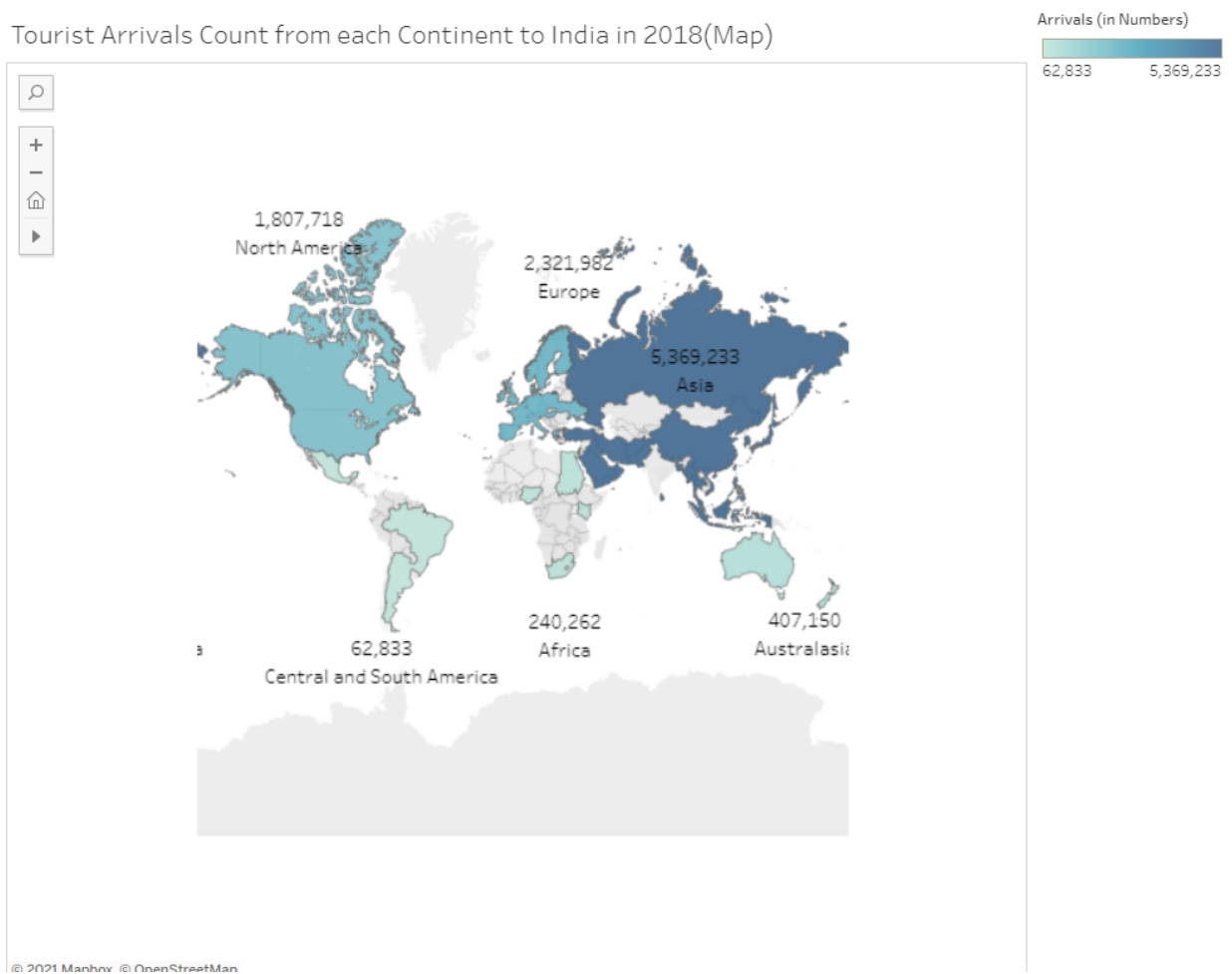# THEORITICAL ANALYSIS

Hardware/Software designing:

This Visualization has been carried out using tableau Software.
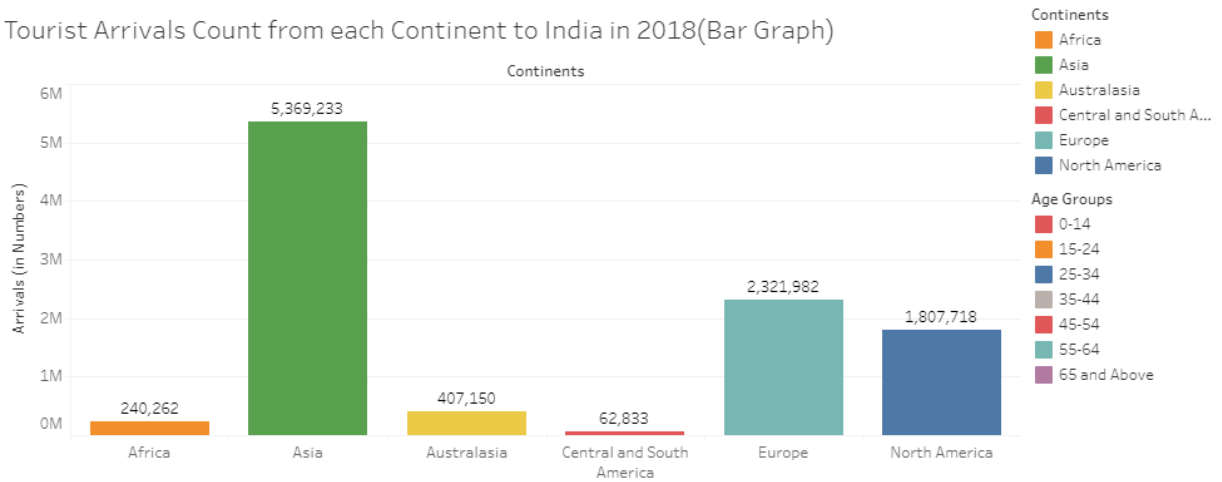
EXPERIMENTAL INVESTIGATIONS

- During this project it was found out that the majority of the Tourist Arrivals to India in 2018 have come from the continents of Asia,Europe and North America.

- Whereas there have been very less arrivals from the continents of Africa,Central and South America and Australia.

- It was also found out that Irrespective of the continent ,the age groups of 35-44 years of age were the major tourists, followed by the age groups of 45-54 and 25-34.

- Since the continents Australia,Central and South America and Australia have very less number of Tourist Arrivals ,these continents should be targeted more towards advertising the heritage,beauty and culture of India ,so as to have more number of tourists from the countries of these continents.
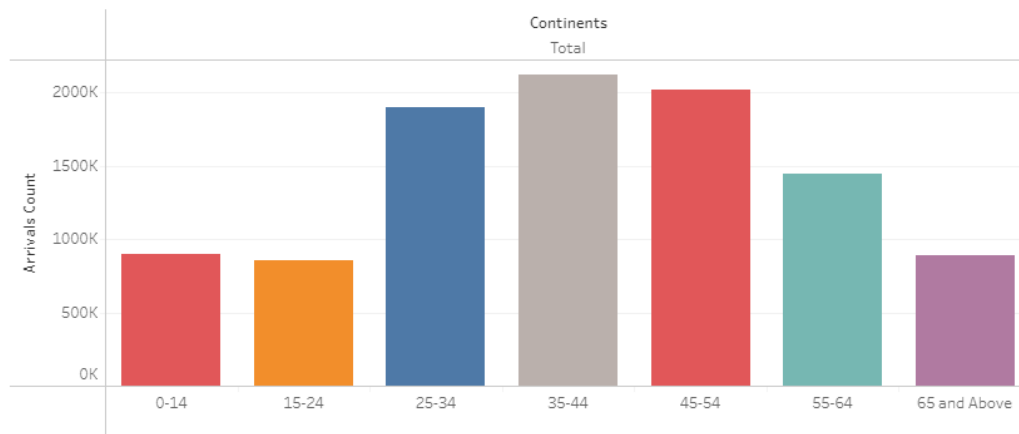
RESULT

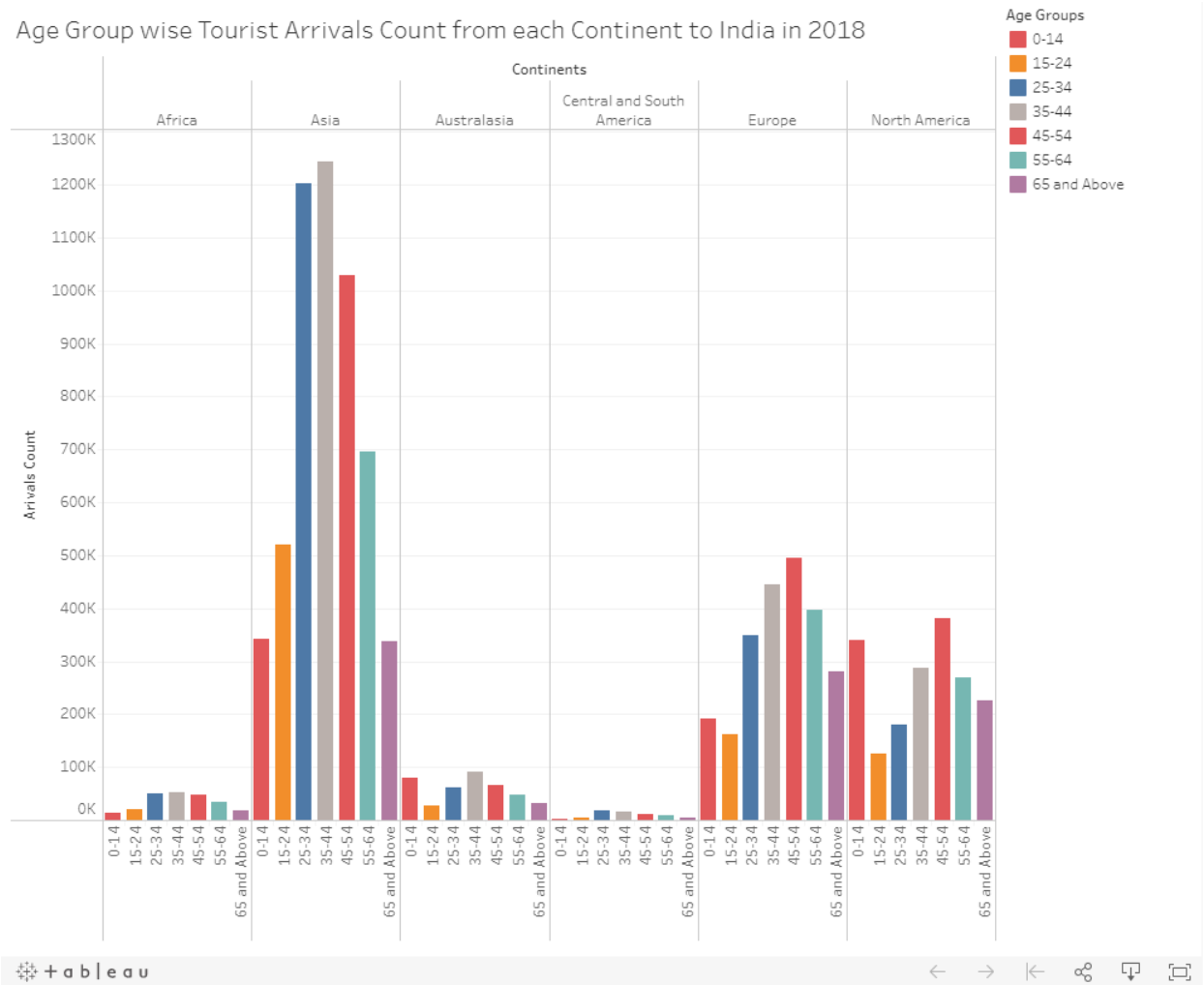Tourist Arrivals Count from each Continent to India in 2018(Map)

1,807,718
North America

2,321,982
Europe

5,369,233
Asia

240,262
Africa

407,150
Australasia

62,833
Central and South America

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Tourist Arrivals Count from each Continent to India in 2018(Bar Graph)

Continents
- Africa
- Asia
- Australasia
- Central and South A...
- Europe
- North America

Age Groups
- 0-14
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and Above

Continents

Continent	Arrivals (in Numbers)
Africa	240,262
Asia	5,369,233
Australasia	407,150
Central and South America	62,833
Europe	2,321,982
North America	1,807,718

Age Group wise Total Tourist Arrivals Count to India in 2018

Continents
Total

Arrivals Count by Age Group:
- 0-14
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and Above

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Age Group wise Tourist Arrivals Count from each Continent to India in 2018

APPLICATIONS

- This visualization can be used for increasing the tourism publicity in required countries/continents.
- It can also be used in tourism related studies/research.

CONCLUSION

This Visualization shows the data of the Tourist Arrivals from various Continents and of various age groups to India in 2018 in an effective and insightful manner.