Foreign Tourist Arrival In India Data Analysis (2018)

1 INTRODUCTION

1.1 Overview

This project was made with an idea on how one can analyse multiple aspects of a dataset that is obtained by the tourists that arrive to India. This project adds multiple aspects like Purpose of visit of the tourists,Number of Arrivals,Age distribution,Gender distribution etc. and shows them individually as different parts of story as well as combined by using dashboard and adding that dashboard to the story.

1.2 Purpose

Using this project one can analyse the various aspects in a single story/dashboard.The various graphs help in a better understanding of the data which can further be used for developement of tourism in India.

2 Literature Survey

2.1 Existing Problem

Most of the data remains in textual format which is of no use as it is difficult to understand and even the yearly reports provided by tourism sector are mostly in tabular form which can be found in tourism.gov.in.

2.2 Proposed Solution

With data visulaization tools we can visualize this data and get a better understanding of each and every aspect of the dataset and therefore comeup with any solution faster.

3 Theoretical Analysis

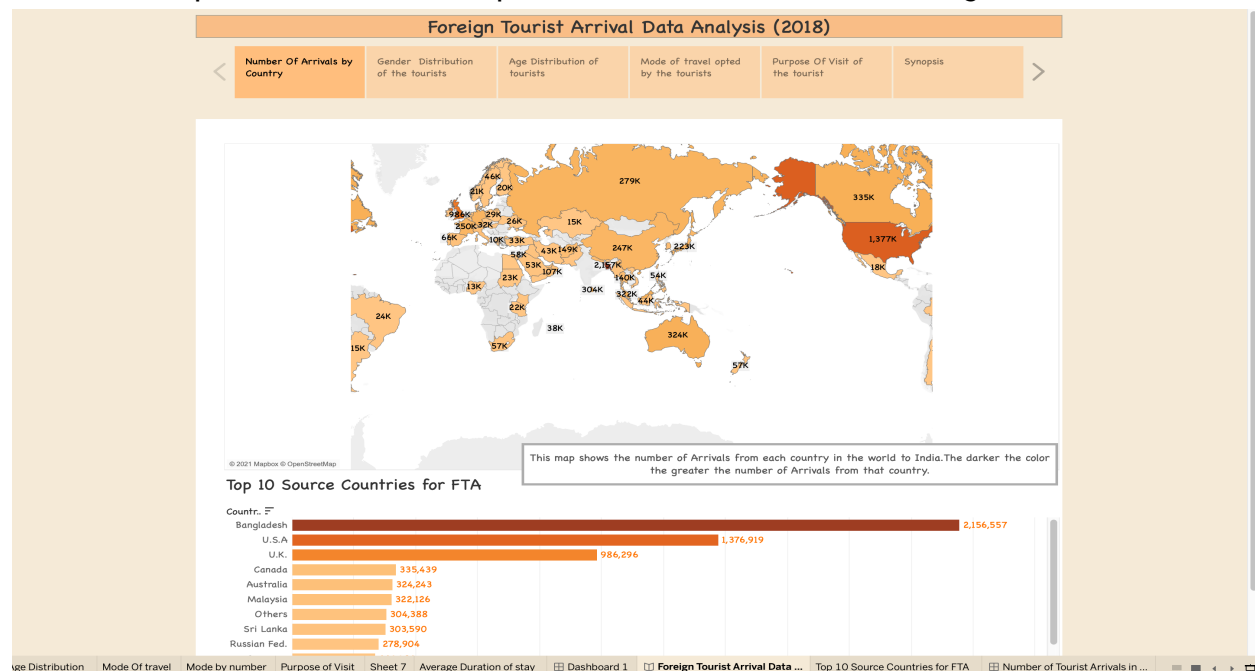## 3.1 Hardware / Software designing

For this project the only tool used was Tableau desktop which can be installed on any desktop/Laptop. One can also use Tableau online in any browser but the preffered tool would be tableau desktop.
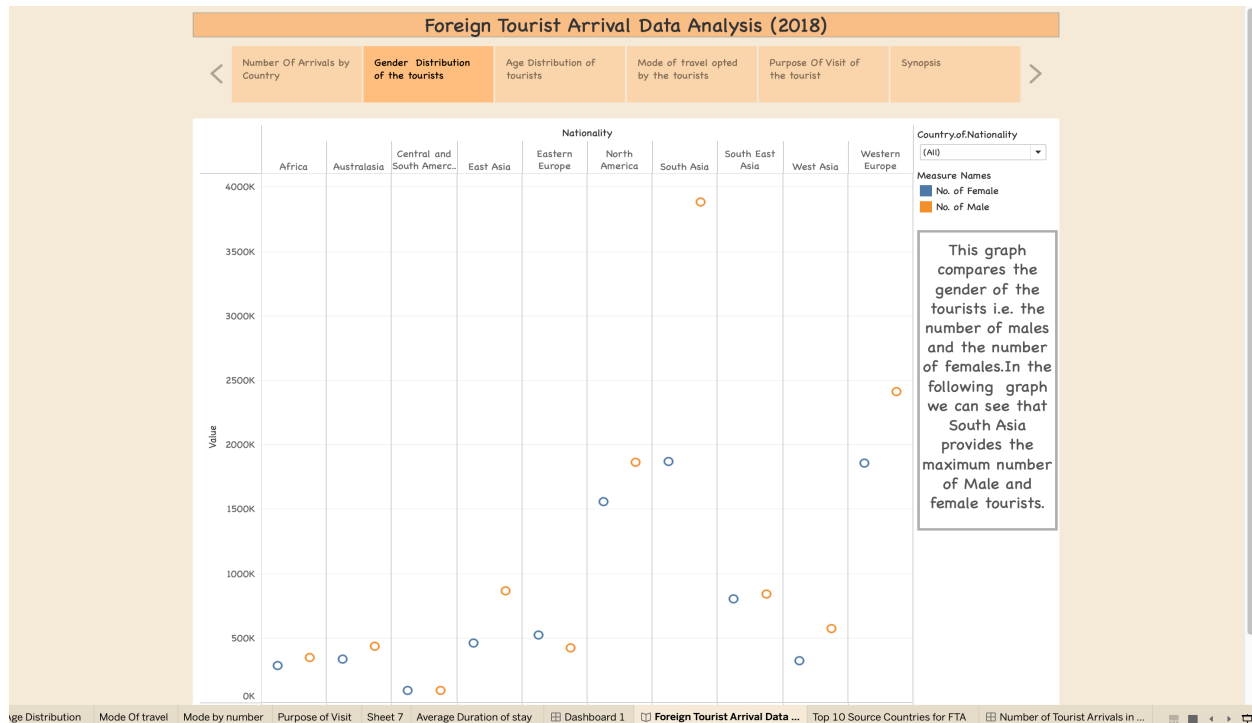
4 Experimental Investigations

While working on the solution it was observed that how can a graph can change the whole meaning of the data and it is essential to choose the right graph for the right data.
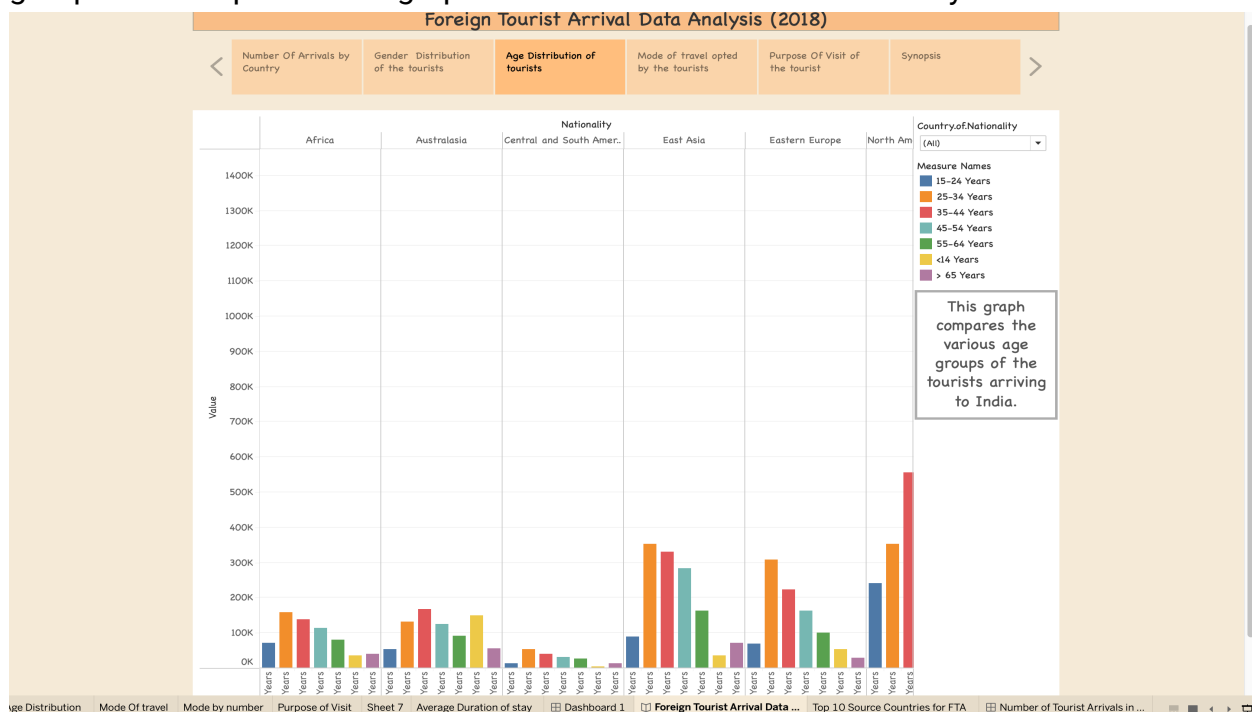
5 Result

After completion of the project the following results were obtained.
The folowing graph shows the number of arrivals from each country to India and also shows the top 10 countries which provide the most number of foreign tourists.
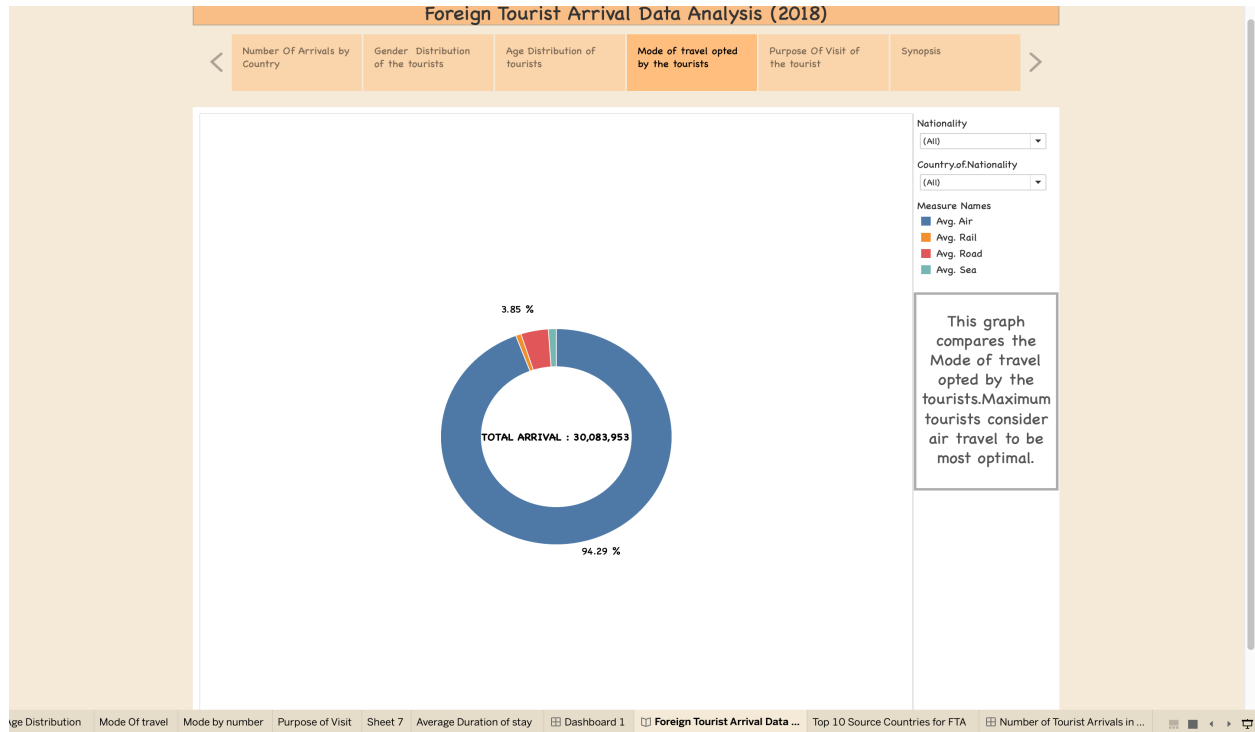
Initially this graph shows the Nationality wise comparision of the number of males and females but the filter on the right can be used to view the data of each country.

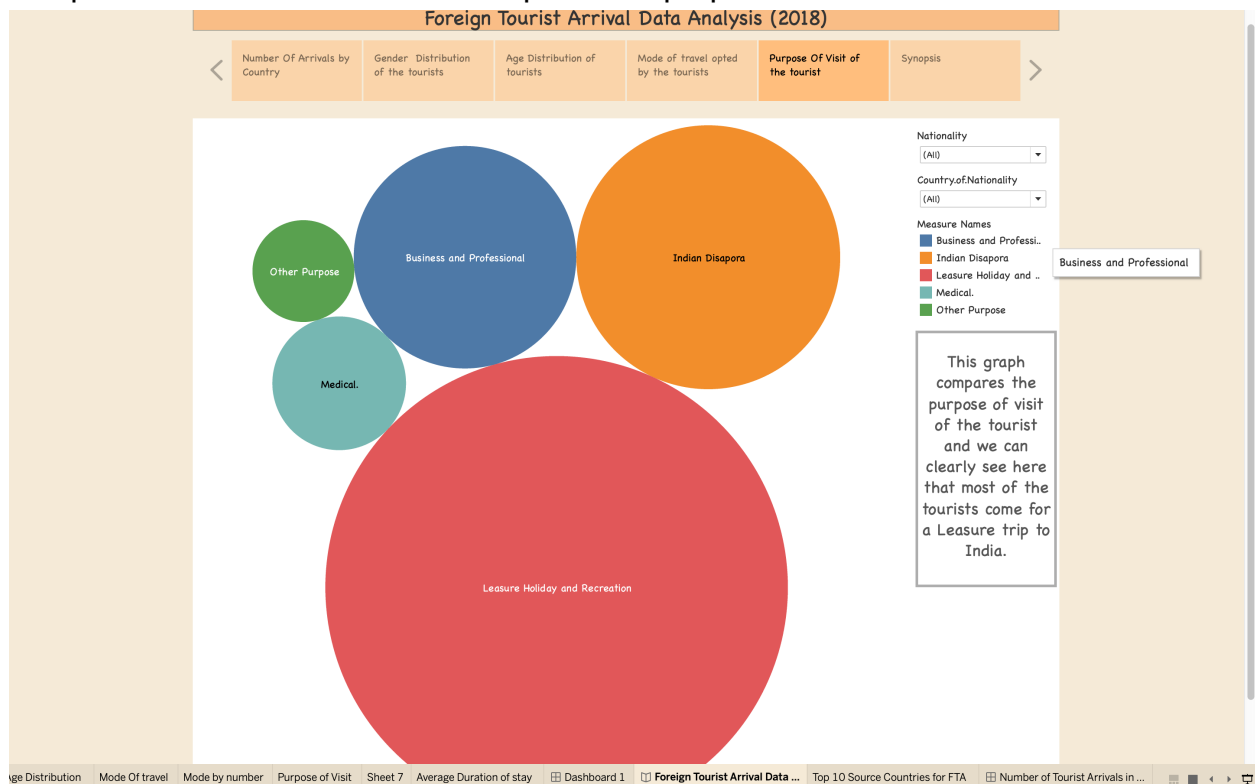
Similar to the previous graph the bar chart below also shows country wise data and can be filtered.It groups the data into different age groups and compares the count in each group.The multiple column graph show the data of each nationality.
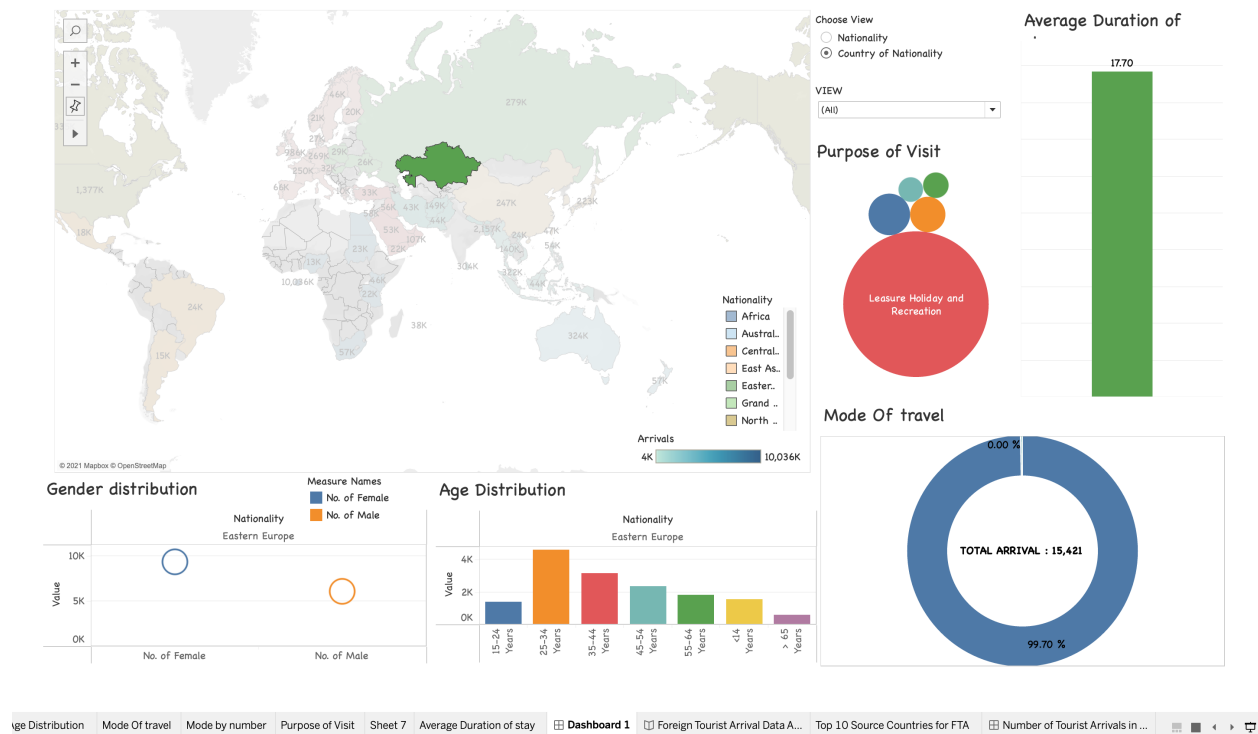
This pie chart shows the percentage of the mode of travel used by the tourist to come to India.Initially the graph shows data of all the tourists which can be filtered further.

The packed bubble chart below compares the purpose of visit of the tourist to India.

Finally the dashboard below is a synopsis of all the graphs used above in case one wants to have a quick glance of all the charts at once.It also includes the average duration of stay bar chart.One can select the country on the map to view all its statistics.

6 Advantages and Disadvantages

The main advatage is that data is in graphical format which helps in better understanding and analysis and the major drawback is that the data is only for one year and if it were of 2-3 years ,regression algorithms could have been applied to predict the tourists for future years and make suitable arrangments.

7 Applications

The following dataviz can be used by in the tourism sector for understanding the data for future predictions and many other applications.

8 Conclusion

To summarize each and every graph in this project shows a visualization of each aspect and helps us understand the data better which would have been challenging in case of raw data.The raw data alone is of no use lest it is processed and visualized to predict or for other applications.

9 Future Enhancements

In future we can add more years of data for visualization and compare data yearwise.We can also apply regression algorithms after adding more data and make suitable arrangements for the tourists of future.

10 Bibliography

The following resources were used for the completion of this project.

- https://community.tableau.com/s/
- https://data.gov.in/catalogsv2?format=json&offset=0&limit=9&filters%5Bogpl_module_domain_name%5D=data.gov.in&filters%5Bfield_sector%3Aname%5D=Travel+and+Tourism&sort%5Bogpl_module_domain_name%5D=asc&sort%5Bcreated%5D=desc
- https://playfairdata.com/how-to-show-top-10-lists-in-tableau-tooltips/