

Project Report On Travel & Tourism

Submitted by

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Tableau Public URL:

https://public.tableau.com/profile/meghdatta.korgaonkar#!/vizhome/TravelTourism_16197942485240/Story1

Abstract

My project under the domain Travel & Tourism deals with various statistics of the arrival of foreign travelers in India by categorizing by the various modes of transport used by them as well as by different age groups. I have used a dataset of India from *data.gov.in* named as "India-Tourism-Statistics". For variety of data and their operations, I have combined two datasets to generate impactful results. My two datasets are termed as "India-Tourism-Statistics-2019-Table-2.4.1" and "India-Tourism-Statistics-2019-Table-2.7.1". In this project I have performed analysis on the stats of foreign tourist arrivals in India based on three different modes of travel viz. Air, Sea and Land along with classification based on their age groups which includes 7 different age groups, from infants till the senior citizens.

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Introduction

As we all know, travelling is an essential of life and tourism is enjoyed by one and all; owing to which, there are a lot of tourists who migrate from one country to another for professional as well as personal reasons. So it is necessary for travel agencies to plan their packages based on various past statistics to achieve optimization. Tableau is a powerful and the fastest growing data visualization tool used in Business Intelligence Industry. It helps in simplifying raw data in quite an easy and understandable format. Hence, I've chosen this particular domain and prepared a project in Tableau. I have carried out visualization of data of several sectors using Tableau.

Visualization:

- 1) Year wise % distribution for travelling mode as Air, Sea and Land
- 2) Year wise % distribution of Age Group 0-14
- 3) Year wise % distribution of Age Group 15-24
- 4) Year wise % distribution of Age Group 25-34
- 5) Year wise % distribution of Age Group 35-44
- 6) Year wise % distribution of Age Group 45-54
- 7) Year wise % distribution of Age Groups 55-64 and 65 & above

Dashboard:

- 1) Yearwise % distribution by Travelling Mode and Age Groups
- 2) Yearwise % distribution by Age Groups

Story:

- 1) Foreign Travellers Arrival in India by Various Modes and Age Groups in the Year Range 2001-2018.

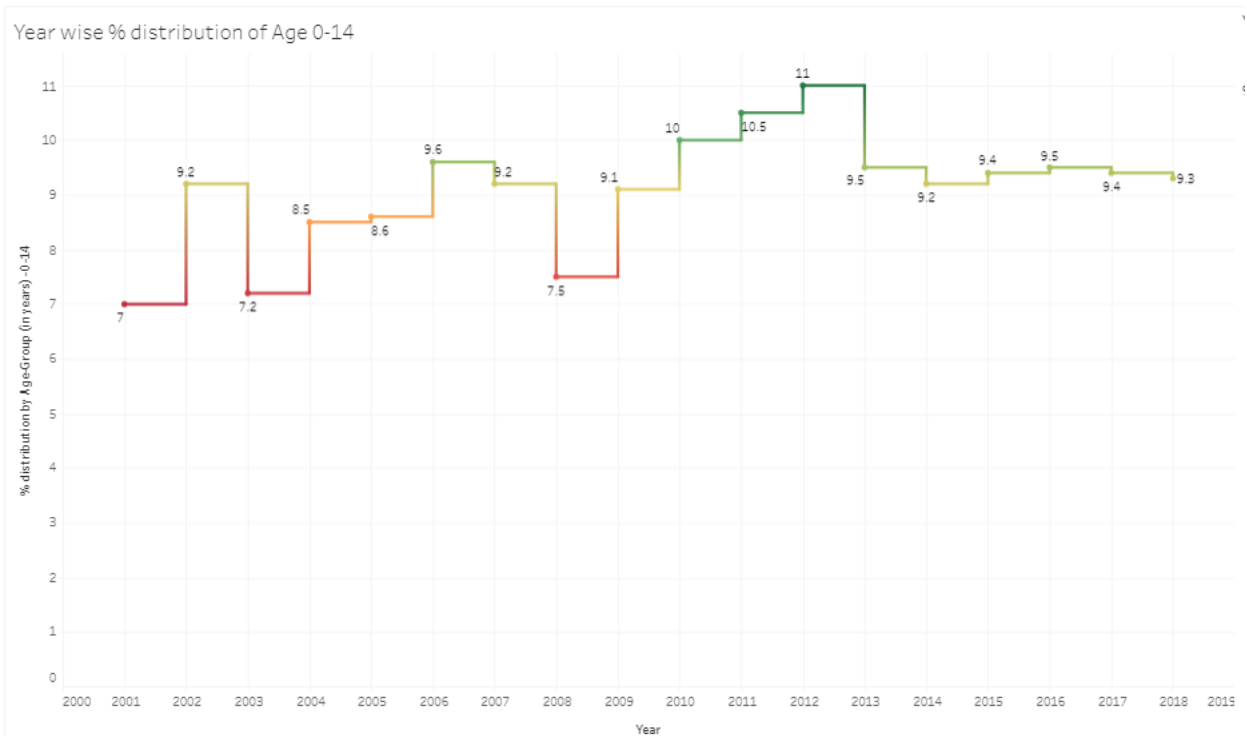
Visualization

Data visualization gives us a clear idea of what the information means by giving it a visual context through maps or graphs. This makes the data more natural for the human mind to comprehend and therefore makes it easier to identify trends, patterns and outliers within large data sets.

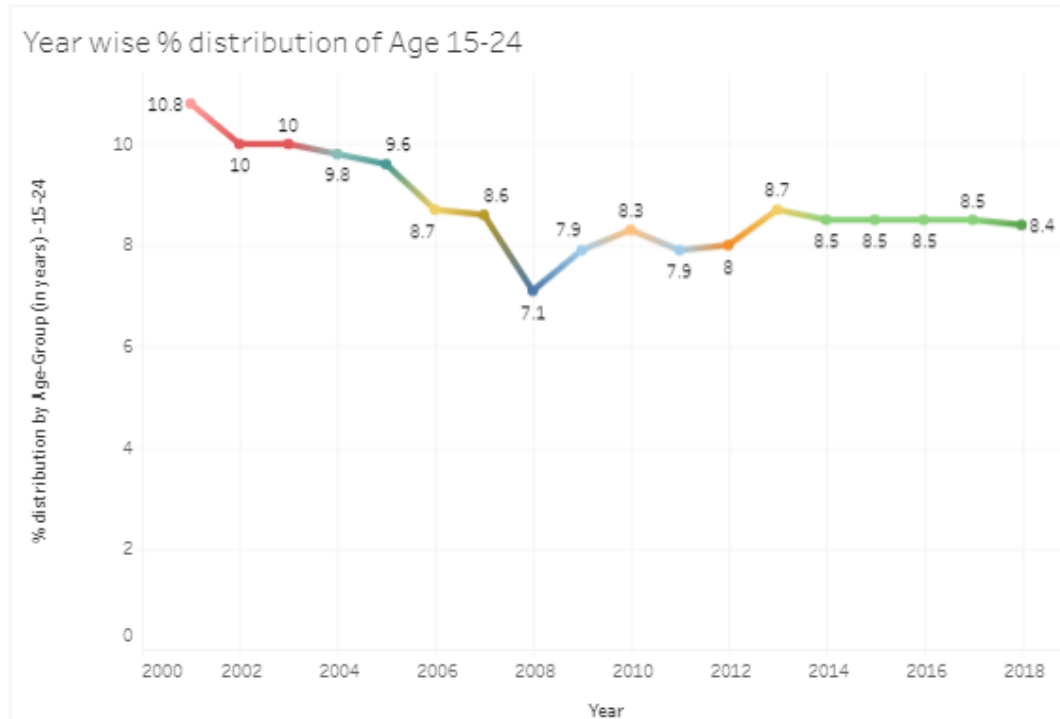
1) Year wise % distribution for travelling mode as Air, Sea and Land



2) Year wise % distribution of Age Group 0-14



3) Year wise % distribution of Age Group 15-24



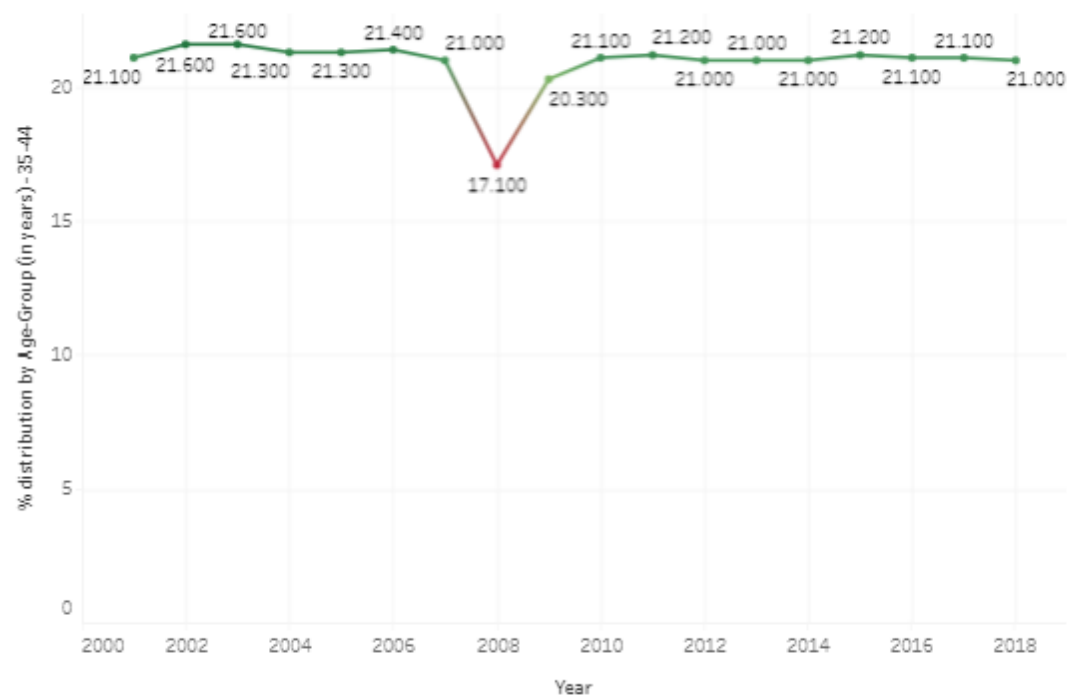
4) Year wise % distribution of Age Group 25-34

Year wise % distribution of Age 25-34



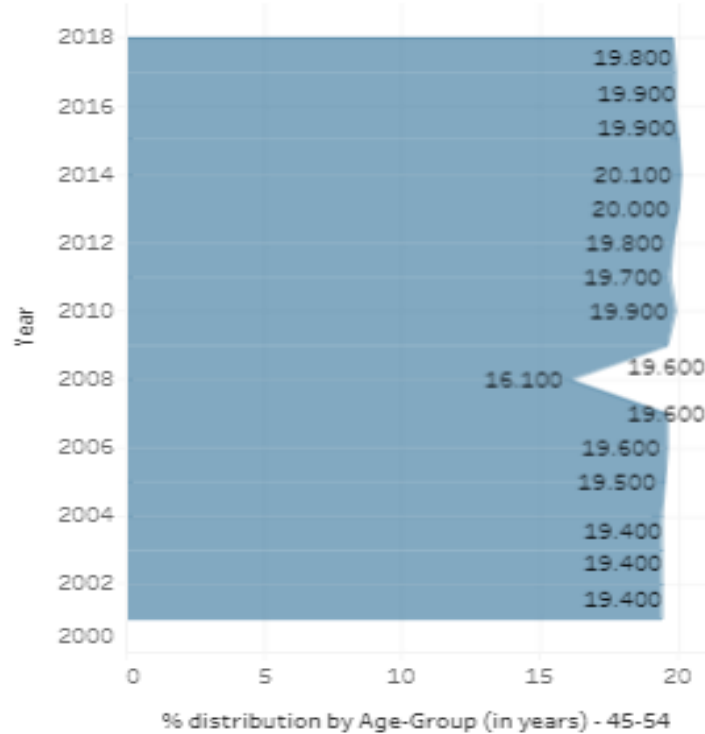
5) Year wise % distribution of Age Group 35-44

Year wise % distribution of Age 35-44



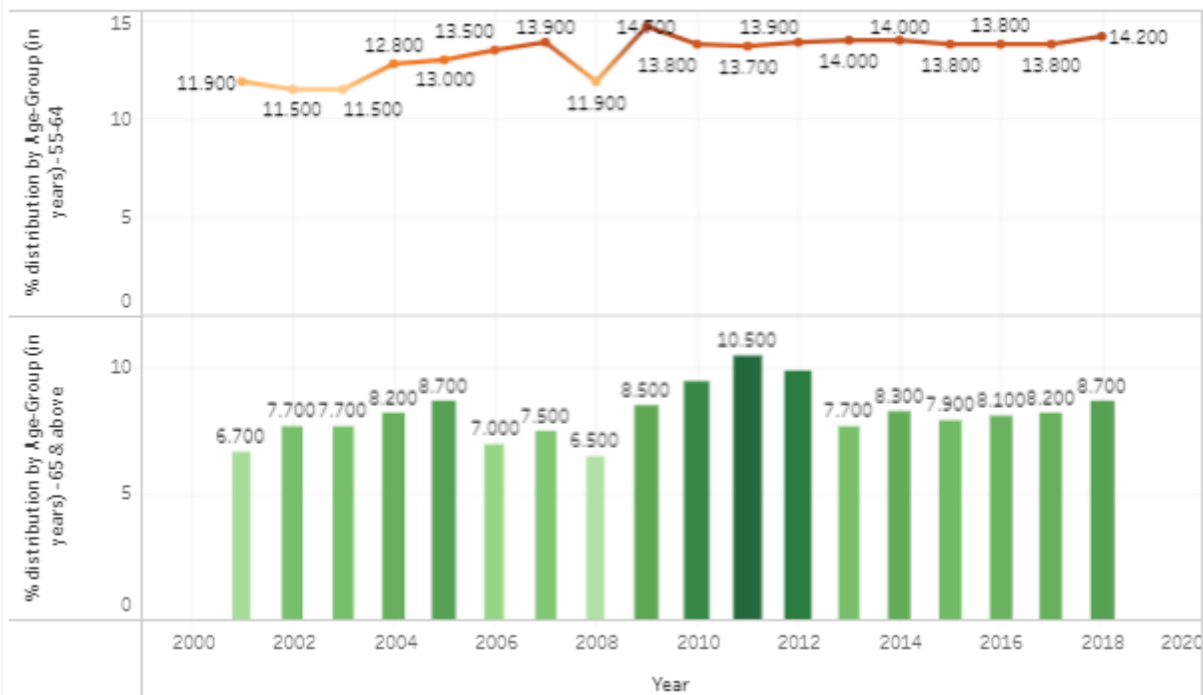
6) Year wise % distribution of Age Group 45-54

Year wise % distribution of Age 45-54



7) Year wise % distribution of Age Groups 55-64 and 65 & above

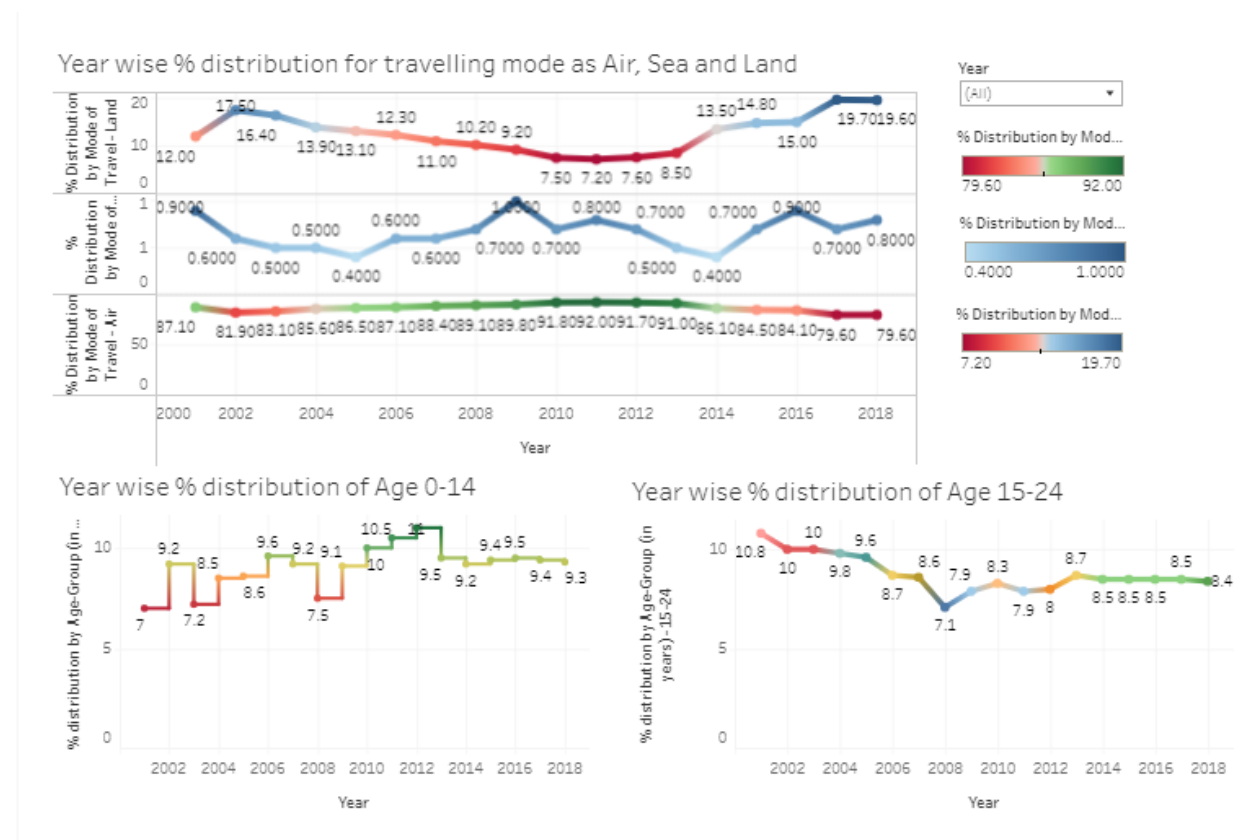
Year wise % distribution of Age 55-64 and 65 & above



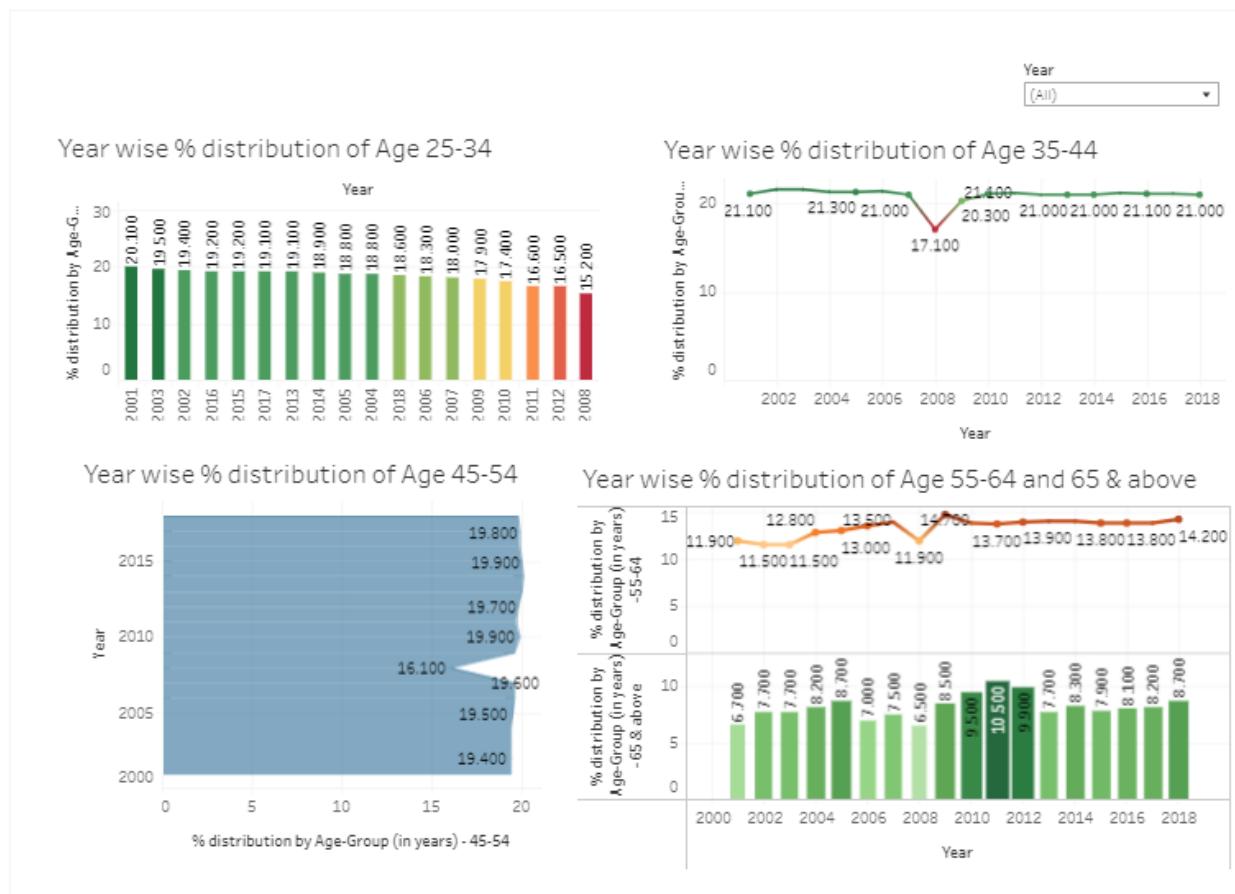
Dashboard

A dashboard is a consolidated display of many worksheets and related information in a single place. It is used to compare and monitor a variety of data simultaneously. The different data views are displayed all at once.

1) Year wise % distribution by Travelling Mode and Age Groups



2) Year wise % distribution by Age Groups

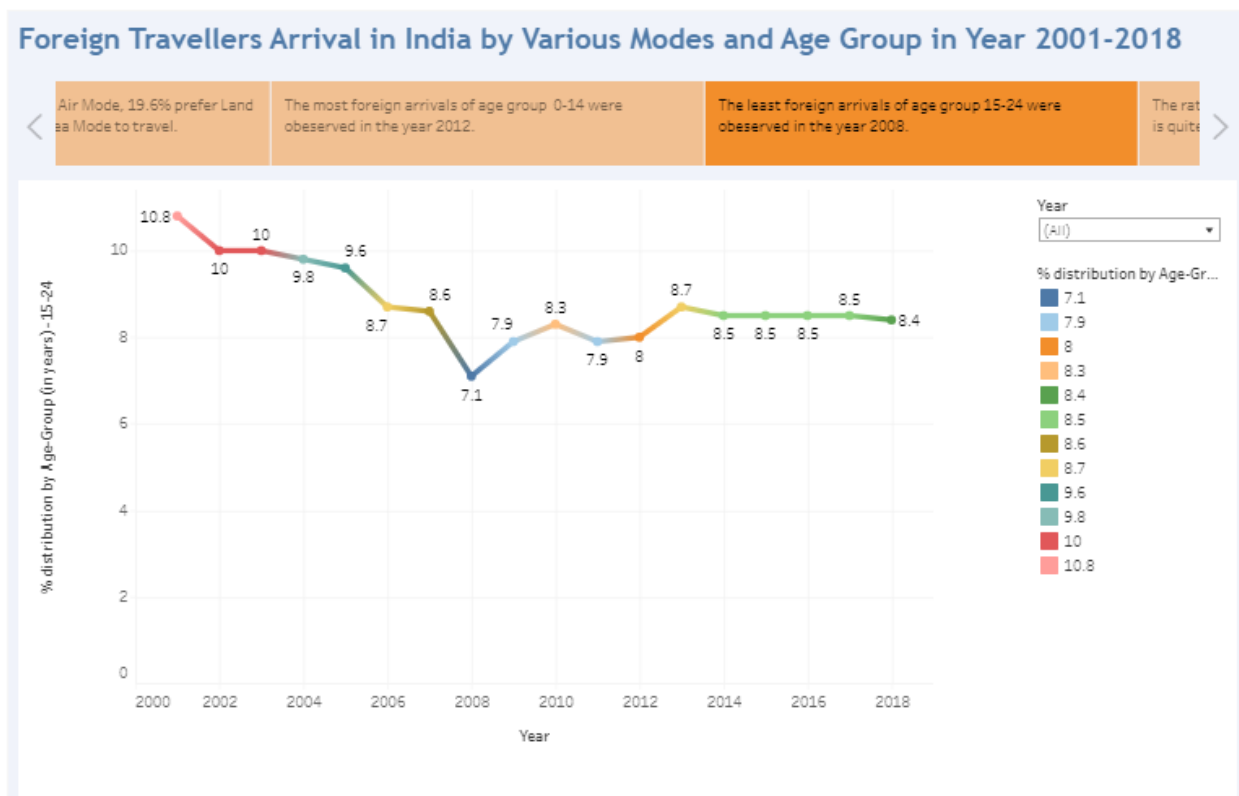


Story

In Tableau, a story is a sequence of visualizations that work together to convey information. We can create stories to tell a data narrative, provide context, demonstrate how decisions relate to outcomes, or to simply make a compelling case. Each individual sheet in a story is called a story point.

One such example of a story point from my project is as follows:

1) Foreign Travellers Arrival in India by Various Modes and Age Group in Year 2001-2018



The Story is a collective set of several conclusions which are derived from the sheets of the project. These conclusions are very effective in explaining the summary and highlighting the major instances of a variety of statistical data.

Conclusion

The list of conclusions derived from my project and embedded into my project sequentially are as follows:

- 92% of foreign arrivals prefer Air Mode, 19.6% prefer Land Mode while only 1% prefers Sea Mode to travel.
- The most foreign arrivals of age group 0-14 were observed in the year 2012.
- The least foreign arrivals of age group 15-24 were observed in the year 2008.
- The ratio of foreign arrivals of age groups 15-24 and 25-34 is quite similar.
- Major percentage of foreign arrivals of age group 35-44 were observed in the years 2002 as well as 2003.
- Foreign arrivals of age group 45-54 preferred to travel more in the year 2014 comparatively.
- The maximum percentage of foreign arrivals in the age groups 55-64 and 65 & above were found to be 14.7% and 10.5% respectively, considering all year ranges.