

# Tableau Data Viz Challenge 2021

## 1. INTRODUCTION

### 1.1. Overview:

This project shows a Tableau Visualization of a Dataset containing the data of travel and tourism to India from various countries from 2001 till 2016. The dataset has been taken from the government of India page as instructed by the SmartInternz guide. The dataset contains:

- Amount of each tourists from different countries from 2001 - 2016.
- Number of tourists from different regions on earth.
- Grand total of all the visitors from around the world for all countries and regions.

### 1.2. Purpose:

The purpose of this project is to find visual insights and analyze the data of Tourist Arrivals to India from various countries from 2001 - 2016.

## 2.LITERATURE SURVEY

### 2.1. Problem Statement:

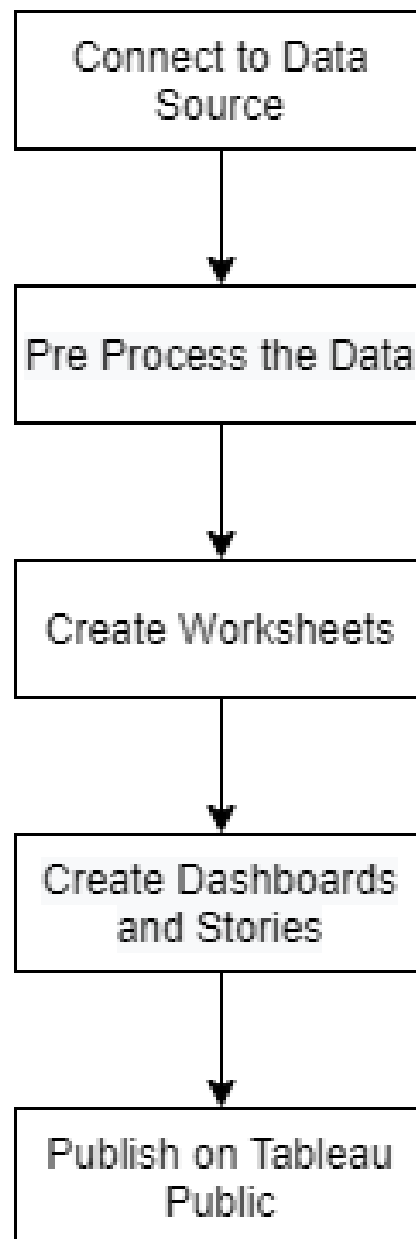
To find and analyze travel and tourism data to India from various countries for more than a decade. The issue we are facing is that many countries have zero or negligible growth rates related to tourism in India.

### 2.2. Proposed Solution:

To analyze the data in a proper way such that the large number of tourists coming from various countries and of various regions are to be grouped by different methods so as to simplify data understanding. Visualize the data and understand which country need to be focused upon to promote more effective tourism in India.

### 3. THEORITICAL ANALYSIS

#### 3.1 Block diagram:

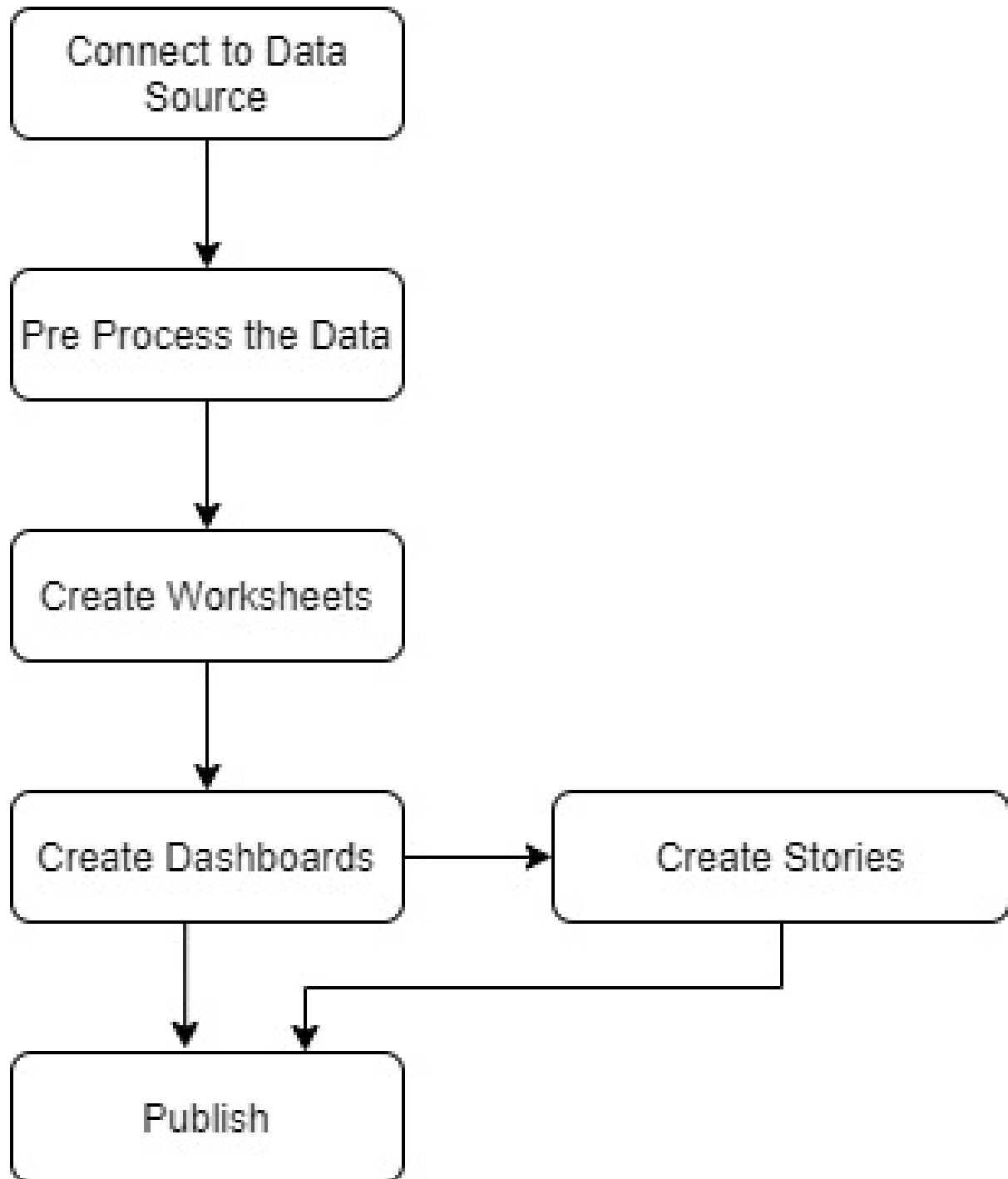


#### 3.2 Hardware / Software designing:

Software: Tableau Desktop,  
Tableau Public

## 4. FLOWCHART

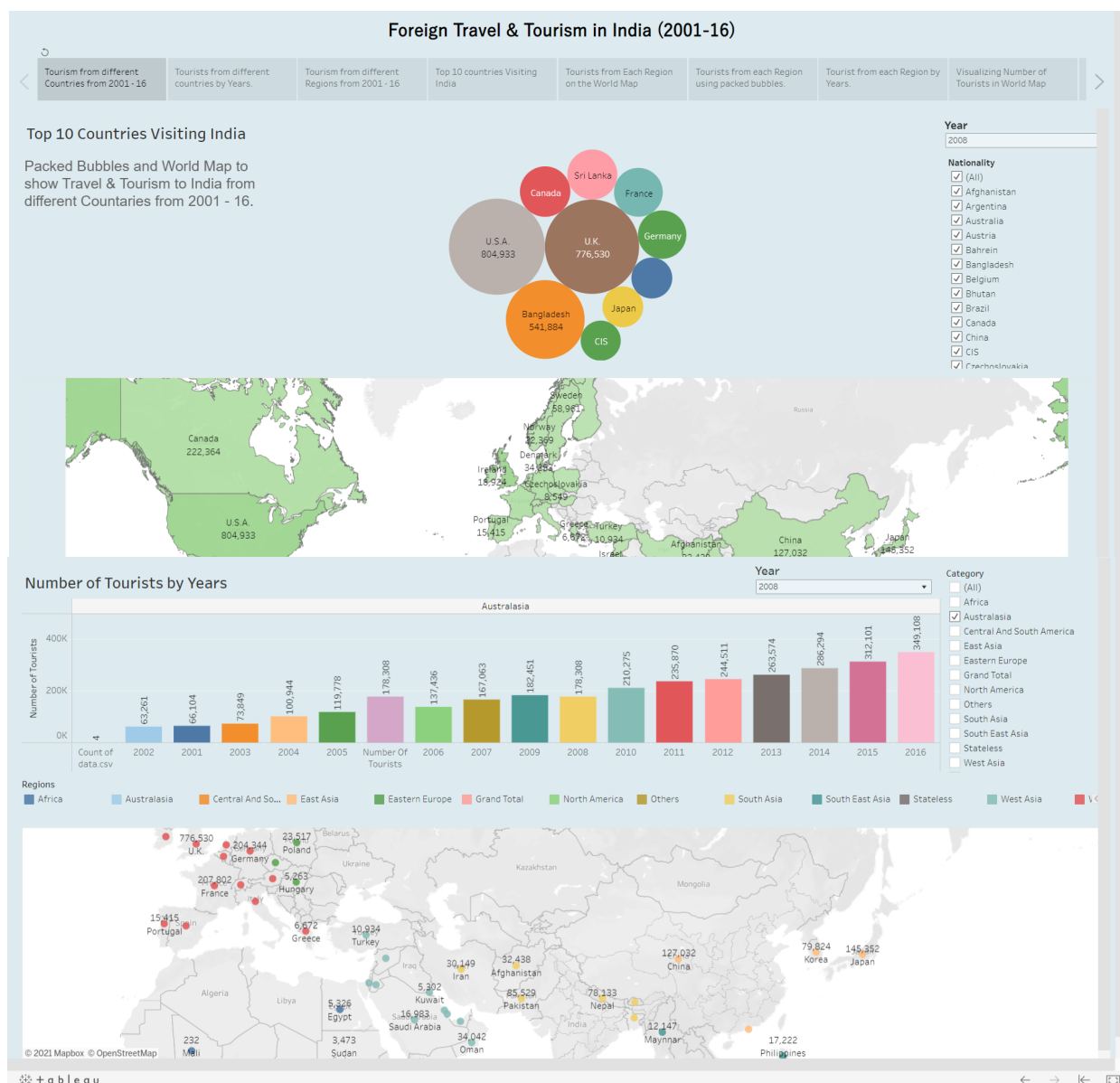
Control flow of the solution.



## 5. EXPERIMENTAL INVESTIGATIONS

- 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.
- During this project it was found out that the majority of the Tourist Arrivals to India from 2001 till 2016 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.

## 6. RESULT



## **7. ADVANTAGES & DISADVANTAGES**

Better solutions can be improvised to improve growth rate of the tourism from different countries using a quick and user friendly visualization.

More data is needed to give accurate results of each and every commune from different countries.

## **8. APPLICATIONS**

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

## **9. CONCLUSION**

The above project has been made considering topics taught in the boot camp and other previous experiences. This visualization is user friendly and can be understood by anyone without previous tableau knowledge and can be implemented in an effective way.

## **10. FUTURE SCOPE**

Prediction of future growth rates can be made using few algorithms in tableau. Accordingly many decisions can be made. Since there was a 5 day boot camp related to the challenge, I have restricted my project only to visualization considering the topics that have been taught.