



Mid-Bootcamp project

13/ July/2023

Soichiro Tanabe

Theme: UK tourism



The raw data are from 'The Office for National Statistics' from the UK Statistics Authority.

- The number of visitors by country from 2018 to 2022
- Average spending per day by country from 2018 to 2022

*The data for 2020 is not available

- Average length of stay by country from 2018 to 2022

*The data for 2020 is not available

Add columns (1)



To analyse data about UK visitors from abroad, more columns have been added.

- Total (£) : numerical

(How much contribution did people from each country make to the UK through tourism?)

This was calculated as follows:

TOTAL =

(the number of visitors) \times (average spending per day) \times (average length of stay in days)

Add columns (2)



Data from 'The World Bank'

- GDP (numerical)
- Population (numerical)
- Income Group (categorical)
- Region (categorical)

Data from 'Wikipedia'

- is_EU (Yes/No)
- English_spoken (Yes/No)
- Commonwealth (Yes/No)

Data from 'GOV.UK'

- Visa requirement (Yes/No)

Questions



1 What is the trend of UK tourism last 5 years?

2020 was a remarkable year for the UK. The pandemic and Brexit happened in 2020. Comparing 2018 (2 years before) and 2022 (2 years after),

2. Which country has the largest number of visitors?

3. Which country made the largest contribution?


4. Can we find any particular differences or trends?

5. What is the trend of EU countries?

6. Can we find any interesting relationships between the columns?

Analysis



Question 1 - 5  Tableau

Question 6 Visa requirement VS Income Group

Chi-Squared test:

Significant Level (alpha) : 0.05

P values = 4.560520415249994e-05. (less than 0.05)

 There is a relationship

Visa requirement and income status of countries are dependent.

Answer (1)



1 What is the trend of UK tourism last 5 years?

- The number of visitors dropped significantly during the pandemic (2020~2021), but it has been recovering.
- European & Central Asia has made the largest contribution for each of last 5 years.

Answer (2)



<Comparison between 2018 and 2022>

2. Which country has the largest number of visitors?

- USA is the highest.
- France, Germany, Spain and Ireland

3. Which country made the largest contribution?

- USA made a further bigger contribution than other countries.

Answer (3)



<Comparison between 2018 and 2022>

4. Can we find any particular differences or trends?

- The contribution by China dropped significantly.
- The contribution by north America increased.

5. What is the trend of EU countries?

- France Germany, Ireland and Spain are in the top 4.
- EU made a approximately stable contribution to the UK.

Answer (4)



6. Can we find any interesting relationships between columns?

- There is a significant relationship between Income Group and Visa requirement.

The end.