Mid-Bootcamp project

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Theme: The 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 spend per day by country from 2018 to 2022

  *The data '2020' is not available

- Average length of stay by country from 2018 to 2022

  *The data '2020' is not available

Add columns_1

To analyse the UK visitors from abroad, more columns are added.

· Total (£) : numerical

(How much people from each country made contribution to the UK though tourism?)

It was calculated as follows:

    TATAL =

(the number of visitors) ✖ (the average of spending per day) ✖ (the average of length per day)

Add columns_2

Data from 'The World Bank'

- GDP (numerical)

- Population (numerical)

- Income Group (categorical)

- Region (categorical)

Data from 'Wekipedia'

- is_EU (Yes/No)

- English_spoken (Yes/No)

- Commonwealth (Yes/No)

Data from 'GOV.UK'

- Visa requirement(Yes/No)

Questions

1 How is the trend of the UK tourism for 5 years?

2020 is 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 larger number of visitors?

   3. Which country made the largest contribution?

   4. Can we find any particular differences or trends?

   5. How is the trend of EU countries?

6. Can we find any interesting relationships between columns?

Analysis

Question 1 - 4 ⟹ Tableau

Question 5 Visa requirement VS Income Group

Chi-Square 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 **How is the trend of the UK tourism for 5 years?**

- The number of visitors significantly dropped during the pandemic (2020〜2021), but it has been recovering.

- European & Central Asia have made the largest contribution for 5 years.

Answer_2

<Comparison between 2018 and 2022>

2. Which country has the larger number of visitors?

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

3. Which country made the largest contribution?

- USA made a remarkable contribution to the UK economy.

Answer_3

<Comparison between 2018 and 2022>

4. Can we find any particular differences or trends?

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

5. How is the trend of EU countries?

- France Germany, Ireland and Spain are in top 4.

- EU made a stable contribution to the UK.

Answer_4

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

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

The end.