Japan Tourism Analytics — Project Brief

1. Project Overview

This project analyzes Japan's tourism performance using **historical visitor arrival data (1964–2025)** and **2024 demographic datasets** including country of origin, region visited, purpose of visit, and age group distribution.

The analysis highlights long-term growth trends and provides a detailed snapshot of Japan's record-breaking tourism year in 2024.

2. Objective

- Measure visitor growth trends (1970 to 2024)
- Identify top nationalities contributing to 2024 tourism
- Understand regional tourism distribution in 2024
- Analyze visitor demographics (age, sex & purpose of visit)
- Highlight key patterns and insights for tourism strategy

3. Scope

Included

- Historical visitor arrivals (1970–2024)
- 2024 country-level segmentation
- 2024 regional distribution
- 2024 age & sex group breakdown
- 2024 purpose of visit
- KPI calculations (YoY, top markets, region share, etc.)

Not Included

- Spending or economic impact (not available in dataset)
- Forecasting or predictive modeling
- Post-2024 projections

4. Data Sources

Dataset	Year	Description	Format	Source
Visitor arrivals	1970–2024	Total inbound visitors	CSV	**JNTO – Historical Visitor Arrivals**
Country arrivals	2024	Total visitors by nationality	CSV	**JNTO – 23 Markets Dataset**
Regions visited	2024	Prefecture/region visitation counts	CSV	**JNTO – Regional Statistics**
Age distribution	2024	Visitors by age group	CSV	**JNTO – Demographics Dataset**
Purpose of visit	2024	Tourism/business/other	CSV	**JNTO – Purpose of Visit Survey**

All files are organized into `/02_raw_data` and `/04_analysis` .

5. Stakeholders

- **Tourism Analytics Team Lead** — monitors trends
- **Marketing Manager** — designs campaigns for specific markets
- **Government Tourism Bureau** — uses insights for planning
- **Data Analyst (me)** — responsible for cleaning, analysis, dashboard creation

Note:

This case study uses mock stakeholders to demonstrate my end-to-end business analysis process, from requirements gathering to insights.

6. Approach

1. **Data Preparation**

   - Clean 1970–2024 historical data

   - Clean & validate 2024 segmentation datasets

   - Build combined 2024 view (country + region + purpose + age)

2. **Analysis**

   - Identify YoY growth and long-term trends

   - Analyze 2024 nationalities and segment contributions

   - Compare region popularity and demographic behaviors

   - Highlight anomalies, peaks, and shifts

3. **Dashboard Development**

   - Dashboard 1: "Visitor Trends 1970–2024"

   - Dashboard 2: "Japan Tourism 2024 Segmentation Overview"

   - Iterations from v1 → v2

4. **Insights & Reporting**

   - Create a 7-slide insights deck

   - Add before/after charts

   - Prepare final portfolio summary

7. Deliverables

- Tableau Dashboard: Visitor Trends 1970–2024 & Tourism Segmentation 2024

- Cleaned datasets

- Project Brief

- Data dictionary

- 7-slide insights presentation

8. Expected Outcomes

- Clear understanding of long-term visitor growth

- Identification of 2024 top nationalities

- Insights into regional tourism behavior

- Demographic insights (age, sex and visit purpose)

- Business-ready recommendations

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9. Tools Used

- Tableau

- Excel

- Notion (documentation)

- Figma (layout)