

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 (1964 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
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3. Scope

Included

- Historical visitor arrivals (1964–2024)
- 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	1964–2024	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	JTA – Demographics Dataset
Purpose of visit	2024	Tourism/business/other	CSV	JTA – Purpose of Visit Survey

All files are organized into `/02_data` .

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 1964–2024 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 1964–2024"
- 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
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7. Deliverables

- Tableau Dashboard: Visitor Trends 1964–2024 & Tourism Segmentation 2024
 - Cleaned datasets
 - Project Brief
 - Data dictionary
 - 7-slide insights presentation
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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)