

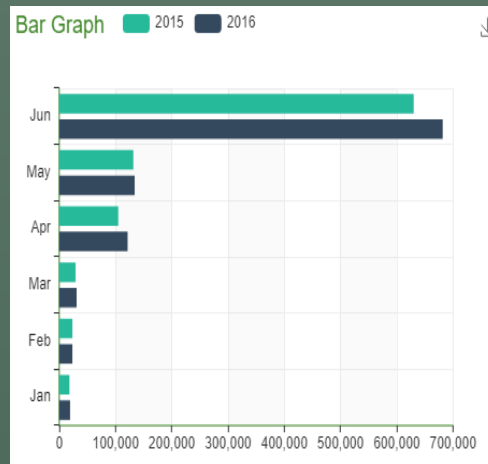
Introduction & Background Study

Urban and Data Analytics are domains of analyzing data in order to make observations and give accurate results based on these information. Though data visualization, we are able to communicate in a more understandable way our results and predict any future outcome with the minimum possible effect. As technology evolves rapidly, we improve more and more every day.

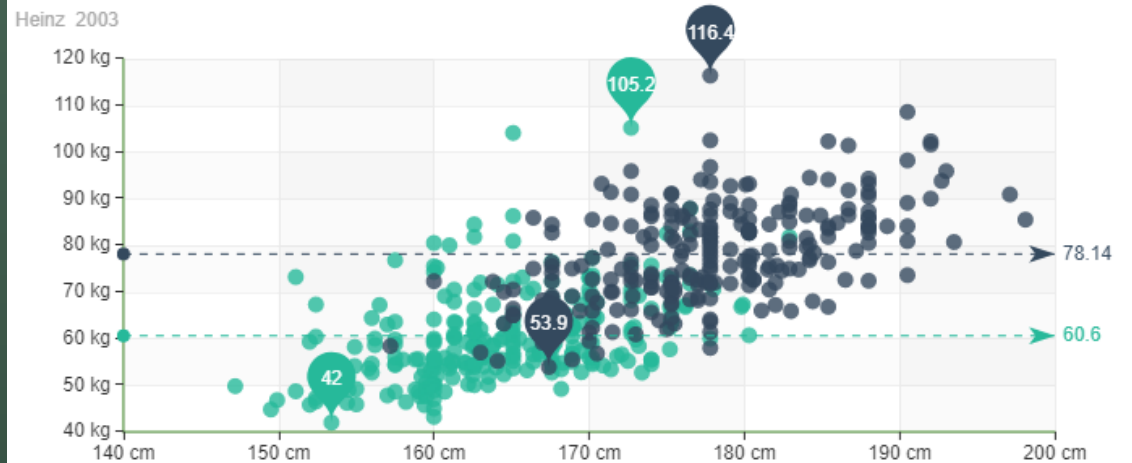
Aim & Objectives

- To review the idea behind Urban Analytics and how they developed to conduct results faster and accurately.
- To assess the effectiveness of Visual Analytics and present the consequences of the pandemic in the engine of economic development.

Our aim is to explain though data visualization and analytics, how easy it can be for a normal person, that may haven't even proper academic education behind him/her, to understand how COVID-19 has affected the sector of Tourism in UK with simple graphs and crucial data.

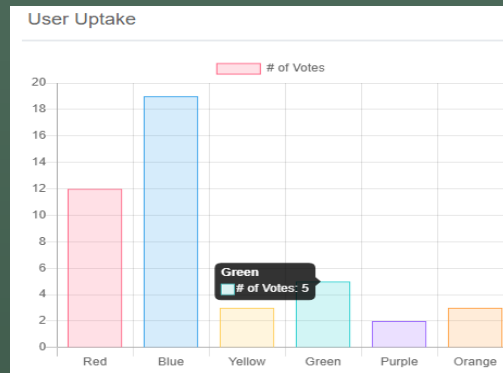


Scatter Graph

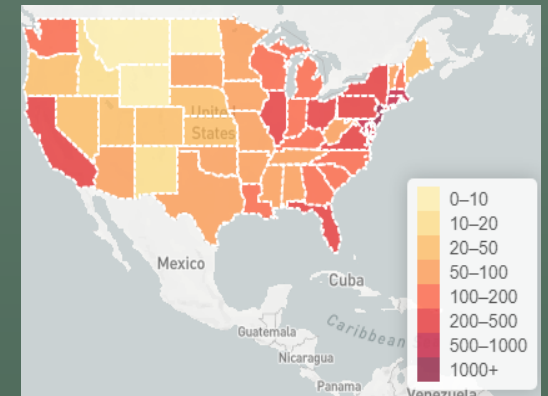


Data Collection & Methodology

- Literature review** of studies related to data analytics and visualization.
- Data collection** from various resources that have as content of study the COVID-19 pandemic and the effects in the economy.
- Data Analysis** and evaluation of our sample of data.
- Data Visualization** by presenting the most crucial data with several charts like histograms, line-graphs and maps.



- M. Golfarelli and S. Rizzi, 'A model-driven approach to automated data visualization in big data analytics,' *Information Visualization*, vol. 19, no. 1, pp. 24–47, Jan. 2020, ISSN: 1473-8716. DOI:10.1177/1473871619858933(p. 3).
- S. J. Qin, 'Process data analytics in the era of big data,' *AIChE Journal*, vol. 60, no. 9, pp. 3092–3100, 2014. DOI:https://doi.org/10.1002/aic.14523(pp. 2, 3)



Interactive Maps

Interactive map dashboards involve customized maps generated through programming code, allowing an individual to perform several actions that are predetermined from the programmer and identify specific data and features like economic status, demographics and more. These types of maps can be found in almost every website and is one the best ways to visualize specific data.

References

- Achilleas Psyllidis (2019), 'Analytics, International Journal of Geographical Information Science', 32:11, 2334-2335, DOI: [10.1080/13658816.2018.15086888](https://doi.org/10.1080/13658816.2018.15086888)