



Incredible India

## SUCCESS STORY

---



## Tourist Traffic

### Using Data to Track Details

---

The Ministry of Tourism is a Nodal agency under the Government of India. The Ministry of Tourism helps the tourism industry to formulate policies, drive campaigns, and other activities in India and abroad to promote tourism in India. One of the most successful marketing campaigns organized by the Ministry of Tourism in recent years is the “**Incredible India**” campaign. This campaign had an objective of spreading awareness and promoting tourism in the international community about India’s culture, exciting tourist and leisure spots and a desire to know more about the sub-continent.



#### Location

INDIA

#### Type

GOVERNMENT

“Visvero’s custom Business Intelligence solution enabled us to analyze the tourist inbound and outbound traffic, which helped us to understand key data points and effectively position our global marketing campaign, “Incredible India,” to promote tourism in India.”

Senior Technical Director, Ministry of Tourism, Government of India

## THE CUSTOMER

The Ministry of Tourism is a Nodal agency under the Government of India. The Ministry of Tourism helps the tourism industry formulate policies and drive campaigns in India and abroad to promote tourism in India.

## THE CHALLENGE

To monitor the effectiveness of their tourism campaign, the Ministry of Tourism was analyzing data collected from various ports of entry of their inbound and outbound tourist traffic. The first key challenge was that the data collected was highly unstructured with incomplete information, discrepancies, poor quality, and in simple text format.

Yet another challenge the Ministry of Tourism faced was the consolidation and error correction in the huge data files. Initially this was done manually on Excel sheets and in one year of data collection, several man-months were consumed simply arriving at these spreadsheets and publishing them on an enterprise portal with an average delay of over 6 months from collection to release. With the significant increase in data collected, the conventional process proved even more ineffective, causing more delay and reports generated were increasingly inaccurate.

## THE SOLUTION

Understanding the current challenge that the Ministry of Tourism faced, they turned to Visvero to solve the existing data aggregation and reporting issues they were facing. Visvero’s consultants, after conducting a thorough review of the existing process recommended a new solution approach. Visvero would develop a data aggregation and transformation application leveraging ASP.NET and QlikView, a Business Intelligence tool for developing and designing standard reports, Key Performance Indicators supported by multivariate analysis, as well as ad hoc reports on the fly.

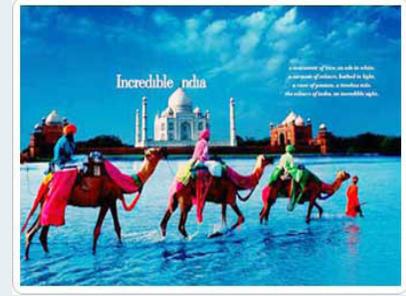
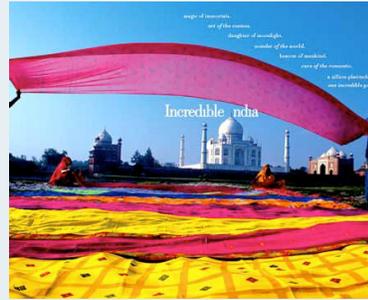
## THE RESULTS

Given the challenges in data quality and aggregation, an ETL tool was designed and developed in simple “ASP.NET” which extracts the data from the unstructured format and aggregates it. It also rectifies any data discrepancies, provides error correction interfaces complete with in-built business rules. The tool transforms data into normalized form and pushes the information into MS SQL databases including historical data from several years.

---

This normalized data is consumed by the QlikView Business Intelligence application which is designed to support KPI's, Guided Analytics and approximately 200+ reports, multi-year and multi-variate comparisons and ad hoc reporting and analysis. The end-user is provided with a rich user experience and graphic visualization of large data sets. Using QlikView Server, the application is delivered to several end users for their ad hoc reporting requirements and was later integrated into their Enterprise Portal for publishing.

The key benefits this approach provided were on-time delivery of reports, reduced manpower efforts from several man-months to a few weeks and equipped end-users to drive their own reports and analysis for the first time in the Ministry's history. End Users were also empowered to consistently monitor tourist inbound and outbound traffic with demographic details on a month-to-month basis with highly accurate results and automated their report publishing needs.



Empower end users

Decrease Man-Hours

## ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

## WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-lifecycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

## HOW WE HELP: GOVERNMENT AND PUBLIC SECTOR

Public sector agencies face as much scrutiny as the private sector corporations for their performance management. Compliance committees and media pressure have created a need for greater transparency in the utilization of tax payers' money. Visvero has been a champion of performance reporting and efficiency analytics for public sector agencies and has helped to extend the focus on efficiency and analytical approach that is normally associated with private sector establishments to public sector initiatives.

Our consultants work closely with public sector agencies to develop applications that address issues like disease control and epidemic management, agricultural program efficiency management, education policy support analytics and healthcare management. We offer flexible and robust delivery models that help government agencies build credibility around compliance goals by providing increased transparency in the performance management process.



Contact us today at [info@visvero.com](mailto:info@visvero.com), 855-VISVERO, or visit [visvero.com](http://visvero.com) for more information