

**IDENTIFY BIRDS AND OPTIMIZE WILDLIFE
TOURISM EXPERIENCE
USING PREDICTIVE ANALYTICS**

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Abstract

The focus of this research study is to implement a project called identifying and optimizing wildlife tourism using predictive analytics. At present, there is no accurate method to specify how an animal in the wild is to be tracked and reported to tourists and to others who are interested in wildlife. The concept of the study is to optimize and improve the wildlife related knowledge using the experiences of local travelers and foreign tourists. A mobile app will be used to collect data on wildlife, which are reported by tourists, and the analyzed data will be displayed on a dashboard. This will facilitate the efforts taken by tourists to increase the productivity of wildlife tourism by providing accurate data to tourists. This report shows the research and development phases carried out during the project period.