📊 Telangana Tourism SQL Analysis – Business Problem & Overview

🕸️ Business Problem

The Telangana government wanted to enhance its tourism strategy by analyzing visitor data from 2016 to 2019. Despite Hyderabad attracting the majority of visitors, many other districts saw minimal or zero footfall, resulting in imbalanced regional tourism. The goal was to identify seasonal patterns, district-level trends, and growth/decline areas to make informed decisions for policy, promotion, and infrastructure development.

📊 Project Overview

This project involves the analysis of domestic and foreign visitor datasets across Telangana from 2016 to 2019. Using Excel for data cleaning and merging, and SQL for in-depth analysis, I explored:
- District-wise visitor counts
- Year-over-year growth rates
- Monthly seasonality trends
- Top-performing vs. underperforming districts
- Zero-visitor areas and emerging hotspots

The insights helped reveal where tourism is thriving, where it's lagging, and when tourist activity peaks or drops — providing a strong foundation for data-driven tourism planning in Telangana.