**Telangana Tourism Data Analysis**

**Project Overview:**

This project focuses on analyzing tourism data for Telangana state using Power BI to uncover key trends and actionable insights. An interactive dashboard was developed to visualize total visitor counts (356.34M), district-wise performance, and seasonal patterns. The goal is to assist decision-makers in identifying growth opportunities, optimizing resources, and improving tourism strategies.

**Key Features:**

Interactive Dashboard:

District-wise visitor distribution using bar charts.

Seasonal and annual trends displayed through line graphs.

Geographical insights visualized with map charts.

Dynamic Analysis:

Implemented filters and slicers for real-time data exploration.

Drill-through functionality for deeper district-level insights.

Advanced Calculations:

Created measures and KPIs using DAX (Data Analysis Expressions)

Technologies Used

Power BI: For data modeling, visualization, and dashboard creation.

DAX: For calculated measures and custom metrics.

Excel/CSV: Used for raw data input and transformation.

Dataset Details

The dataset includes:

Visitor counts by district (domestic and international).

Monthly and yearly data trends.

Geographic information for Telangana districts.

The data was cleaned and transformed for accurate analysis.

Insights:

Hyderabad recorded the highest number of visitors, making it the most prominent tourism

hub.

Tourism peaks were observed during holiday seasons, particularly in December and April.

Urban districts consistently outperform rural districts in visitor numbers, indicating a preference for cities and heritage sites.

**How to Reproduce:**

1. Clone or download the repository.

2. Open the .pbix file in Power BI Desktop.

3. Use the interactive dashboard to explore the data.

4. Apply filters or slicers to focus on specific districts, time periods, or visitor categories.

**Screenshots:**

Add screenshots of your dashboard to showcase its design and features.

**Conclusion:**

This project demonstrates expertise in data visualization and analysis, showcasing how tourism data can be leveraged to drive actionable insights for decision-makers. It highlights the potential of Power BI in creating dynamic dashboards for real-world applications.