Provide Insights For Telangana Government Tourism Department

Preliminary Research Questions: (Answers can be found directly from the given data)

1. List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)?
   (Insight: Get an overview of districts that are doing well)

2. List down the top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?
   (Insight: Districts that are growing)

3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?
   (Insight: Districts that are declining)

4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?
   (Insight: Government can plan well for the peak seasons and boost low seasons by introducing new events)

5. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?
   (Insight: Government can learn from top districts and replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)

Secondary Research Questions: (Need to do research and get additional data)

6. List the top & bottom 5 districts based on 'population to tourist footfall ratio*' ratio in 2019? (* ratio: Total Visitors / Total Residents Population in the given year)

   (Insight: Find the bottom districts and create a plan to accommodate more tourists)

7. What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years?

   (Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)

8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approximate data)

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00

Suggested areas for further secondary research to get more insights:
Crime rate, Cleanliness Ratings, Infrastructure Development Ratings etc.

Recommendations that can be provided to the government

9. Districts with highest potential
    a. Which districts has the highest potential for tourism growth and what actions government can take?

10. Cultural / Corporate Events to boost tourism
    a. What kind of events the government can conduct?
    b. Which month(s)?
    c. Which districts?

11. Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.

12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

Note:

1. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint) to perform the analysis and present insights

2. You can answer as many questions from above and/or add questions/recommendations on your own.

3. The submissions are evaluated based on both technical work (correctness, research & application) and non-technical work (Insights presentation, LinkedIn post effectiveness, Additional effort through video/audio presentation)

4. We recommend you create a presentation video as if you are presenting it to the top-level officials and create a Linkedin post that contains the link to GitHub files

(Dashboard, Presentation document etc), video presentation, and also your experience while working on this challenge.

5. Submit your post link on the resume project challenge page of codebasics. (https://codebasics.io/event/codebasics-resume-project-challenge). **Please note that we won't be able to evaluate your work / consider it for challenge if it is not submitted here.**

6. Feel free tag Mr. Kalvakuntla Taraka Rama Rao (https://www.linkedin.com/in/ktramarao), IT Minister of Telengana for his great vision to make the real data available for free which turns out to be a great learning resource for aspirants.

All the best from Team Codebasics! 🙂

Feel free to reach out at discord server for any support: https://discord.gg/MUC93bmjA4