Insights for Telangana tourism Department

Telangana is a state of India and it is divided into 33 districts. 35,193,978 residents as per the census in 2011. City Hyderabad is the state capital and it has more tourist spots.

Data set used for this analysis:

From Code basics => data set from 2016 – 2019

From Gov. Website => data set 2020

Extraction from excel to Power BI

Transform and Cleaning:

* Merged all the year from 2016 to 2020
* Removed duplicates and corrected spell

Data visualization:

Tool used is Power BI

Created tables and measures to visualize the data to get the detailed insights from the given dataset

1. Top 10 districts overall 2016 – 2020

Hyderabad, Rajanna Sircilla, Mahabunagar and Warangal(urban) are the most visited domestic and Foreign tourist people from 2016 -2020

1. Top 3 districts based on compounded annual growth

Based on CAGR, Mancherial, Nizamabad, Warangal(rural) are performed well in domestic people arrival

1. Bottom 3 districts based on compounded annual growth

NagarKurnool had a positive growth in arrival of foreign people

1. Peak and low season months for Hyderabad for 2016 – 202

**Insights :**

* 1. December, January, February and June are the peak months for the tourist(domestic & foreign) during the year from 2016 to 2019.
  2. April, May, March and September are the low season months for the domestic and foreign tourist

**Recommendation to increase tourist in low season**

* 1. April, May considerably hot season of the year. To increase the tourist, Government can increase shaded and resting areas with and water, live shows like music, stand up comedy etc..

1. Top & bottom 3 districts with high domestic to foreign tourist ratio

**Insights :**

1) Warangal(urban), Hyderabad and Rajanna Sricilla are performing well with domestic tourist

**Recommendation to increase foreign tourist in high domestic tourist districts**

1) Introducing cultural events, speech may increase cultural tourist and religious tourist

2) Creating dedicated museum with lot of information for Charminar, Golgonda Fort etc.. may attract the foreign tourist

1. List top & bottom 5 districts based on population to tourist footfall ratio in 2019

**Insights :**

1) Total Resident Population of state Telangana was 38,472,769 in 2019

2) Overall performance of all state Hyderabad, Rajanna Sircilla and warangal(urban) has more number of tourist arrival

3) In the bottom side, Nizambad and Mahabubabad had few arrivals

**Recommendation to increase tourist :**

1) Renovating Nizamabad Fort with highlighting the history of fort, adding few attraction may have a chance to increase cultural tourist.

2) Advertising and constructing eco stay, trucking around Beemunipadam waterfall may increase eco tourist and adventure tourist.

1. What will be projected number of tourist growth rate in the year 2025 (including domestic and foreign)

**Insights observed from Hyderabad:**

1) The city had 3M new visitors in 2017 than the last year. After 2017, the city recorded a drastic fall in the arrival of tourist.

2) The city had 16.34% positive growth in 2017

3) Average growth rate(-14%) declined from 2016 to 2020

4) If the government can fix the target 16.44% growth, they may get 27M tourist arrival in the year 2025

**Recommendation to increase tourist arrival in the city Hyderabad**

**Domestic Tourist**

1) Government may introduce events(Kids attraction, Food Festivals, Fire works etc...) in the tourist places

**Foreign Tourists**

1) Religious events may attract foreign tourist, so the government can give more attention to historical religious places

2) Encouraging and displaying the handmade arts of the local people, their culture, food and local's traditional attire may also attract them.