

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?