TOPICS

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The rich cultural heritage of the Telangana makes It one of the most visited tourist destinations in South India

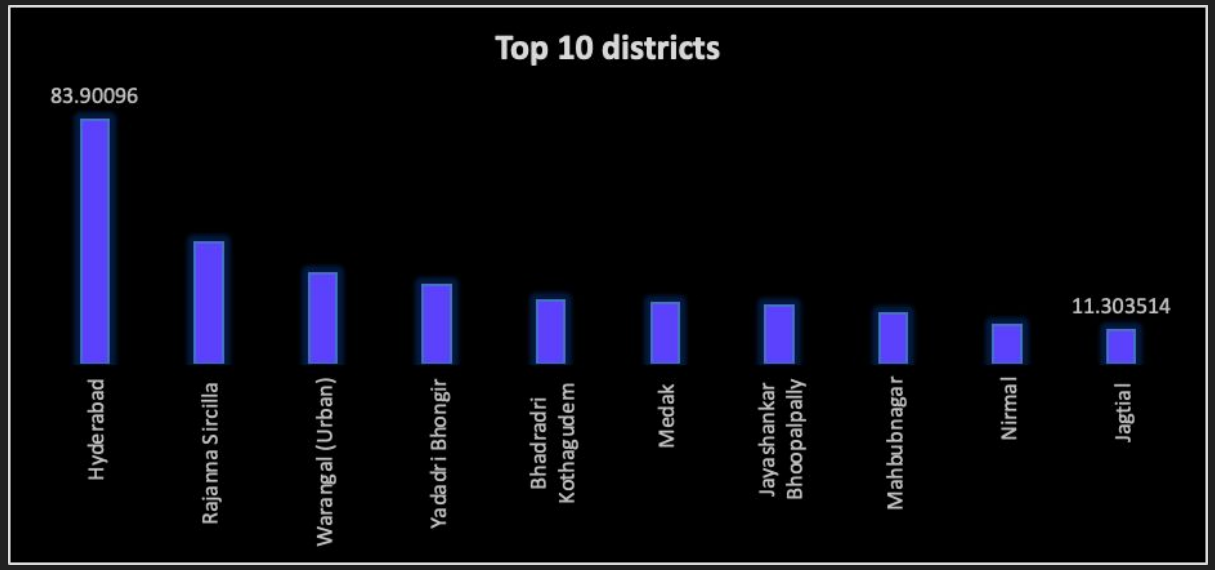
Insights

List down the top 10 districts that have the highest number of domestic visitors overall (2016-2019)

District	Total_Visitors	Total_in_Million	Rank
Hyderabad	83900960	84 M	1
Rajanna Sircilla	41763276	42 M	2
Warangal (Urban)	30726603	31 M	3
Yadadri Bhongir	26893080	27 M	4
Bhadradri Kothagudem	21600962	22 M	5
Medak	20542639	21 M	6
Jayashankar Bhoopalpally	19632865	20 M	7
Mahbubnagar	17180118	17 M	8
Nirmal	13315796	13 M	9
Jagtial	11303514	11 M	10

These are the top 10 districts that are doing well and HYDERABAD is In the top 1 and it's having 84m visitors from 2016 - 2019

List down the top 10 districts that have the highest number of domestic visitors overall (2016-2019)



These are the top 10 districts that are doing well and HYDERABAD is In the top 1 and it's having 84m visitors from 2016 - 2019

List down the top 3 districts based on the compounded annual growth rate (CAGR) of visitors between (2016-2019)

District	In_2016_Visitors	By_2019_Visitors	CAGR
Mancherial	7802	269820	225.8 %
Warangal (Rural)	19400	353500	163.15 %
Bhadradri Kothagudem	889030	12817737	143.39 %

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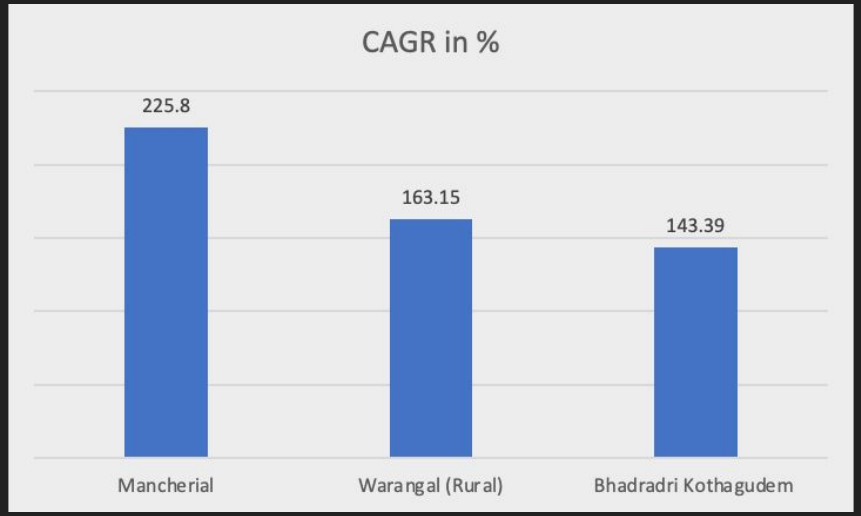
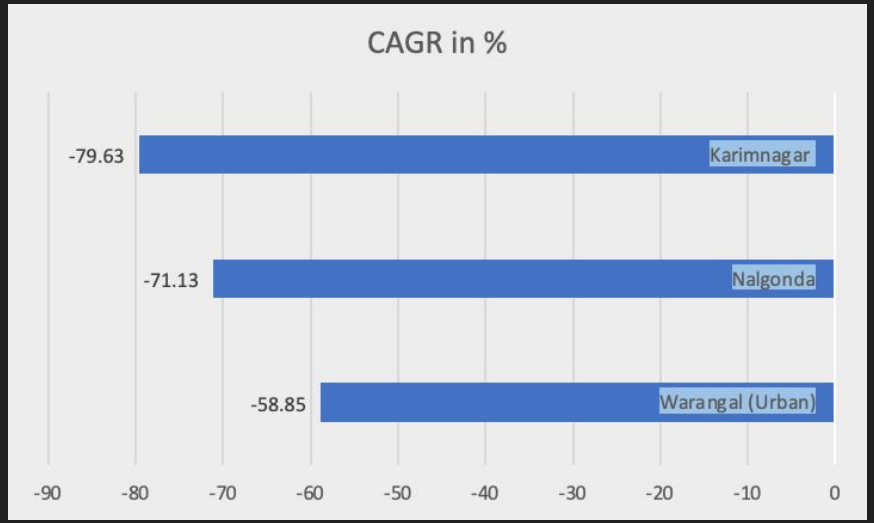


These 3 districts are growing since 2016

List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)

District	In_2016_Visitors	By_2019_Visitors	CAGR
Karimnagar	9167468	77491	-79.63 %
Nalgonda	5858461	140918	-71.13 %
Warangal (Urban)	25789934	1797680	-58.85 %



These 3 districts are not growing since 2016 ,
Govt should take care of these districts and try to implement
Something new to attract visitors

what are the peak and low season months for HYDERABAD based on the data from 2016 - 2019 for HYDERABAD district only (Year wise)

District	Year	Month	Type	Total_visitors
Hyderabad	2016	February	Low	808394
Hyderabad	2017	March	Low	1797778
Hyderabad	2018	May	Low	1211046
Hyderabad	2019	September	Low	993948
Hyderabad	2016	June	Peak	12042945
Hyderabad	2017	December	Peak	4910349
Hyderabad	2018	October	Peak	2237550
Hyderabad	2019	January	Peak	1462420

LOW

PEAK

show the top & bottom 3 districts with high domestic to foreign tourist ratio

HIGH

District	Type	Ratio
Nirmal	High	6657898.0000
Jangaon	High	413140.0000
Adilabad	High	228799.2188
Hyderabad	Low	80.2958
Warangal (Rural)	Low	669.2500
Mancherial	Low	1806.7542

LOW

In top 3 districts they are more domestic visitors as compared
To foreign visitors and you can see the HYD having almost equal
Number of domestic and foreign visitors

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

District	IN_2016_Visitors	By_2019_Visitors	CAGR	Visitor_Type	By_2025_Visitors
Hyderabad	23394705	13802362	-16.13 %	Domestic	444436
Hyderabad	163631	319300	24.96 %	Foreign	797484

[Formula : ((CAGR * Years) * CV) / 100 + CV]

Domestic visitors will decrease -16.13% year by year upto 2025
And Foreign visitors will increase by 24.96% in 2025

Suggestions

- **High Potential District for Tourism Growth**

Mancherial	7802	269820	225.8 %
Warangal (Rural)	19400	353500	163.15 %

Mancherial & Warangal (Rural) these two districts have high potential for tourism growth, because these two districts are attracting more tourists year by year.
Manchirial is growing 225.8% every year and
Warangal (R) is growing with 163.15% every year

❖ Can Hyderabad emulate the Dubai model?

It is not easy to attract that much of tourists in current situations
But there is a possibility when we do these things

Build high class Infrastructure

Implement new things like which is not exist and it should be interesting

Invest on Technology, now a days it is very boom

Beautiful Monuments or anything unique

List down the top 10 districts that have the highest number of domestic visitors overall (2016-2019)

```sql
WITH CTE1 AS
     (
     SELECT District , SUM(visitors) AS Total_Visitors,
     CONCAT(FORMAT(SUM(visitors)/1000000,'m'),' ','M') AS 'Total_in_Million'
     FROM d_visitors
     GROUP BY district
     )
SELECT District,Total_Visitors,Total_in_Million,
RANK() OVER ( ORDER BY total_visitors DESC ) AS 'Rank'
FROM CTE1
LIMIT 10;
```

List down the top 3 districts based on the compounded annual growth rate (CAGR) of visitors between (2016-2019)

```sql
WITH CTE1 AS
     (
     SELECT district,SUM(2016_visitors) AS X ,SUM(2019_visitors) AS Y,
     ROUND(((POWER((SUM(2019_visitors) / SUM(2016_visitors)) , (1/3)) - 1)*100),2) AS CAGR
     FROM df_visitors
     GROUP BY district
     ORDER BY cagr DESC
     Limit 3
     )
SELECT District, X AS In_2016_Visitors, Y AS By_2019_Visitors,
CONCAT(CAGR,' %') AS CAGR
FROM CTE1 ;
```

List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)

```sql
WITH CTE1 AS
     (
     SELECT district,SUM(2016_visitors) AS X ,SUM(2019_visitors) AS Y,
     ROUND(((POWER((SUM(2019_visitors) / SUM(2016_visitors)) , (1/3)) - 1)*100),2) AS CAGR
     FROM df_visitors
     GROUP BY district
     HAVING CAGR IS NOT NULL
     ORDER BY CAGR ASC
     LIMIT 3
     )
SELECT District, X AS In_2016_Visitors, Y AS By_2019_Visitors,
CONCAT(CAGR,' %') AS CAGR
FROM CTE1 ;
```

what are the peak and low season months for HYDERABAD based on the data from 2016 - 2019 for HYDERABAD district only (Year wise)

```
WITH CTE1 AS
     (
     SELECT District,Year,Month,SUM(Visitors) AS Total_Visitors,
     RANK() OVER (PARTITION BY Year ORDER BY SUM(visitors) DESC) AS A,
     RANK() OVER (PARTITION BY Year ORDER BY SUM(visitors) ASC) AS B
     FROM df_visitors
     WHERE district = 'Hyderabad'
     GROUP BY DISTRICT,Year,Month
     )
SELECT District,Year,Month,
(CASE When a = 1 Then ' Peak '
when b = 1 then ' Low '
END) AS Type,Total_visitors FROM CTE1
WHERE A=1 OR B=1
ORDER BY Type;
```

what are the peak and low season months for HYDERABAD based on the data from 2016 - 2019 for HYDERABAD district only (Total wise)

```
WITH CTE1 AS
     (
     SELECT District,Year,Month,SUM(Visitors) AS S,
     RANK() OVER (PARTITION BY district ORDER BY SUM(visitors) ASC) AS A,
     RANK() OVER (PARTITION BY district ORDER BY SUM(visitors) DESC) AS B
     FROM df_visitors
     WHERE district = 'Hyderabad'
     GROUP BY DISTRICT,Year,Month
     )
SELECT District,Month,
(CASE when A=1 then ' Low ' when b=1 then ' Peak ' END) as Type, S AS Total_Visitors FROM CTE1
WHERE A=1 or B=1;
```

show the top & bottom 3 districts with high domestic to foreign tourist ratio

```sql
WITH CTE1 AS
    (
    SELECT d.district AS DD,f.district AS FF, sum(d.visitors)/sum(f.visitors) AS Ratio
    FROM d_visitors d JOIN f_visitors f
    ON d.district = f.district
    GROUP BY d.district,f.district
    ORDER BY ratio DESC
    LIMIT 3
    ),
CTE2 AS
    (
    SELECT d.district AS DD,f.district AS FF, sum(d.visitors)/sum(f.visitors) AS Ratio
    FROM d_visitors d JOIN f_visitors f
    ON d.district = f.district
    WHERE f.visitors > 0
    GROUP BY d.district,f.district
    ORDER BY ratio ASC
    LIMIT 3
    )
SELECT DD AS District,'High' AS Type, Ratio FROM cte1
UNION
SELECT DD AS District,'Low' AS Type, Ratio FROM cte2;
```

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

```
WITH Main AS (
WITH CTE1 AS
    (
    SELECT district,SUM(2016_visitors) AS X ,SUM(2019_visitors) AS Y,visitor_type,
    ROUND(((POWER((SUM(2019_visitors) / SUM(2016_visitors)) , (1/3)) - 1)*100),2) AS CAGR
    FROM df_visitors
    GROUP BY district,visitor_type
    HAVING cagr IS NOT NULL
    ORDER BY cagr DESC
    )
    SELECT District, X AS In_2016_Visitors, Y AS By_2019_Visitors,
    CONCAT(CAGR,' %') AS CAGR,visitor_type
    FROM CTE1
    WHERE district = 'hyderabad' AND visitor_type = 'Domestic'
    UNION
    SELECT District, X AS In_2016_Visitors, Y AS By_2019_Visitors,
    CONCAT(CAGR,' %') AS CAGR,visitor_type
    FROM CTE1
    WHERE district = 'hyderabad' AND visitor_type = 'Foreign'
)
SELECT District, IN_2016_Visitors, By_2019_Visitors, CAGR, Visitor_Type,
ROUND((by_2019_visitors + (by_2019_visitors * (CAGR * 6))/100),0) AS By_2025_Visitors
FROM Main WHERE visitor_type = 'Domestic'
UNION
SELECT District, IN_2016_Visitors, By_2019_Visitors, CAGR, Visitor_Type,
ROUND((by_2019_visitors + (by_2019_visitors * (CAGR * 6))/100),0) AS By_2025_Visitors
FROM Main WHERE visitor_type = 'Foreign';
```

Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist

```sql
WITH CTE1 AS
    (
    SELECT District, CAGR, b.tourist AS Tourist, by_2025_visitors AS 2025_by_CAGR,
    by_2025_forcast AS 2025_by_Forecast, avg_revenue AS Avg_Spend_by_one
    FROM by_2025 a /* 'BY_2025' IS A VIEW (2025 total visitors compared by previous year avg growth */
    JOIN bi b ON a.visitor_type = b.tourist /* 'BI' table is forecasted value in Power BI using Line chart */
    JOIN spend s ON b.tourist = s.tourist /* 'spend' table is avg spend in 2025 (expected spend per visitors) */
    ),
CTE2 AS
    (
    SELECT district, 2025_by_CAGR, 2025_by_Forecast, Tourist,
    ROUND((2025_by_cagr+2025_by_forecast)/2,0) AS Visitors_by_2025, avg_spend_by_one
    FROM CTE1
    )
SELECT District, Tourist, Visitors_by_2025, (Visitors_by_2025 * avg_spend_by_one) AS Actual_revenue_in_2025,
CONCAT(((Visitors_by_2025 * avg_spend_by_one)/10000000),' Cr') AS Revenue_in_2025_Cr
FROM CTE2;
```

THANKYOU