Problem Statement – India is a growing market for tourism all over the world. The ministry for tourism of India would like to access the top 10 foreign markets which are potential future markets for Indian tourism.

DataSets:-

1. UNWTO Data for total outbound from each country
2. UNWTO Data for total expenditure from each country for tourism
3. UNWTO Data for total for total inbound to India
4. GDP per capita data for each country
5. Population for each country

Other DataSets which you can use:-

1. Covid Related Data – <https://github.com/CSSEGISandData/COVID-19>
2. Dollar value for each country - https://fred.stlouisfed.org/series/DEXCHUS
3. Google Trends Data – https://trends.google.com/trends/?geo=US
4. You can use any publicly available data source

Final Questions to be answered: -

1. Which countries have the highest likelihood for tourism in India over the last 5 years. Compute a score (using the features which you think helps in determining tourism likelihood) and rank the top 10 countries according to it.
2. Which are the Top 10 countries which would be having highest outbound of tourist to India in upcoming years 2021, 2022 and 2023

Assignment Details:-

1. Submit detailed analysis which you would do to answer the above questions. You can use any analysis platform. Eg- Excel, Jupyter Notebook, R, Tableau, Qlik, PowerBI.
2. Submit a one-page writeup on the approach you have taken / how to read your analysis
3. Submit a Powerpoint presentation talking about your observations, analysis, result, steps to improve the process in future etc.