

# Kedarnath Tourism Analysis

SQL Queries to find insights

## 1. Most Popular Travel Mode

```
SELECT Travel_Mode, COUNT(*) AS Count
FROM kedarnath_tourism
GROUP BY Travel_Mode
ORDER BY Count DESC LIMIT 3;
```

- The **most preferred travel mode** to reach Kedarnath could be **trekking or horse riding** due to affordability and adventure appeal.
- If **palanquin or carried by four people** is common, it suggests a high number of elderly or physically challenged visitors.

## 2. Costly vs. Budget-Friendly Trips

```
SELECT AVG(Total_Trip_Cost) AS Avg_Cost,
MAX(Total_Trip_Cost) AS Max_Cost,
MIN(Total_Trip_Cost) AS Min_Cost
FROM kedarnath_tourism;
```

- Some visitors spend ₹300 - 5000 (budget travelers), while others might spend ₹13000+ (luxury travelers).
- Hotel stays & helicopter travel significantly increase trip cost, while budget travelers prefer tents & shared transport.

### 3. State-Wise Visitor Distribution

```
SELECT State_of_Origin,  
COUNT(*) AS Visitor_Count FROM kedarnath_tourism  
GROUP BY State_of_Origin  
ORDER BY Visitor_Count DESC LIMIT 5;
```

- Madhya Pradesh, Delhi ,Maharashtra, Rajasthan and Gujarat, may have the highest number of visitors due to proximity and religious beliefs.
- Marketing for Kedarnath tourism can focus on states with lower visitor counts to attract more tourists.

### 4. Accommodation Preference Analysis

```
SELECT Accommodation_Type,  
COUNT(*) AS Count  
FROM kedarnath_tourism  
GROUP BY Accommodation_Type  
ORDER BY Count DESC;
```

- If tents have the highest count, it indicates that most tourists prefer budget-friendly options.
- If hotels dominate, it suggests comfort and convenience are priorities for tourists.

## 5. Seasonal Impact on Tourism

```
WITH Monthly_Visitors AS  
( SELECT Visit_Month, COUNT(*) AS Total_Visitors  
FROM kedarnath_tourism  
GROUP BY Visit_Month )  
SELECT Visit_Month, Total_Visitors  
FROM Monthly_Visitors  
ORDER BY Total_Visitors DESC LIMIT 4;
```

- May–June and August–October have the highest visitors due to pilgrimage season and favorable weather.
- December–March sees fewer visitors due to extreme cold and snowfall blocking roads

## 6. Average Group Size & Travel Trends

```
SELECT Group_Size, COUNT(*) AS Count  
FROM kedarnath_tourism  
GROUP BY Group_Size  
ORDER BY Count DESC;
```

- If group sizes of 4–6 and 10 people dominate, it shows family travel is common.
- If 1-2 person groups dominate, it suggests more solo travelers & couples visiting.

## 7. Elderly & Accessibility Insights

```
SELECT COUNT(*) AS Elderly_Visitors  
FROM kedarnath_tourism  
WHERE Age > 60;
```

- If a significant number of visitors are aged 60+, authorities should improve accessibility (more helicopter services, resting stations, medical facilities).
- More sedan chairs (palkis) & ponies should be available for elderly pilgrims.

### Power BI Questions

- Average Trip Cost –

Avg\_Trip\_Cost = AVERAGE(Kedarnath\_Tourism\_Data\_50000[Travel\_Cost ])

- Total Visitores –

Total\_Visitors = COUNT(Kedarnath\_Tourism\_Data\_50000[visitor\_id])

- Most Preferred Accommodation -

Most\_Prefered\_Accommodation =

CONCATENATEX(

TOPN(

1,

SUMMARIZE(

```

        Kedarnath_Tourism_Data_50000,
Kedarnath_Tourism_Data_50000[accommodation_type],
        "Total_Users", COUNT(Kedarnath_Tourism_Data_50000[visitor_id])
    ),
    [Total_Users], DESC
),
    Kedarnath_Tourism_Data_50000[accommodation_type], ", "
)

```

- Most preferred Travel Mode

Most\_Preferred\_Travel\_Mode =

VAR TravelModeTable =

```

SUMMARIZE(
    Kedarnath_Tourism_Data_50000,
    Kedarnath_Tourism_Data_50000[travel_mode],
    "Total_Users", COUNT(Kedarnath_Tourism_Data_50000[visitor_id])
)

```

VAR MaxTravelMode =

```

TOPN(1, TravelModeTable, [Total_Users], DESC)

```

RETURN

```

    SELECTCOLUMNS(MaxTravelMode, "Mode",
Kedarnath_Tourism_Data_50000[travel_mode])

```

# Kedarnath Tourism Analysis

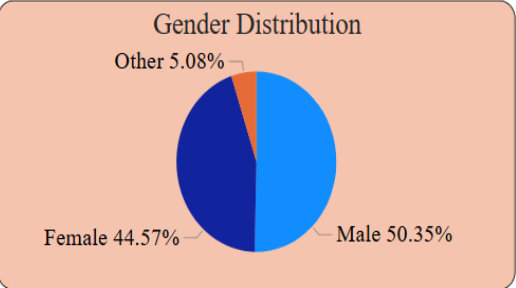
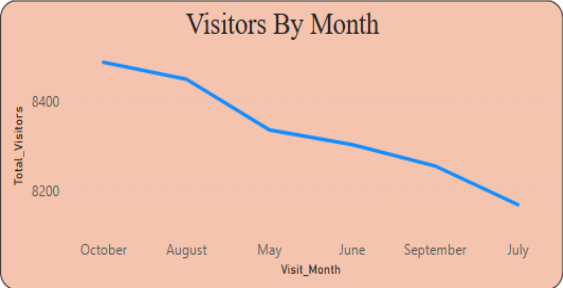
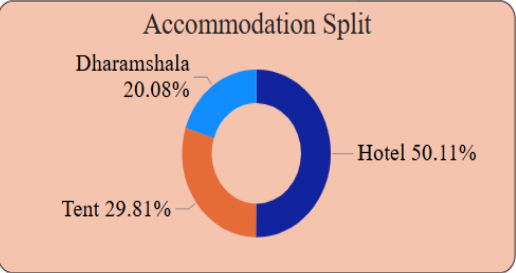
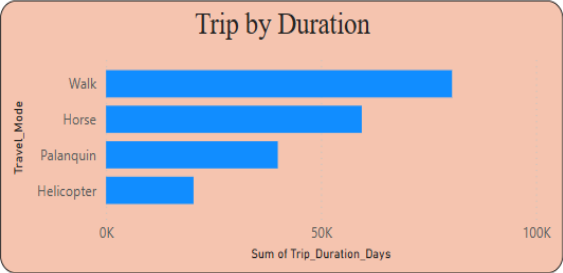
Total Visitors  
**50K**

Total Trip Cost  
**253M**

Average Trip Cost  
**2.40K**

Most Preferred Travel Mode  
**Walk**

Most Preferred Accommodation  
**Hotel**



Delhi	Gujarat	Madhya Pradesh	Maharashtra	Rajasthan	Uttar Pradesh
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