

Providing insights on Telangana Tourism data

A Codebasics resume project challenge

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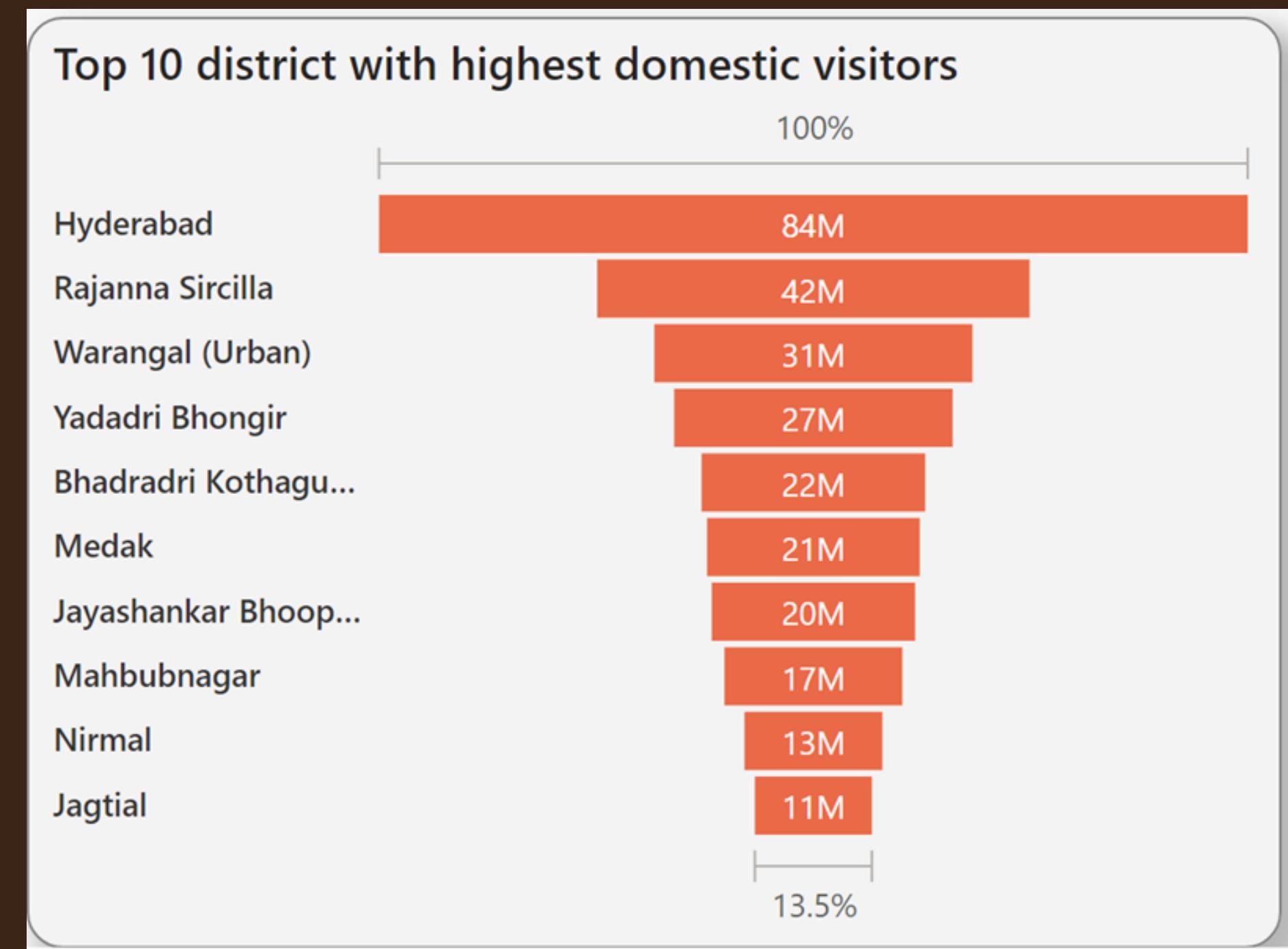
Question1:

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

Over the years, Hyderabad stands first with the highest number of visitors and has the greatest potential to grow

These places are accounted to have world - heritage sites and temples, thus being the major factor for being in top 10

OUTPUT:



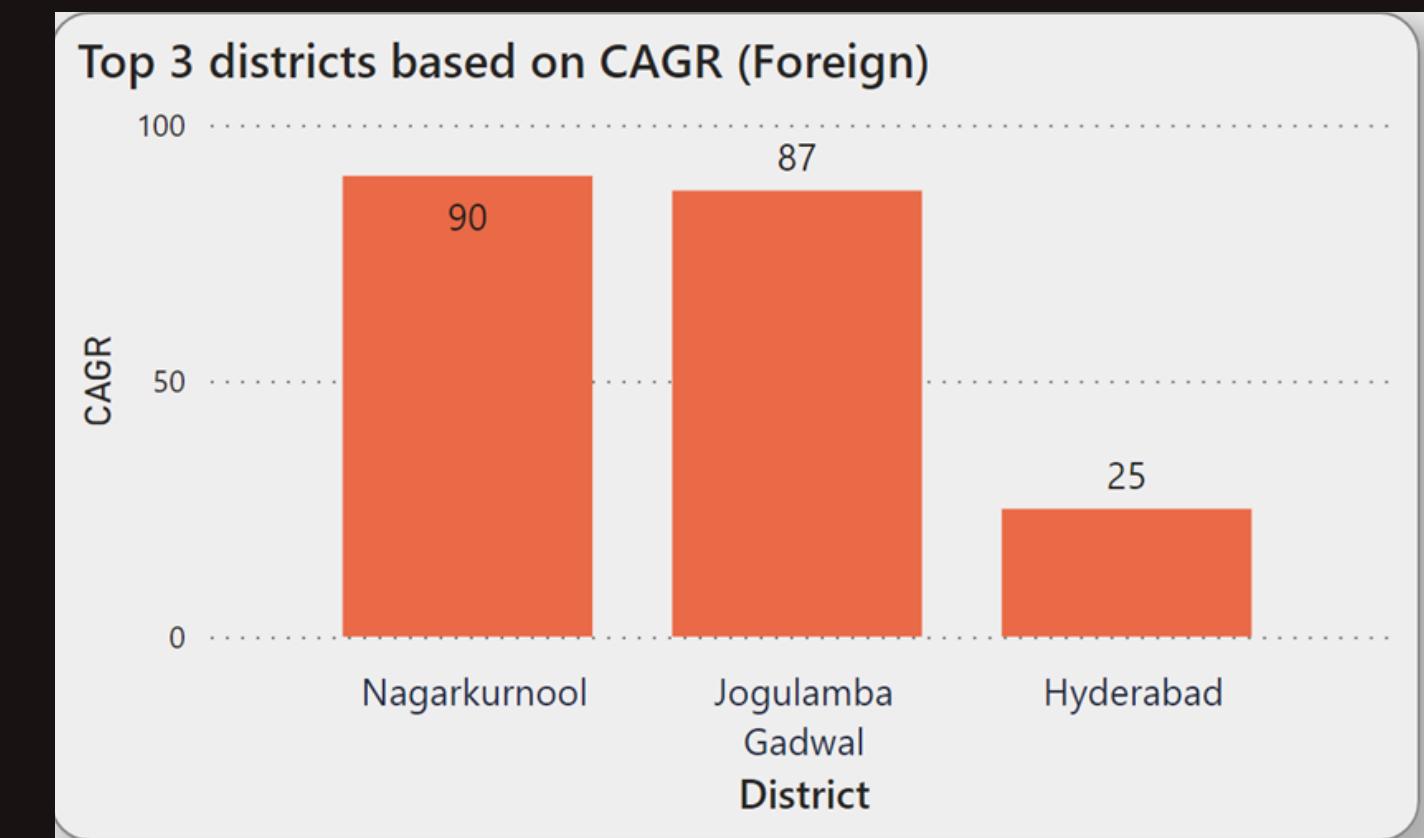
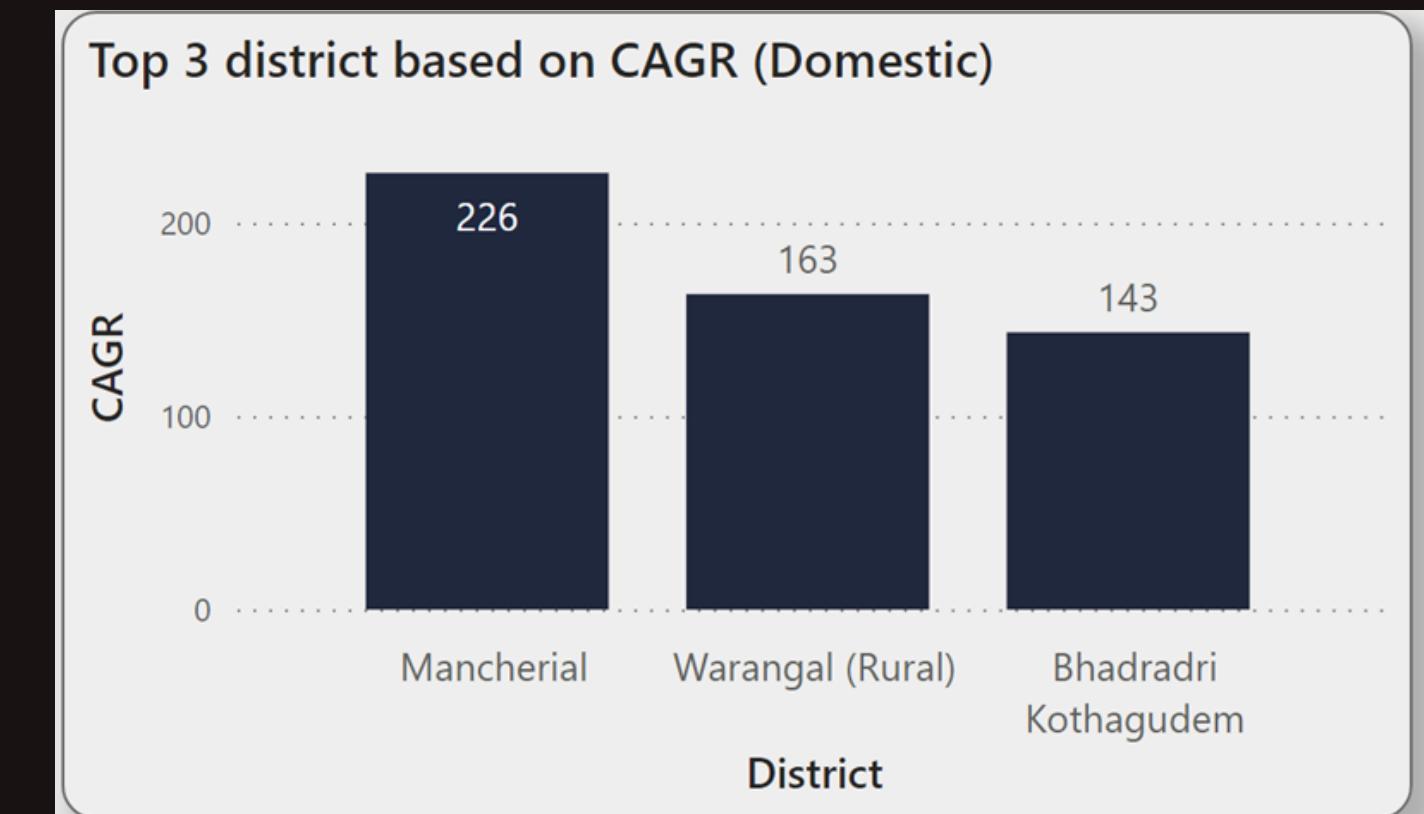
Question 2:

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

In the domestic tourism sector ,
Mancherial stands on to the top, while in
the foreign tourism sector, Nagakurnool
stands on the top

It is interesting to note that Mancherial and
Warangal (Rural) did not belong to the
topmost list of domestic visitors, yet
managed to pull off a successful growth rate.

OUTPUT:



Question 3:

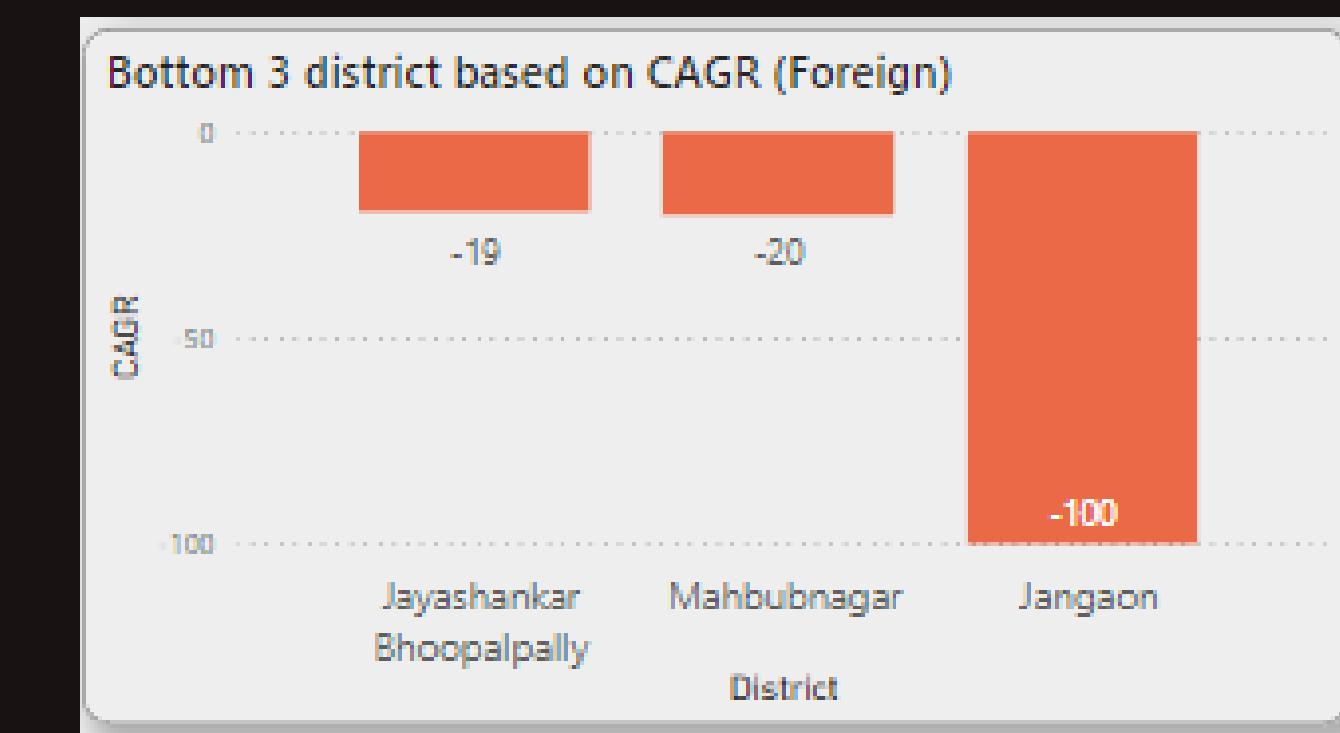
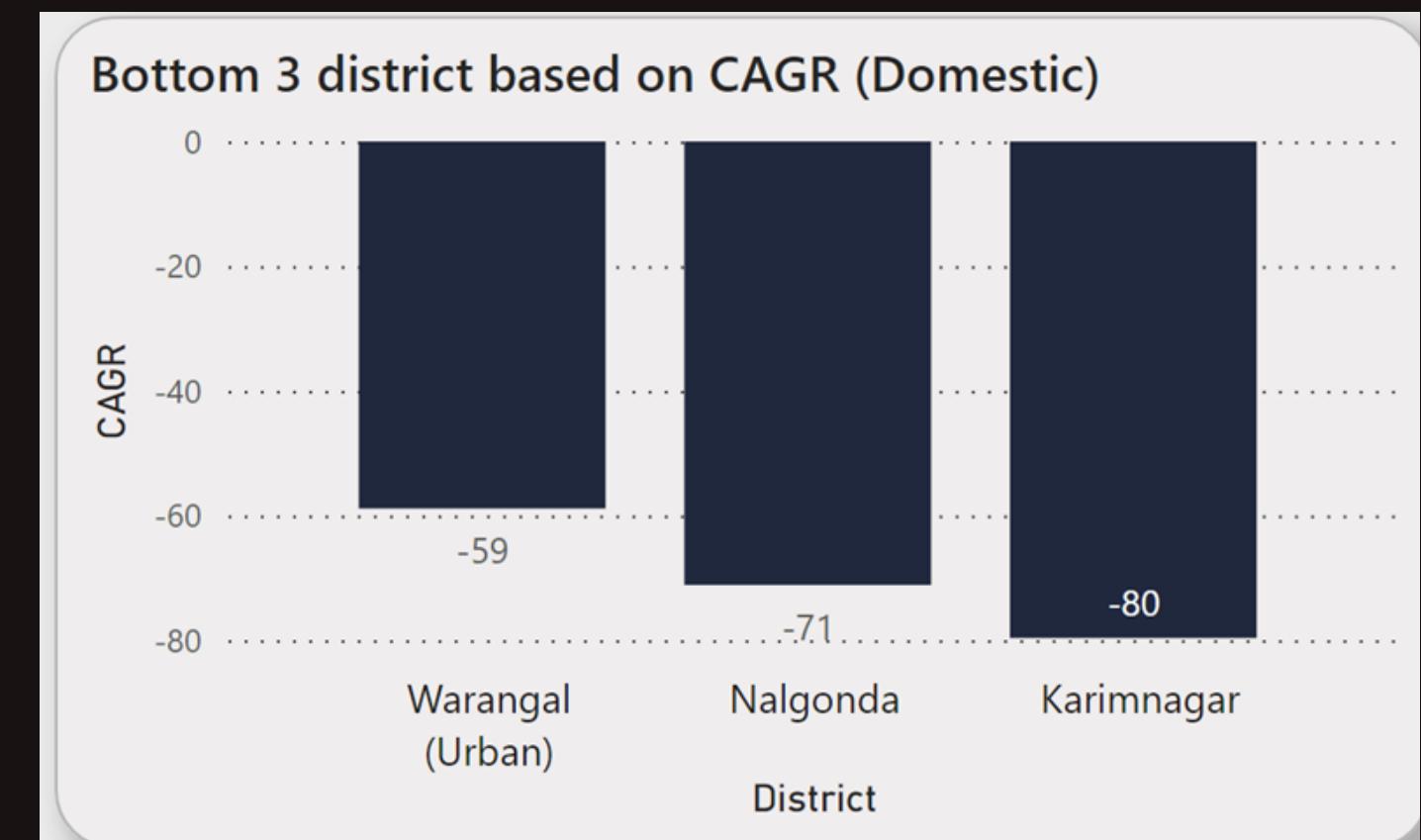
List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?

It can be inferred that though Warangal Urban is one of the top 10 visitors, the growth isn't as expected.

This can account to the seasonality , which is a particular factor in the tourism industry

In the foreign side, Jangaon has least growth rate followed by Mahbubnagar and Jayashankar Bhoopalpally

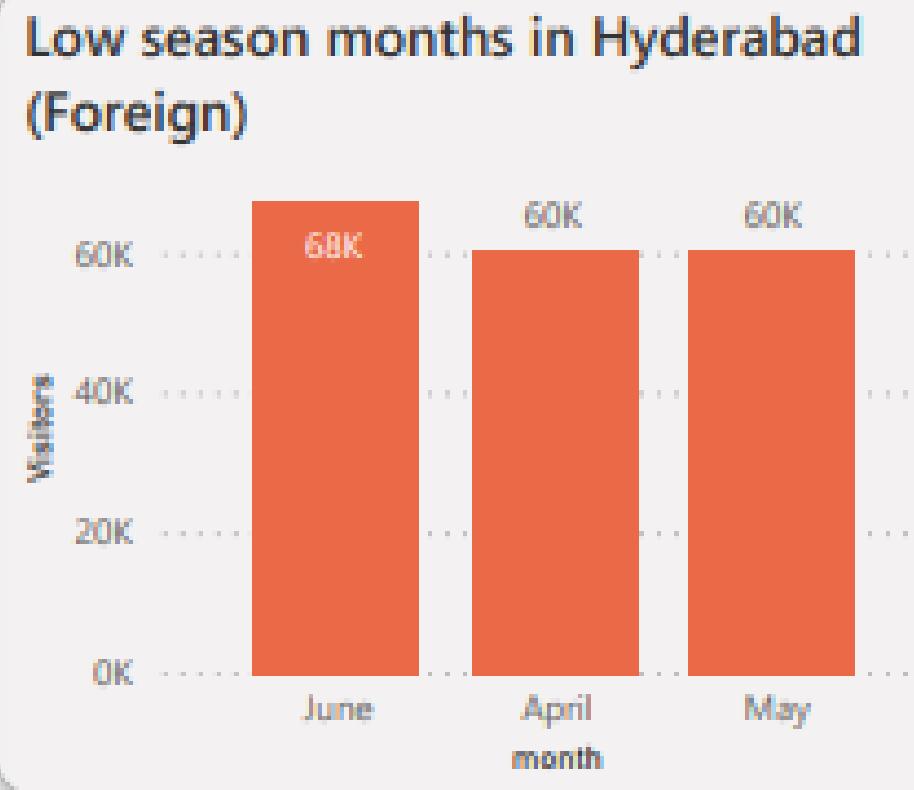
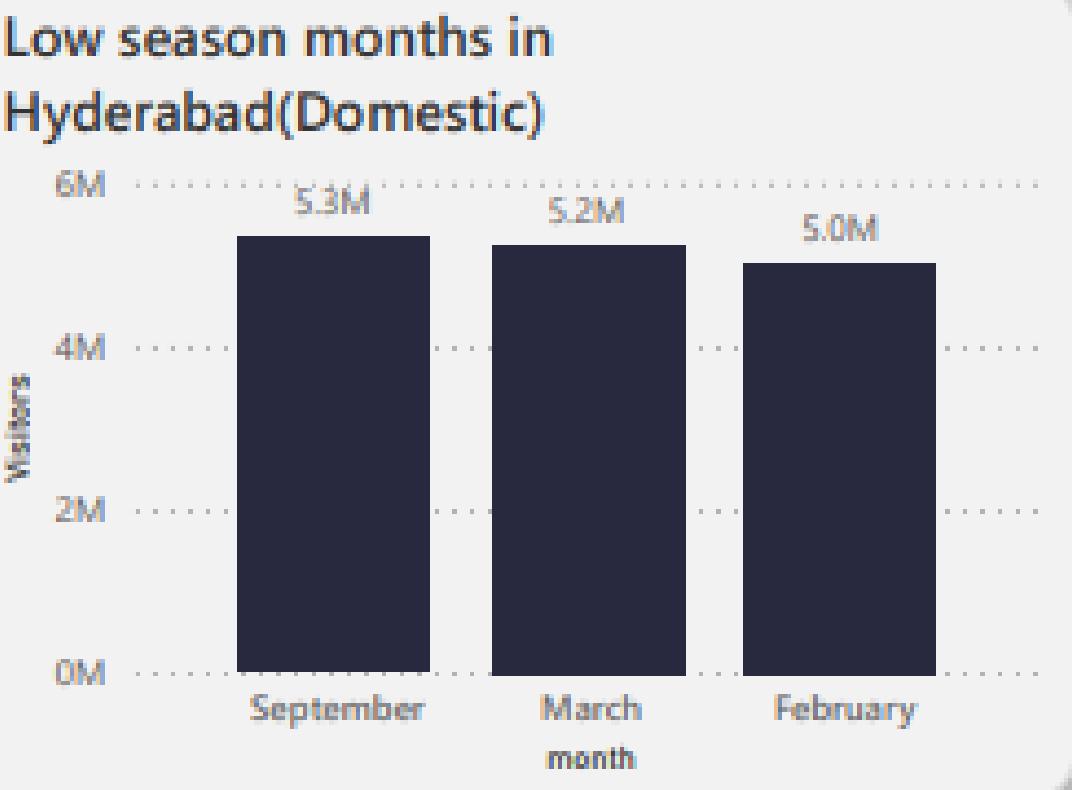
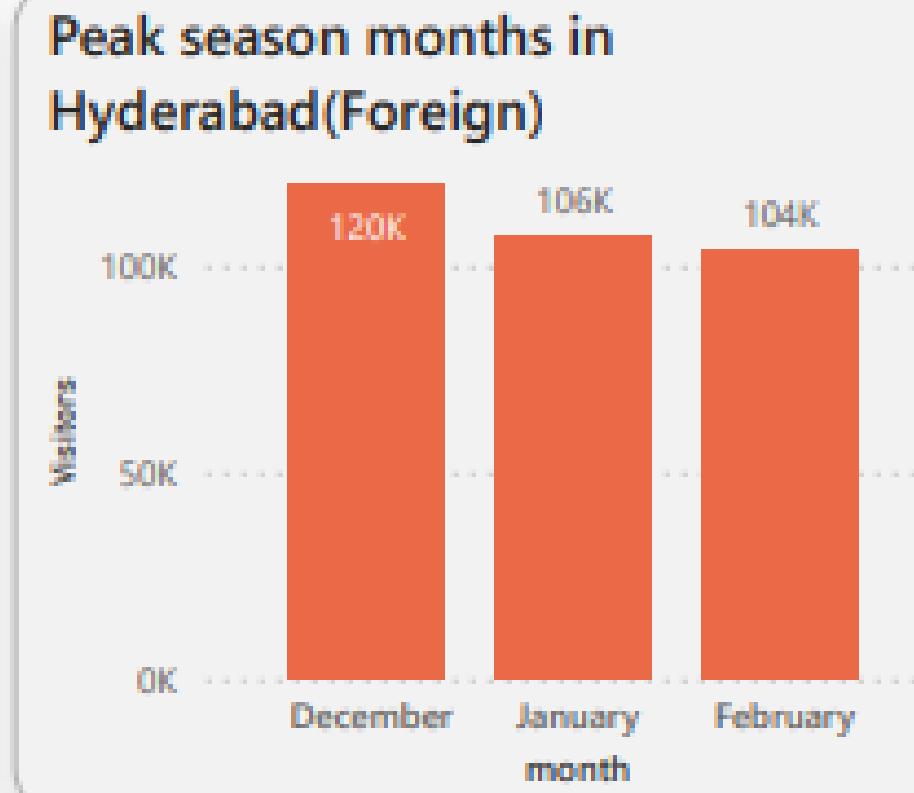
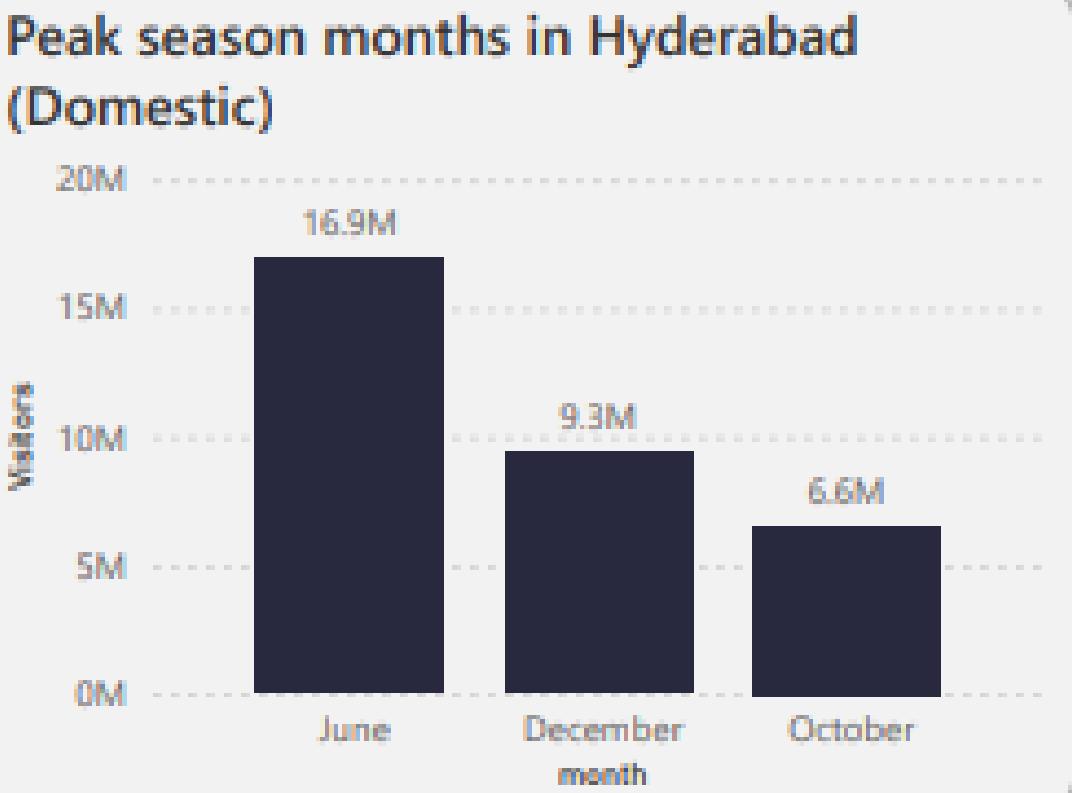
OUTPUT:



Question 4:

What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?

June stands to have the highest domestic visitors across years. This can account to the working and holiday season of the major share of Indian population. While October to Februaruray stands for good tropical climate and summer begins by the beginning of Febraury.



It is interesting that while June has highest domestic visitors, it is one of the lowest season months for foreign visitors followed by April and May.

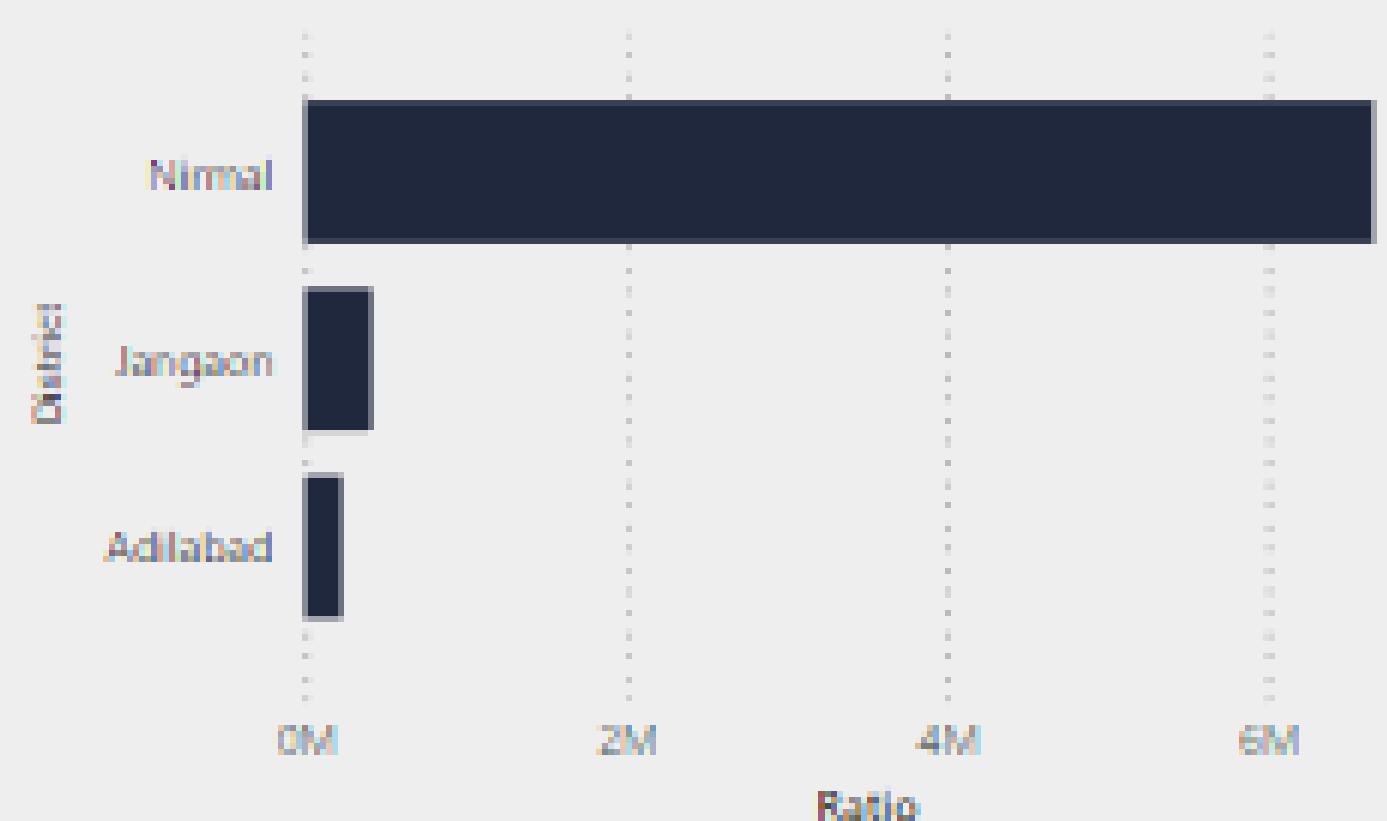
Question 5:

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

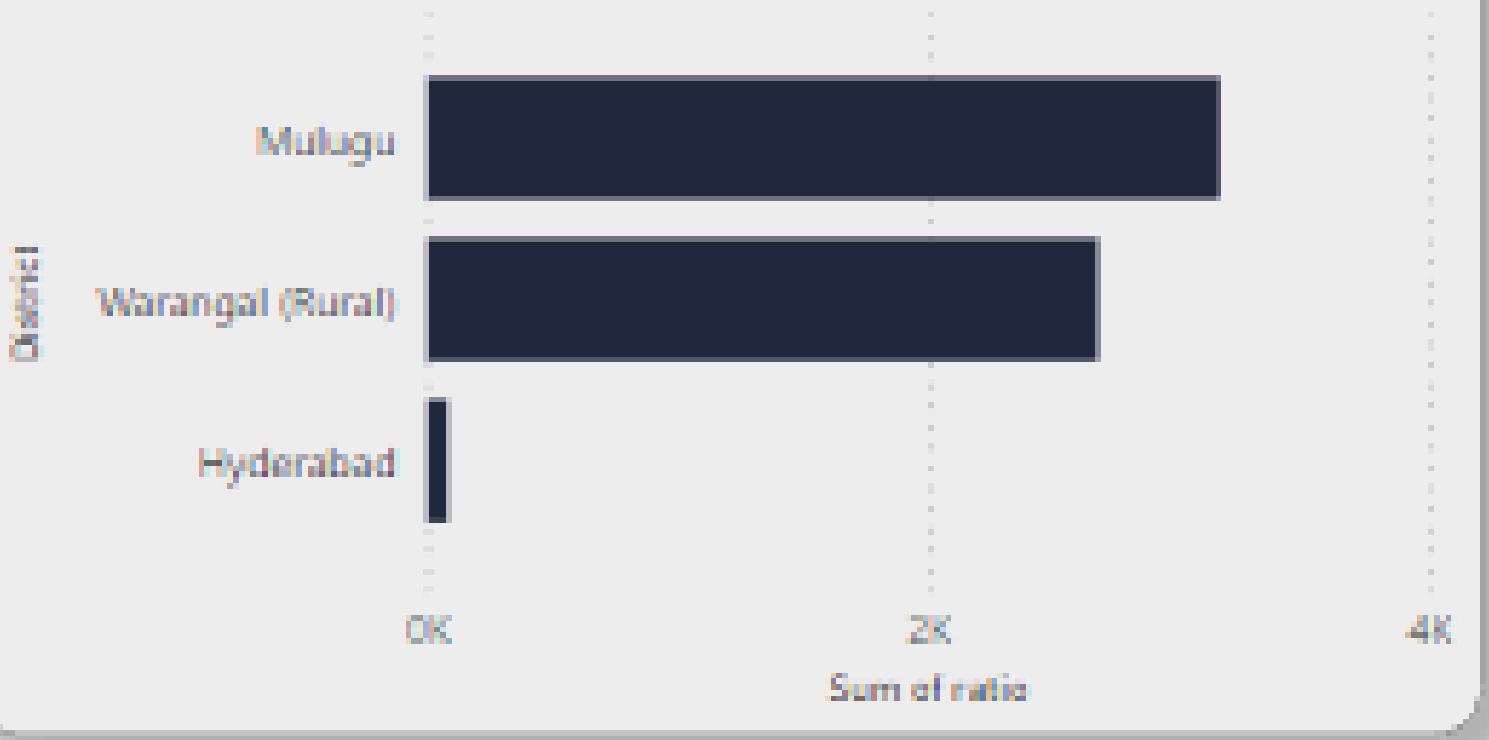
Nirmal stands highest meaning that there's a lot of difference between domestic and foreign visitors while Hyderabad being the least.

It is to be noted that though Warangal(Rural) has low visitors in numbers, the difference between the domestic and foreign visitors is comparatively less

Top 3 districts with high domestic to foreign ratio



Bottom 3 districts based on domestic to foreign tourist ratio

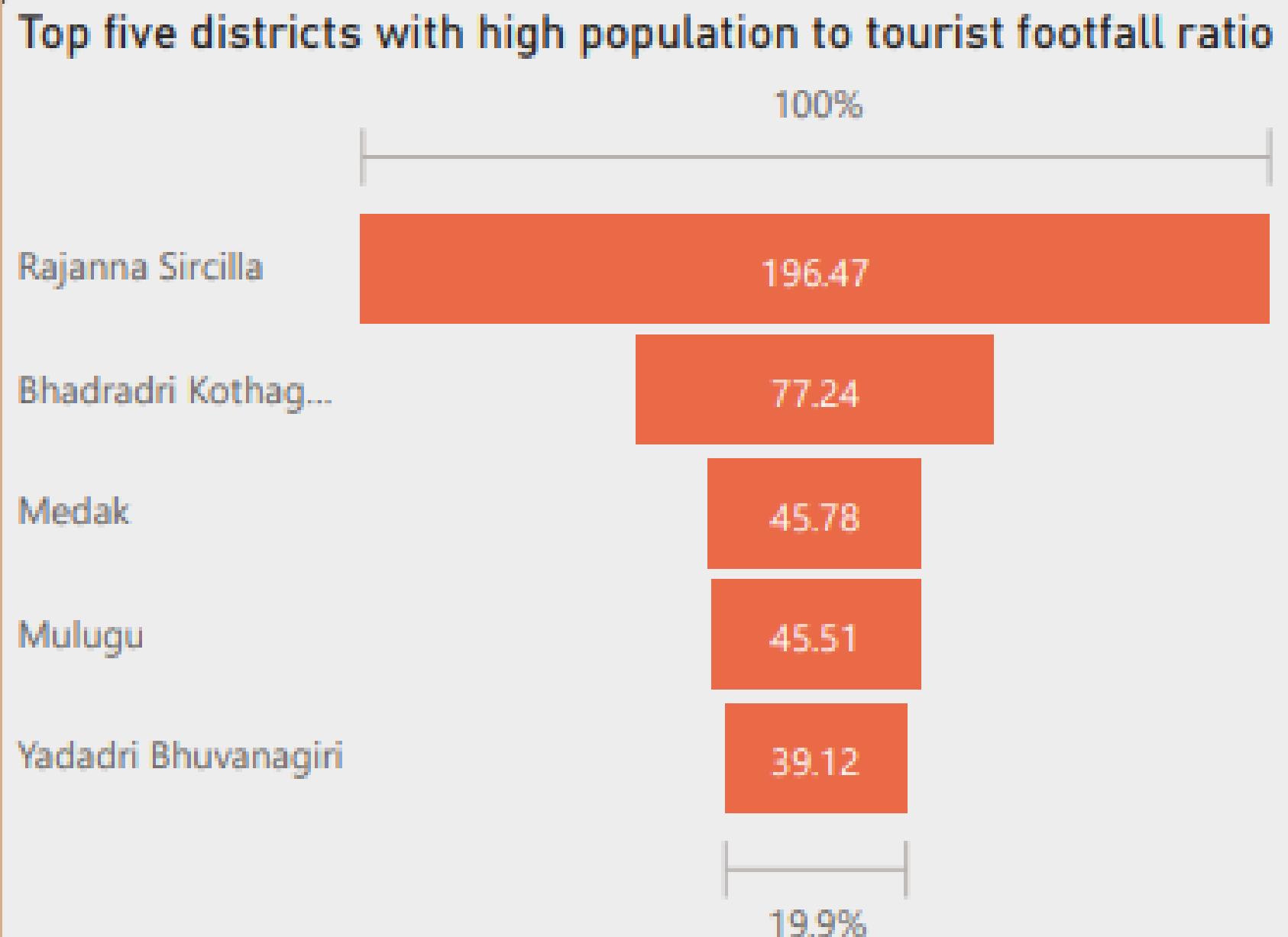


Question 6:

List the top & bottom 5 districts based on 'population to tourist footfall ratio*' ratio in 2019?

Rajanna Sircilla stands the highest, meaning that it is one of the least populated cities which boasts of higher number of tourists.

Kamareddy, Medchal-Malkagiri, Ranga Reddy, Suryapet, Vikarabad has lowest ratio and has potential to accomodate tourist by further analysis



Bottom 5 districts of lowest population to tourist footfall ratio

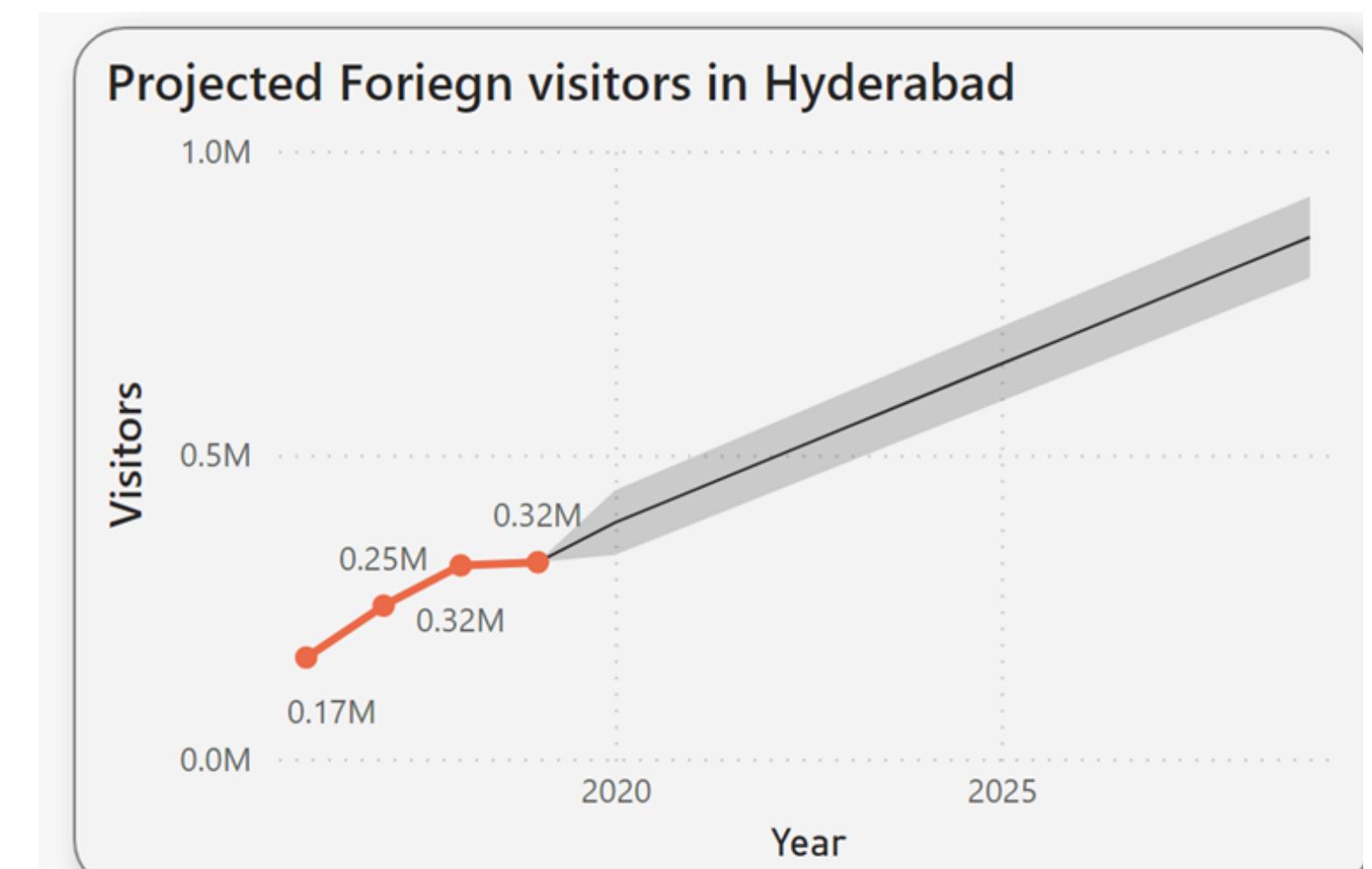
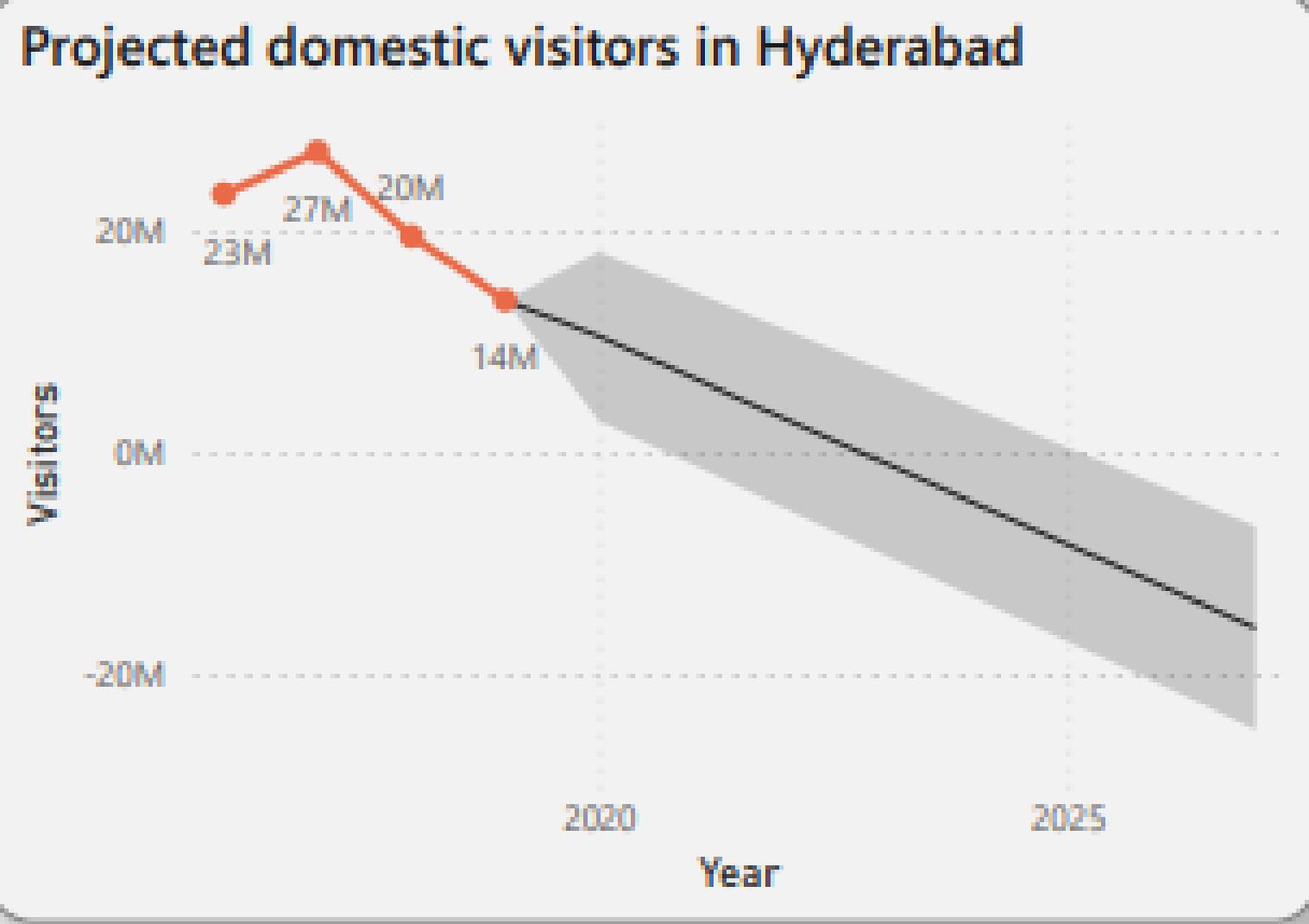
District Name	Sum of ratio
Kamareddy	0.00
Medchal–Malkajgiri	0.00
Ranga Reddy	0.00
Suryapet	0.00
Vikarabad	0.00

Question 7:

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

While the domestic visitors is expecting a decline, there can be a rise in the number of foreign visitors. This calls for strategizing to promote more of local tourism

The projected domestic visitors would be a maximum around 51 lakh to 81 lakh and foreign vististors around 65 lakh to 71 lakh.



Question 8:

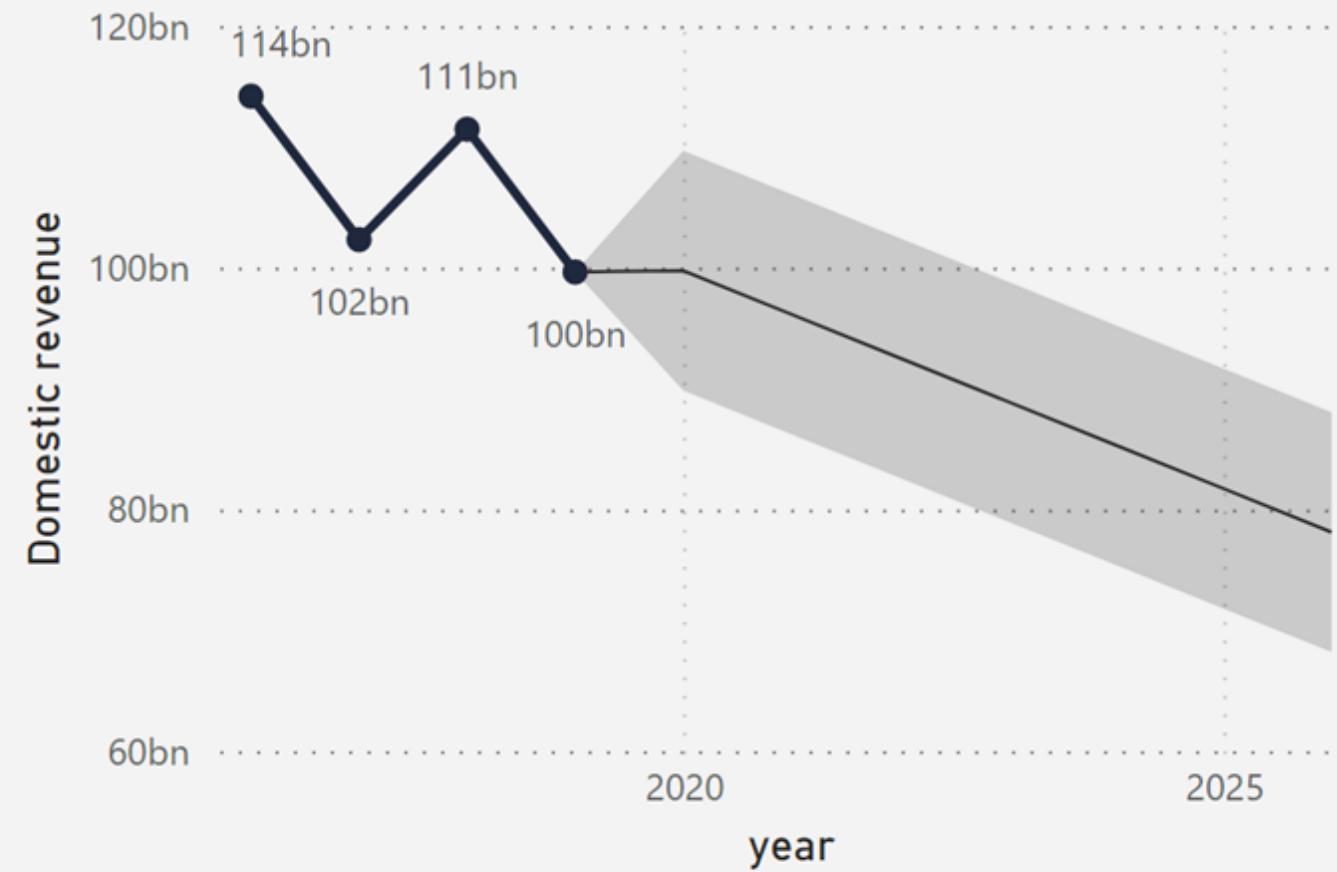
Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist

The maximum domestic revenue expected would be around 91bn while foreign revenue expected would be around 3bn.

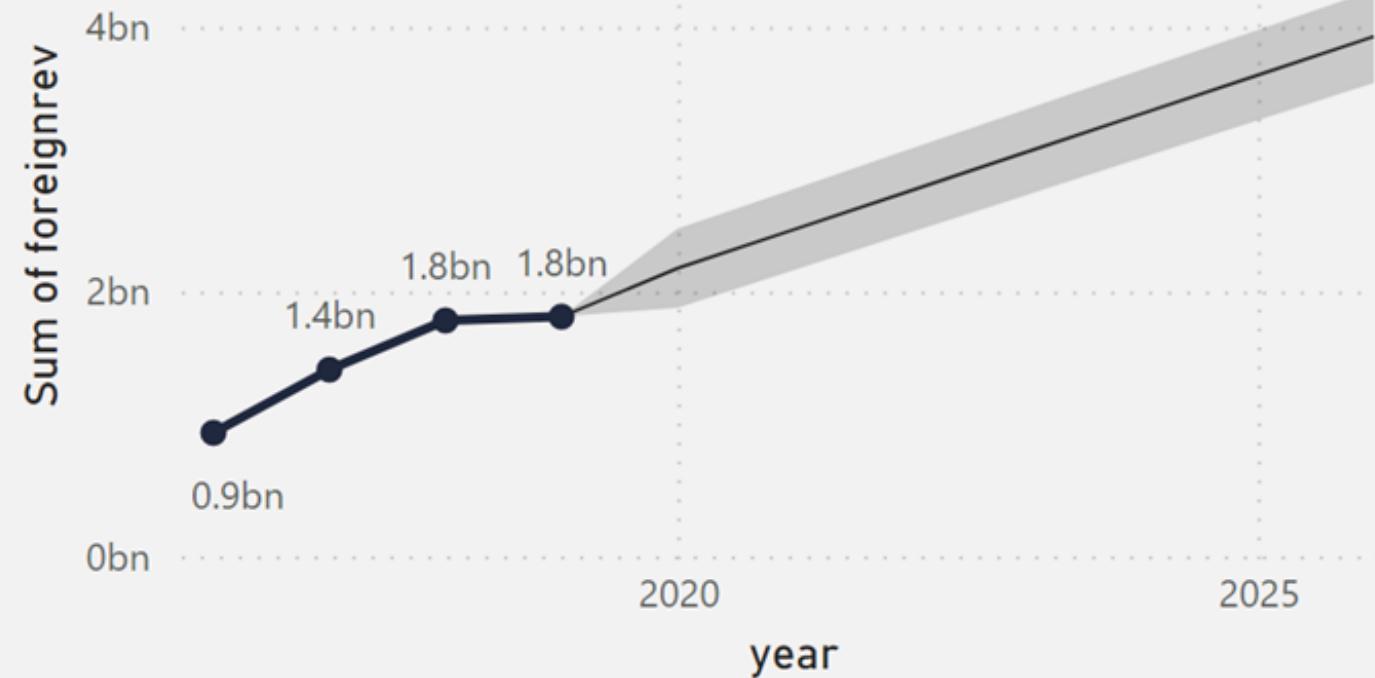
This tells that domestic visitors tend to contribute a lot to the revenue share

Revenue from foreign tourists is at steady hike and it is expected to grow even further to be a better player in tourism industry!

Projected Domestic revenue in Hyderabad



Projected foreign revenue in Hyderabad



Insights that can be provided to other districts

As of 2019, the **bottom 3 districts** which have least number of Domestic and foreign visitors are **Kamareddy, Pedapalli and Nizamabad**.

Now, while looking at the infrastructure data provided by the government,

- Kamareddy actually has around **157 Open spaces**, which is ideal for boosting cultural events and showcasing the culture. Not to forget that it has a lot of unnoticed , yet beautiful places to visit.
- Pedapalli has the record of being the cleanest village in India , yet lacks infrastructures like Parks, halls etc.
- Nizamabad district has 14 parks and is one of the highly populated cities. It is home to various tourist places and architectural splendours. By improving marketing and business activities, we can improve the numbers.

Insights that can be provided to other districts

- By analysing the infrastructural data provided by the government , we find that these districts are moderately-high populated , and attract a significant amount of domestic visitors. On making maximum use of these, we can scale them to next level.
- For example Miryalaguda of Nalgonda district is said to have maximum industries attracts very few tourists. It is also known for paddy cultivation. With this information, the officials can plan accordingly for the developpment of both industries and in the tourism space.
- With the amount of maximum open spaces and water bodie respectively, Boduppal of Medachal Malkajgiri district and Dubakka of Siddipet district have high potential to scale in Domestic tourism space.

Jelpally

92

Max of Major Companies (No's)

Dubbaka

71

Max of Lakes / tanks (No's)

Miryalaguda

100

Max of Major Industries (No's)

Boduppal

296

Max of Municipal Open Spaces (No's)

Insights that can be provided to Hyderabad

- Hyderabad is one of the fastest growing places for, which is said to have a steady growth rate especially in foreign tourism space.
- However as in tourism, with more planning, strategizing and marketing, we can attract more tourists in off-season months too.
- In these off season months, we can target digital nomads, slow travellers and promote more of domestic tourism as local tourism would be least affected by climate and can also maximise domestic revenue.
- The off season months can also be devoted to environment regeneration and conducting meaningful initiatives . This maximises the reach and attracts more tourists.



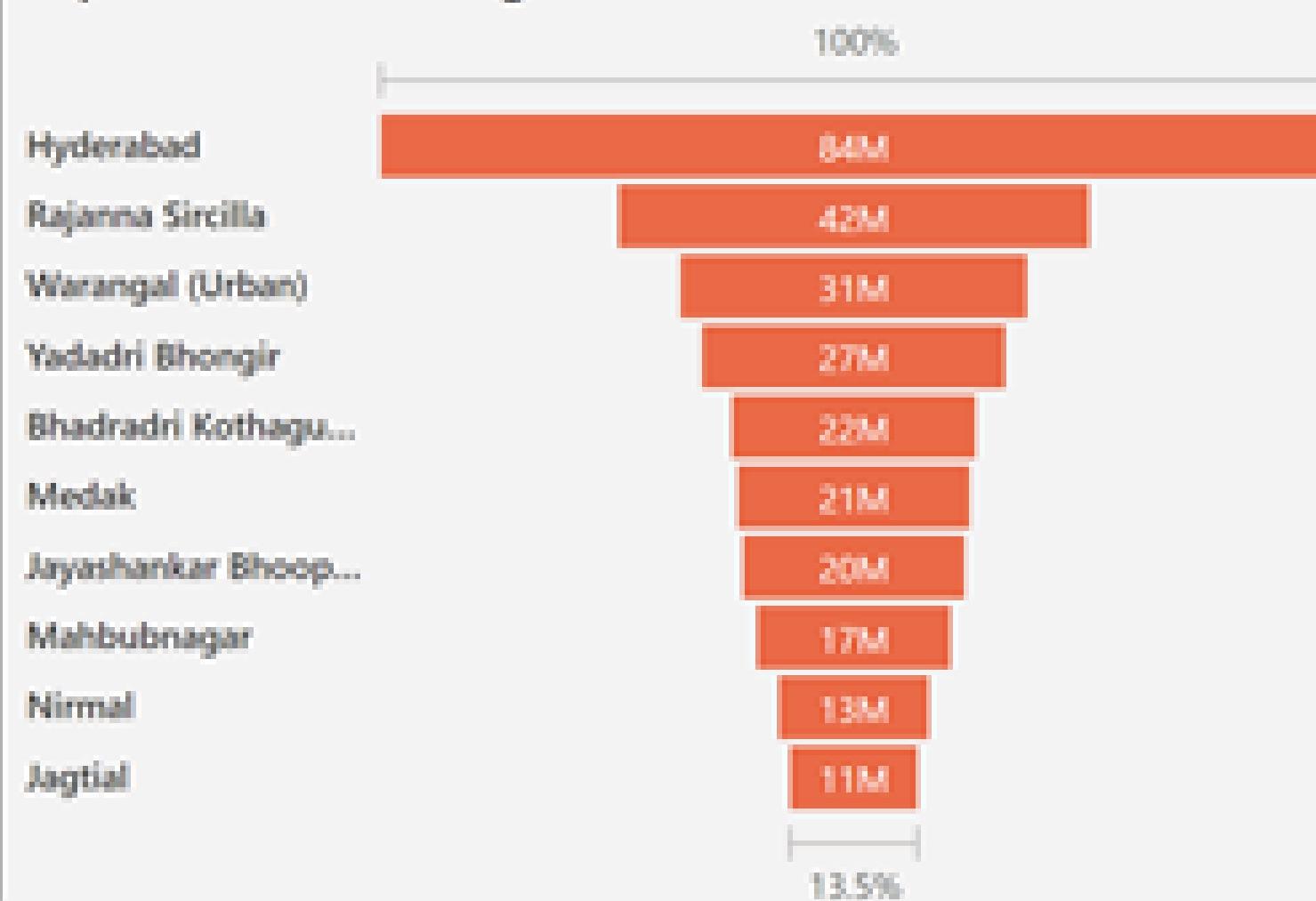


TELANGANA STATE TOURISM ANALYSIS

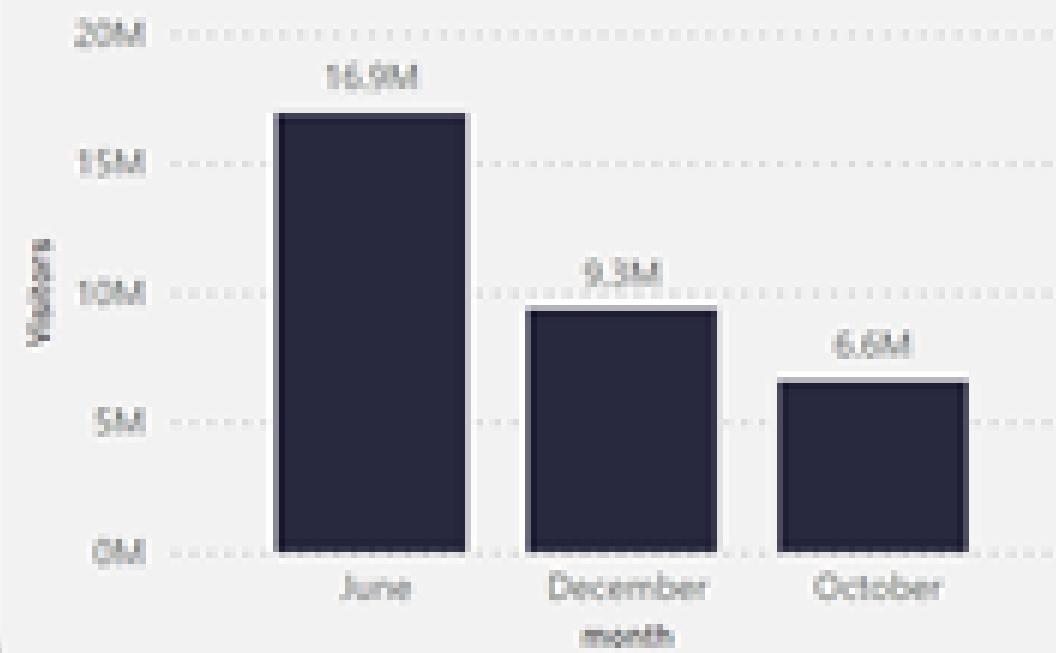
Total Domestic
Visitors
356M

Total Foreign Visitors
1M

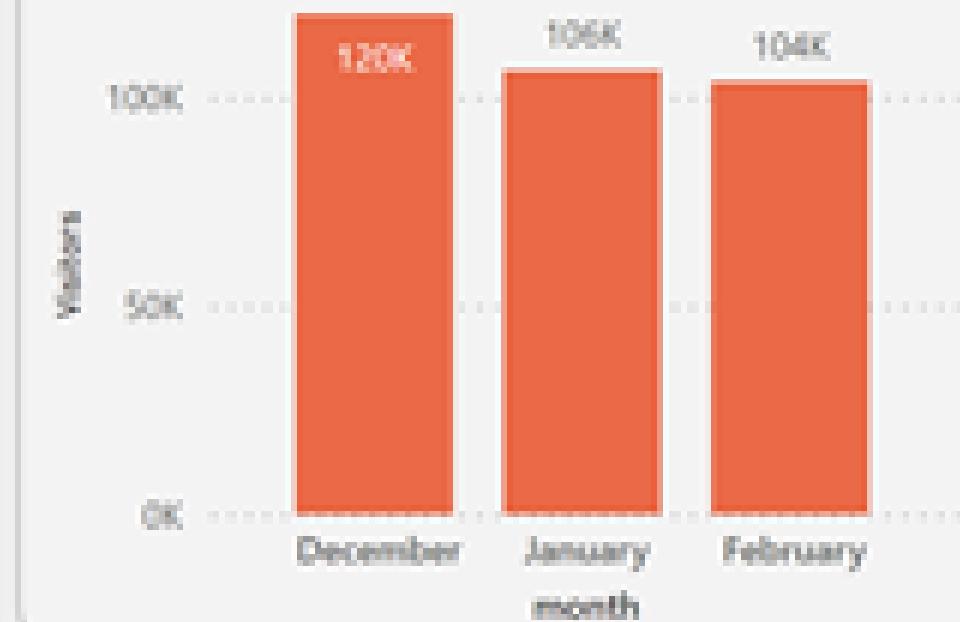
Top 10 district with highest domestic visitors



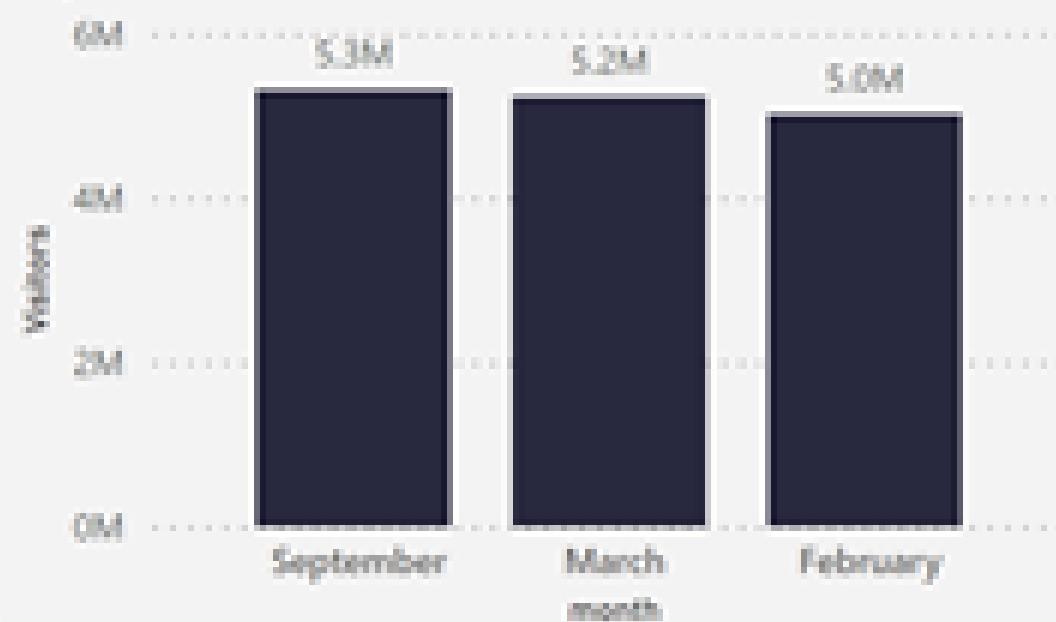
Peak season months in Hyderabad (Domestic)



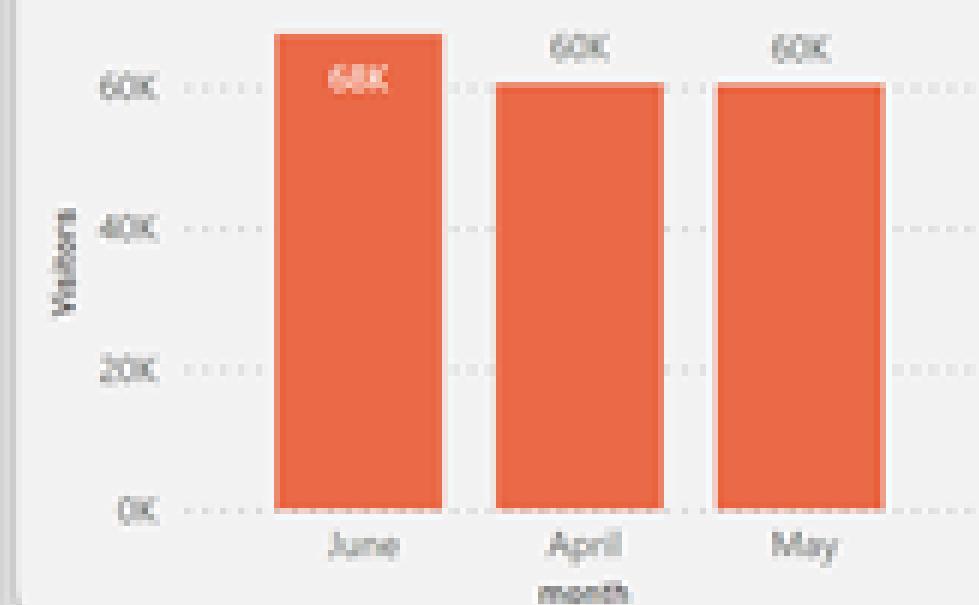
Peak season months in Hyderabad(Foreign)



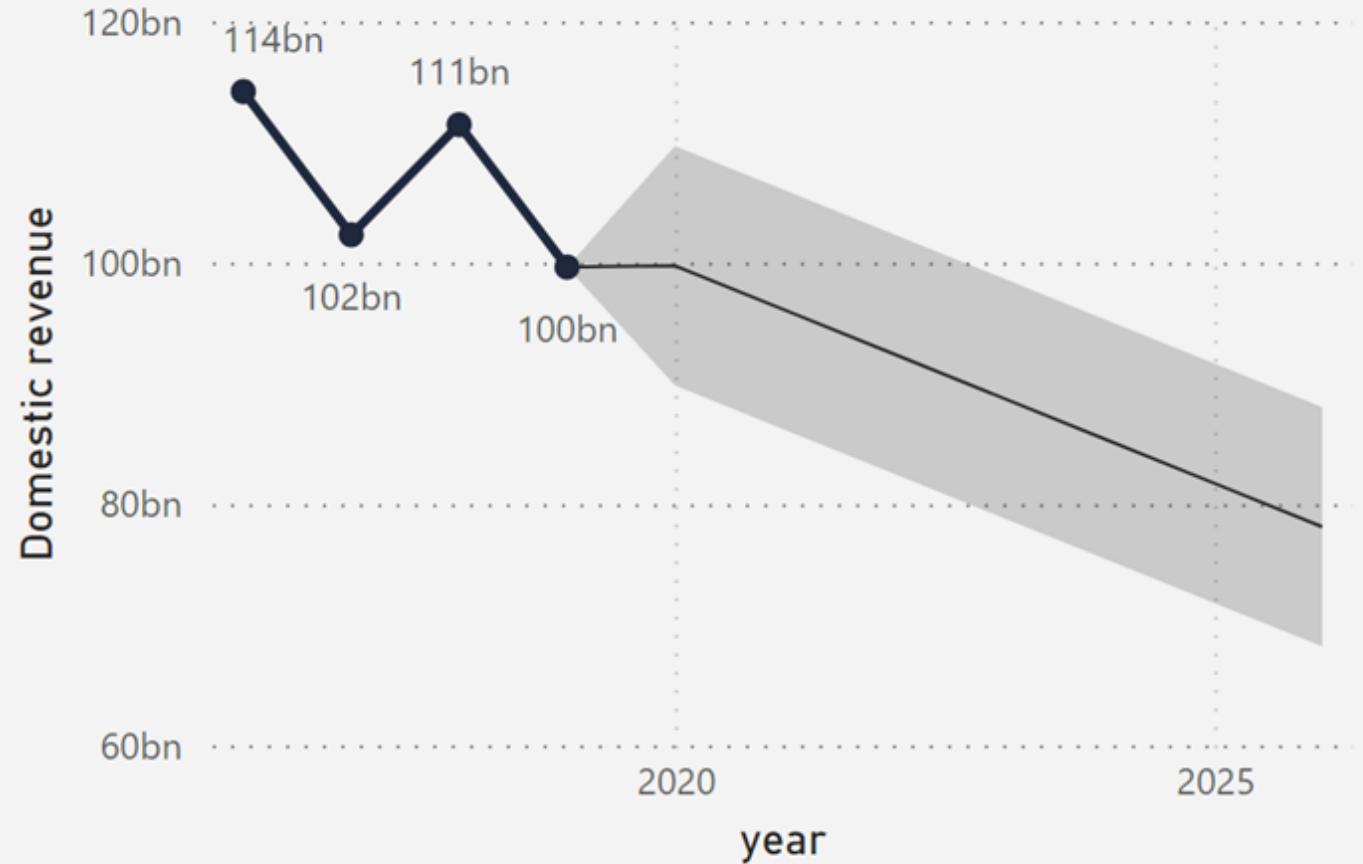
Low season months in Hyderabad(Domestic)



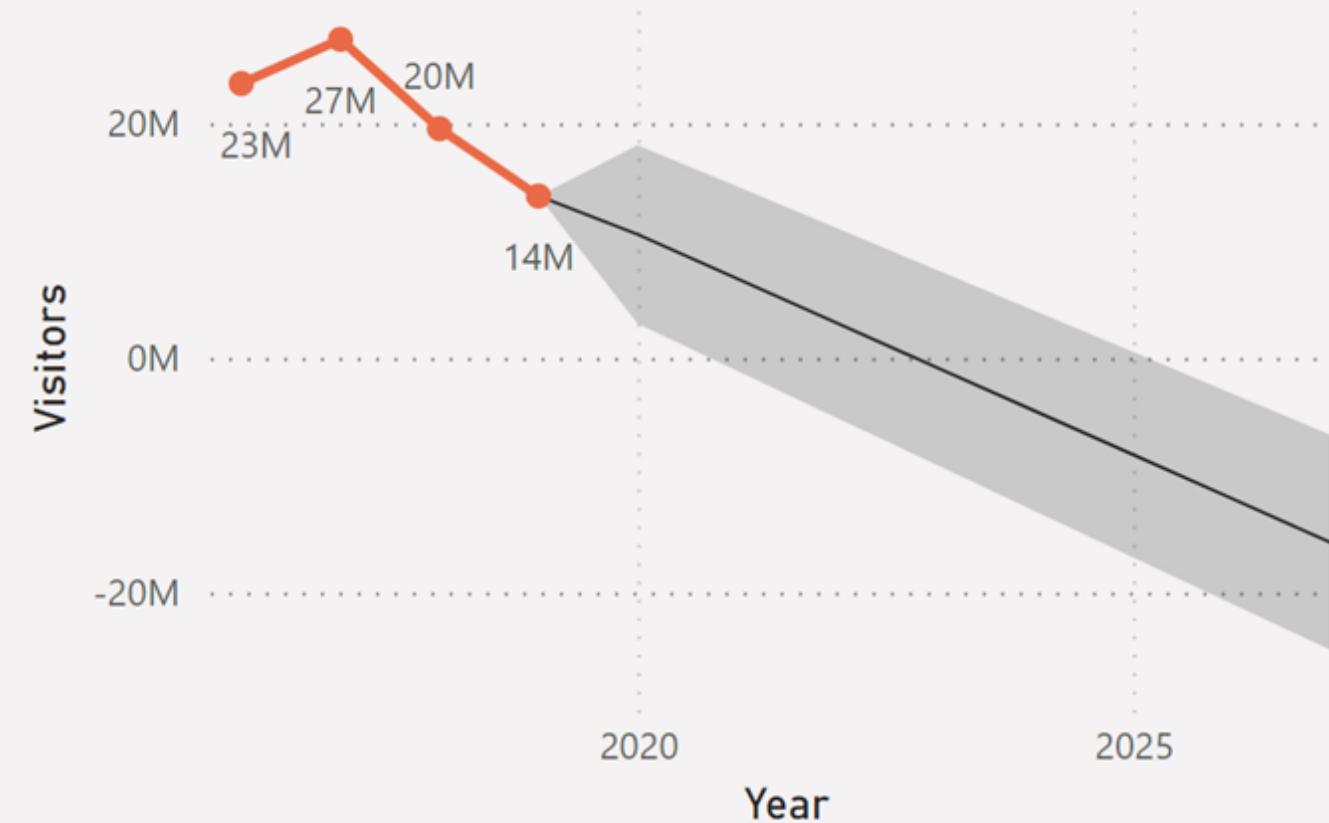
Low season months in Hyderabad(Foreign)



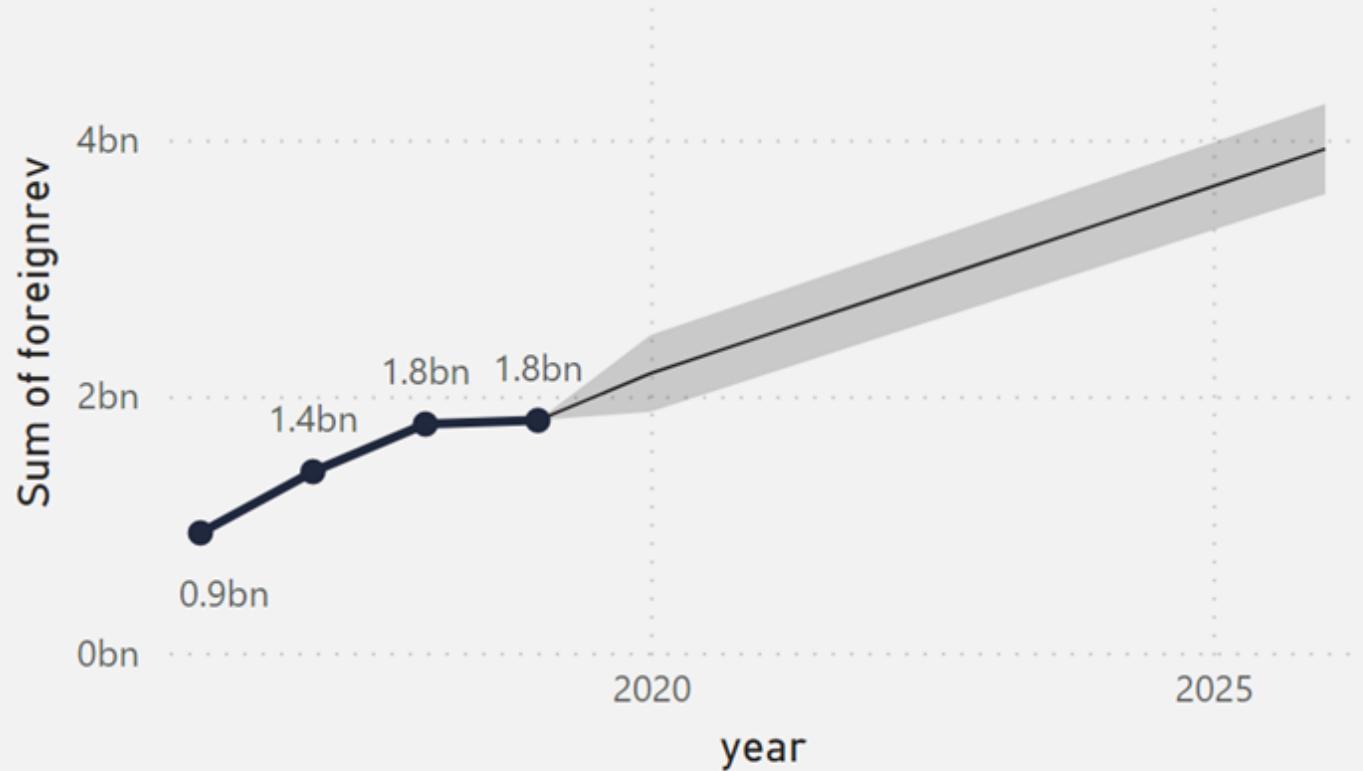
Projected Domestic revenue in Hyderabad



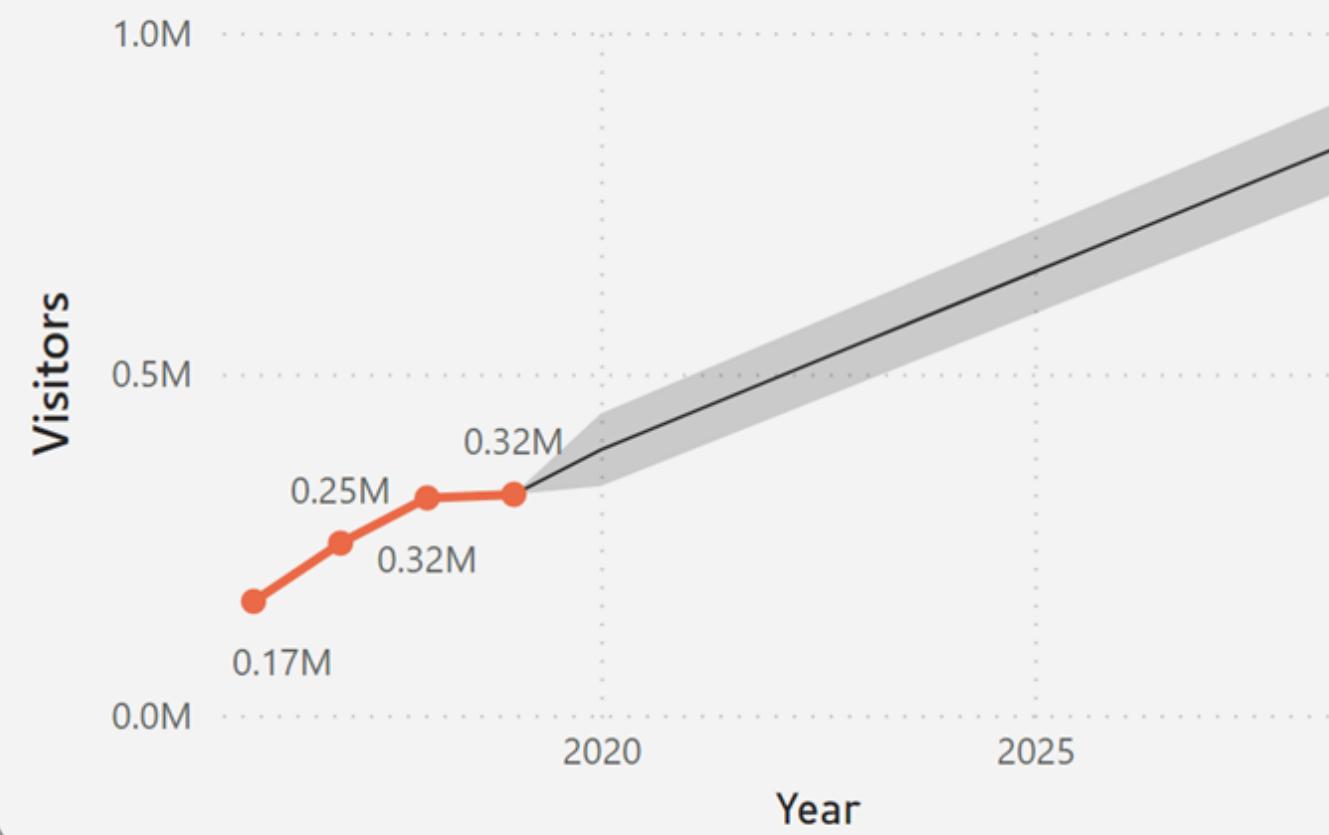
Projected domestic visitors in Hyderabad



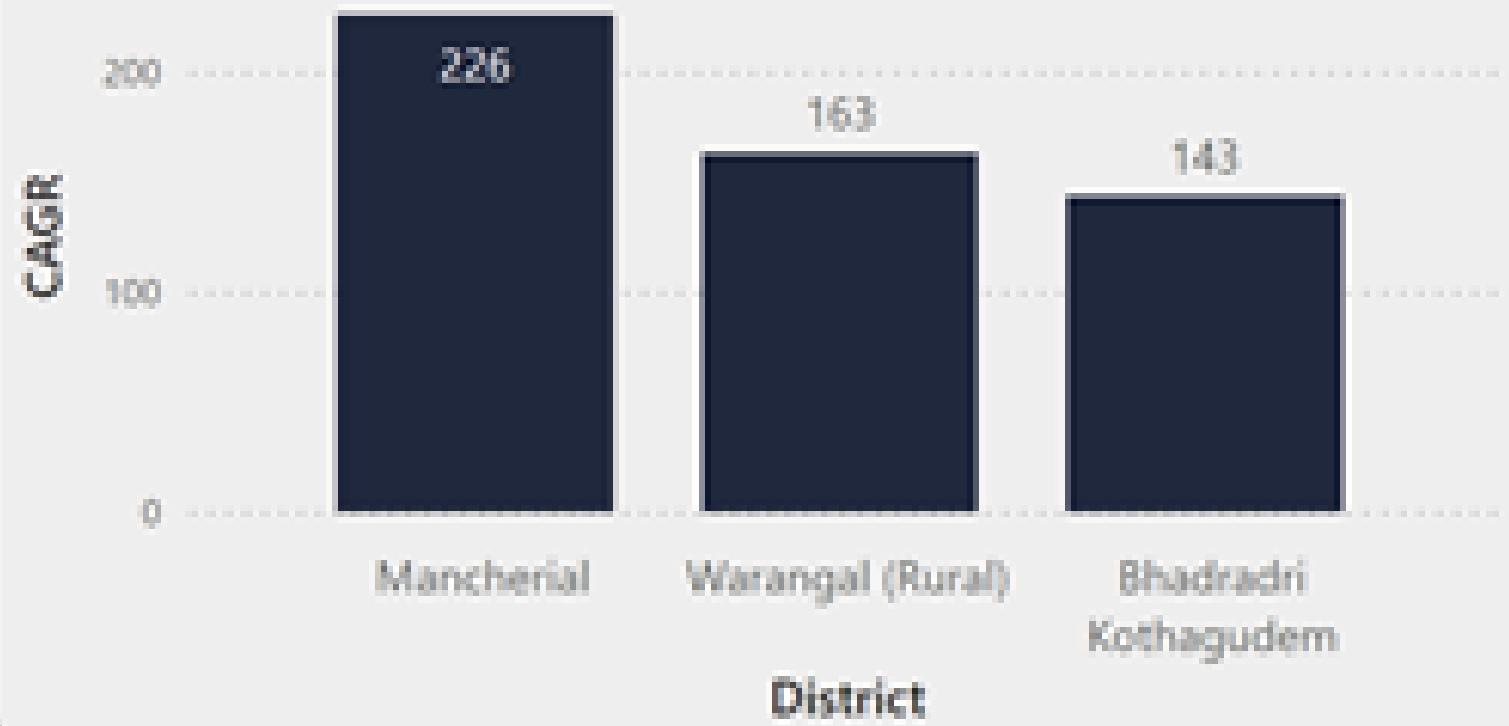
Projected foreign revenue in Hyderabad



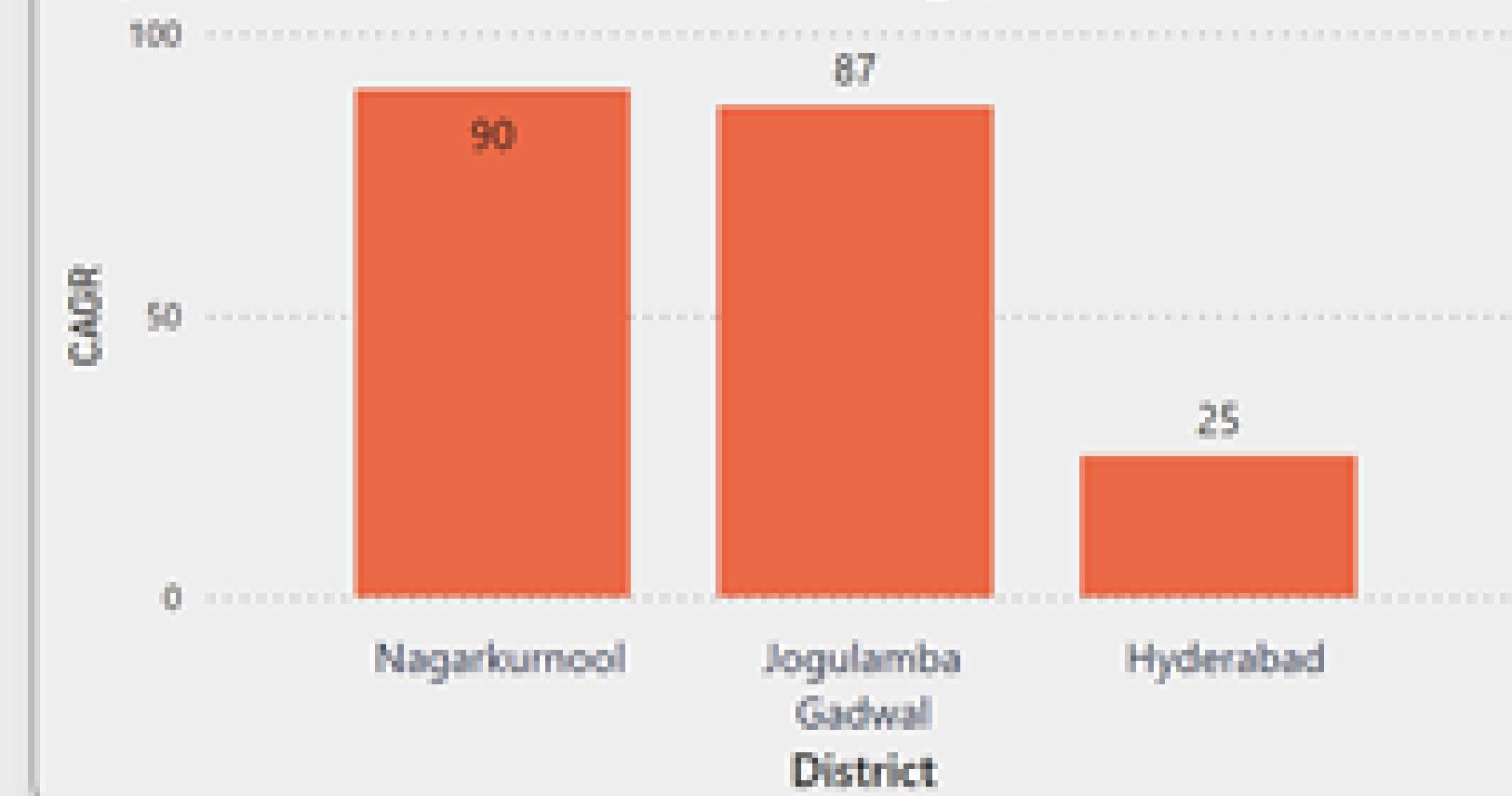
Projected Foreign visitors in Hyderabad



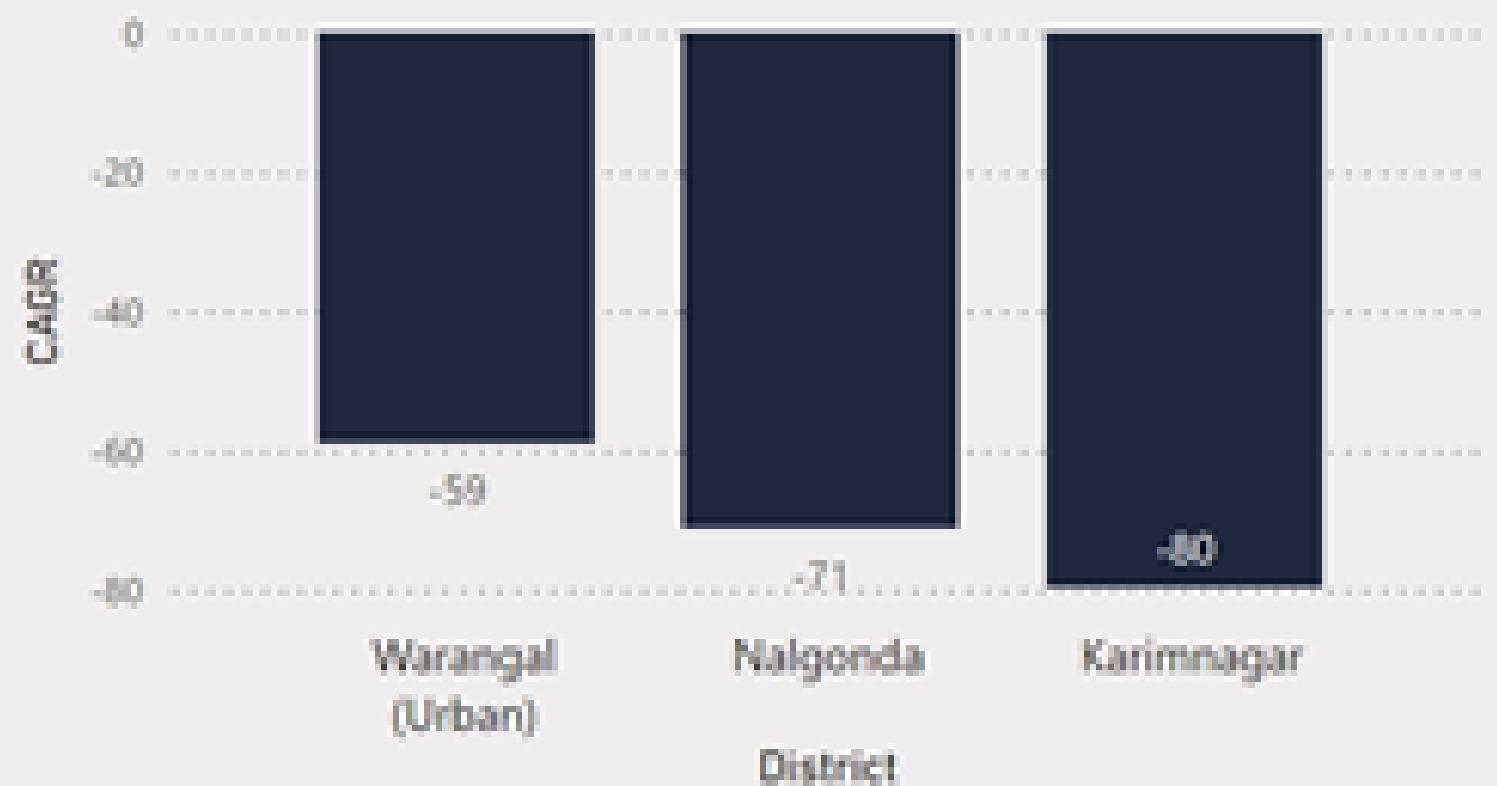
Top 3 district based on CAGR (Domestic)



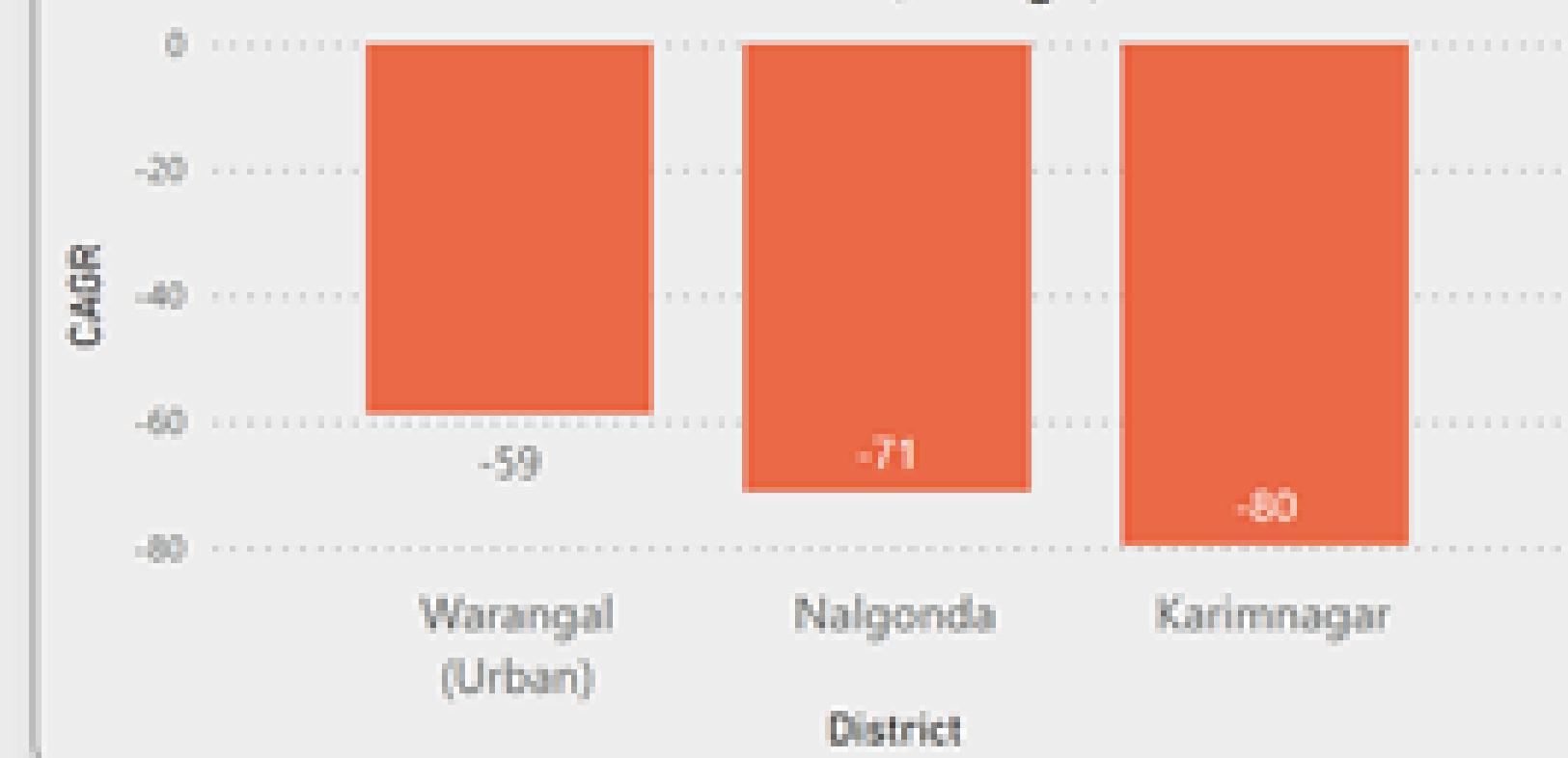
Top 3 districts based on CAGR (Foreign)



Bottom 3 district based on CAGR (Domestic)

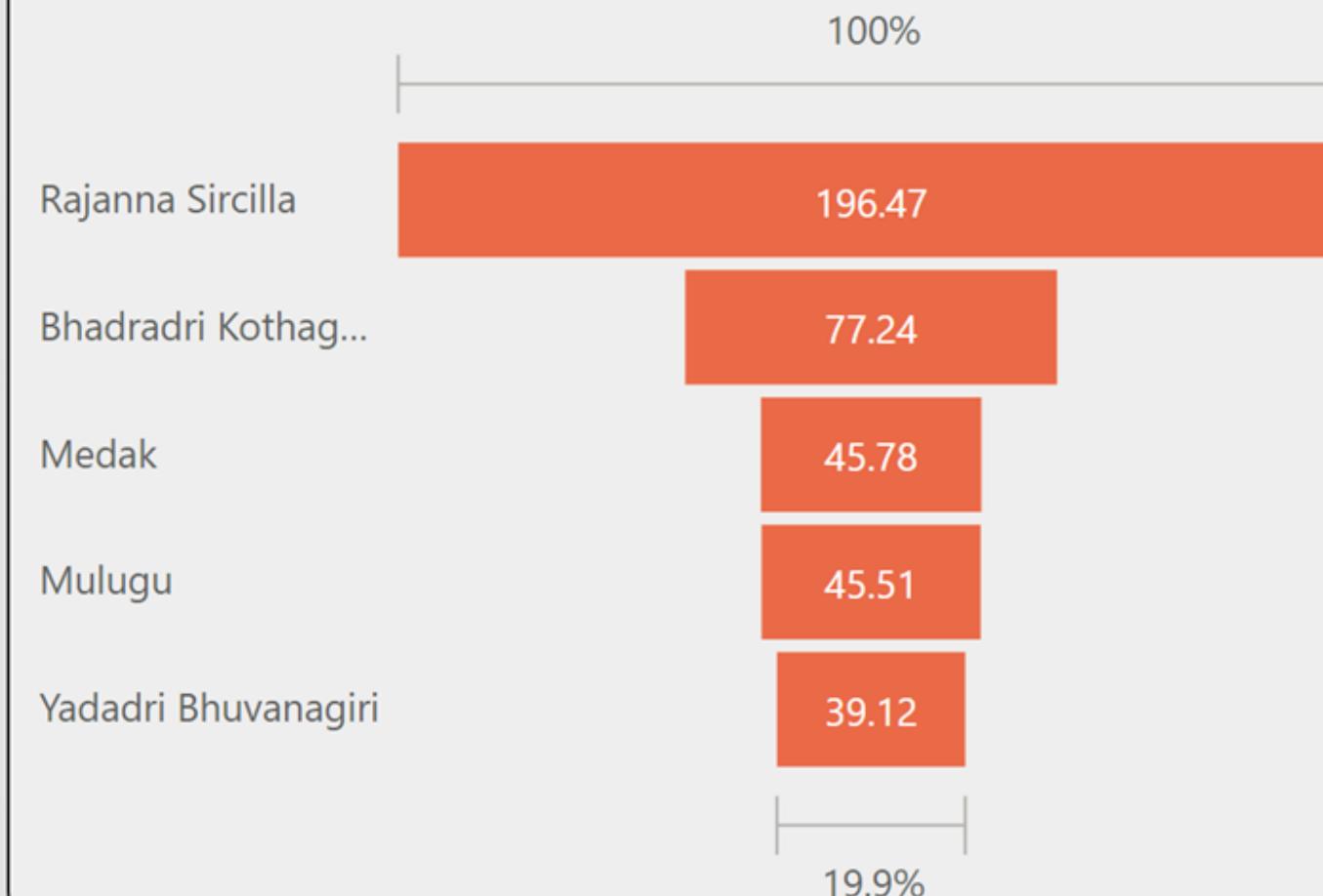


Bottom 3 district based on CAGR (Foreign)





Top five districts with high population to tourist footfall ratio



Local Body statistics as of 2019

Jelpally

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Max of Major Companies (No's)

Dubbaka

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Max of Lakes / tanks (No's)

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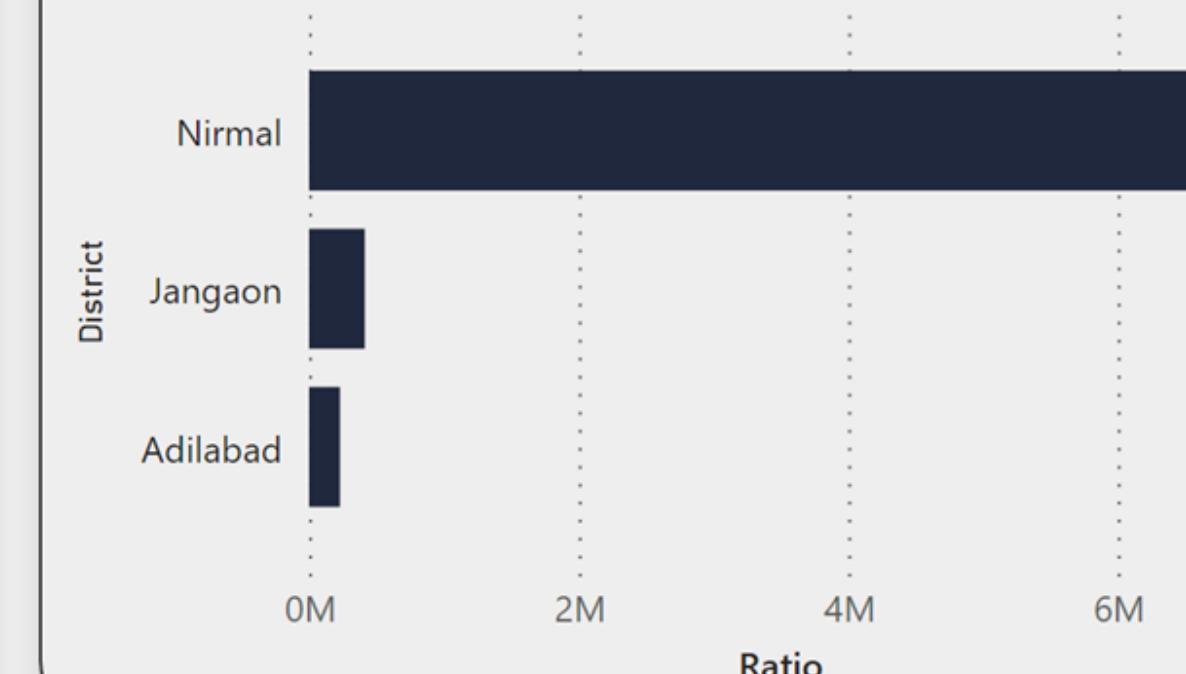
Max of Major Industries (No's)

Boduppal

296

Max of Municipal Open Spaces (No's)

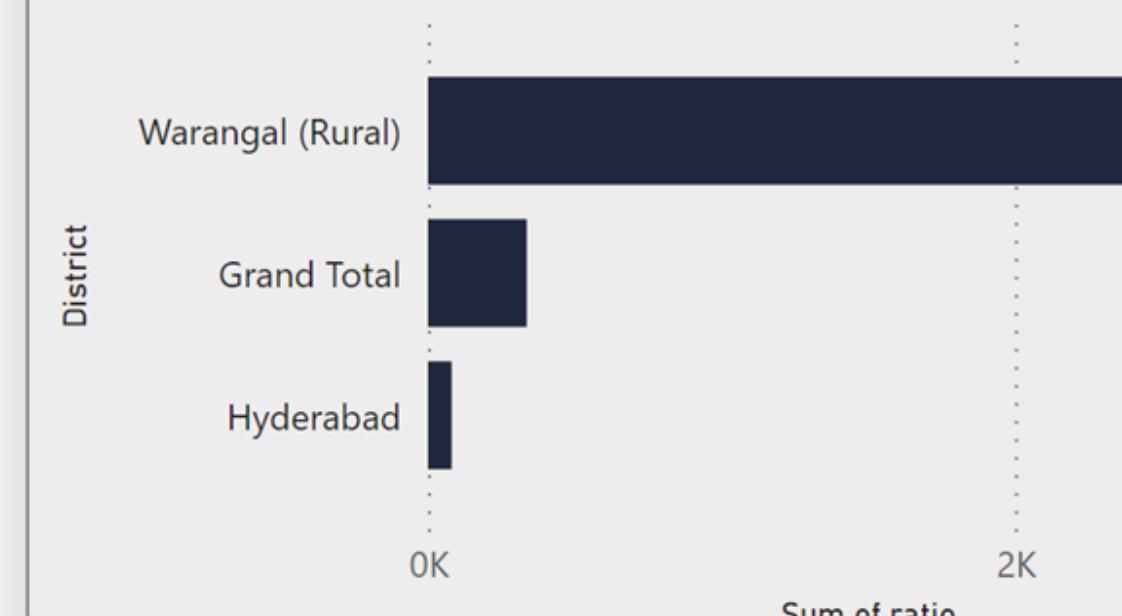
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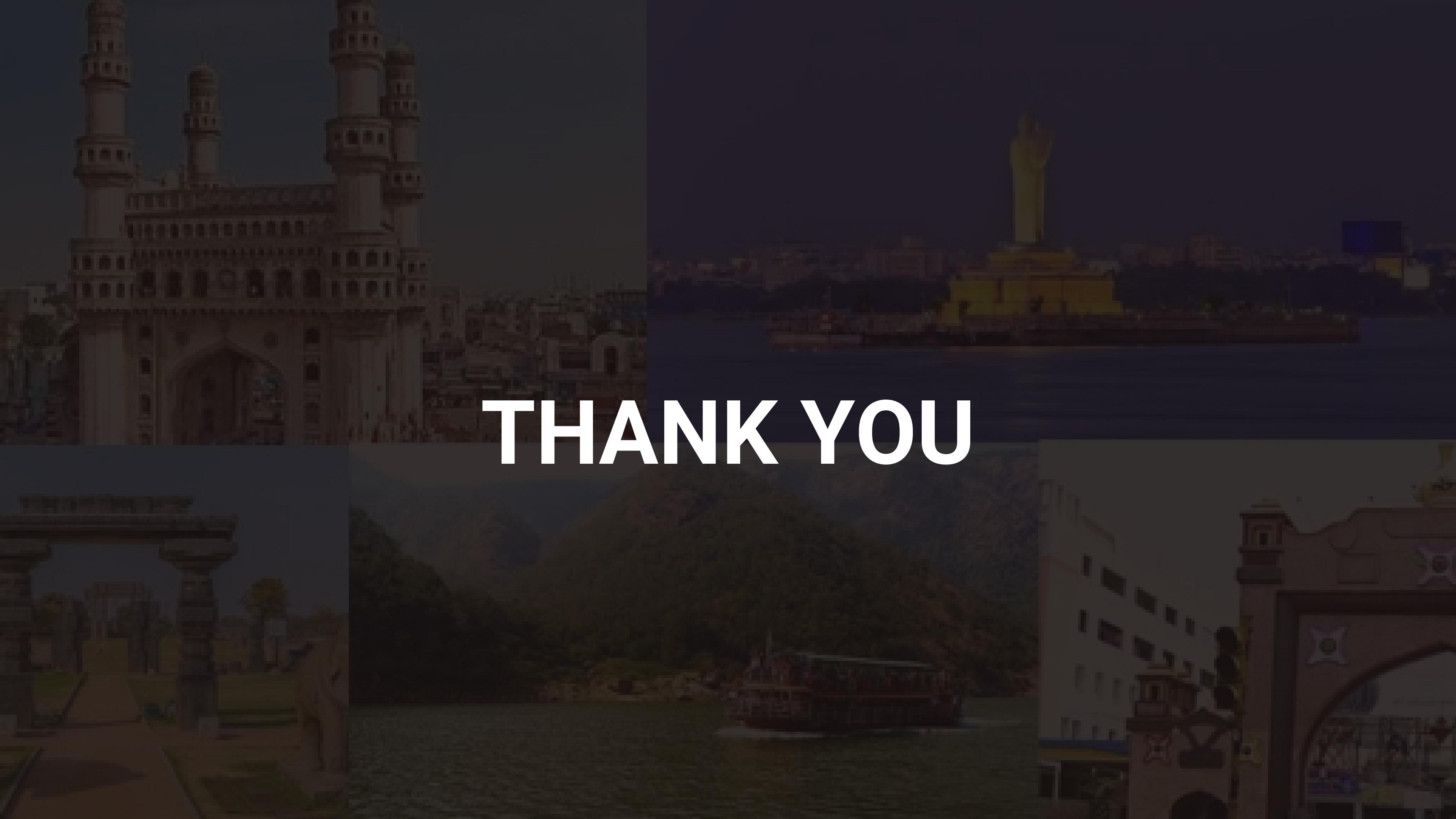


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Bottom 3 districts based on domestic to foreign tourist ratio





THANK YOU