

Business Analyst Experience Program

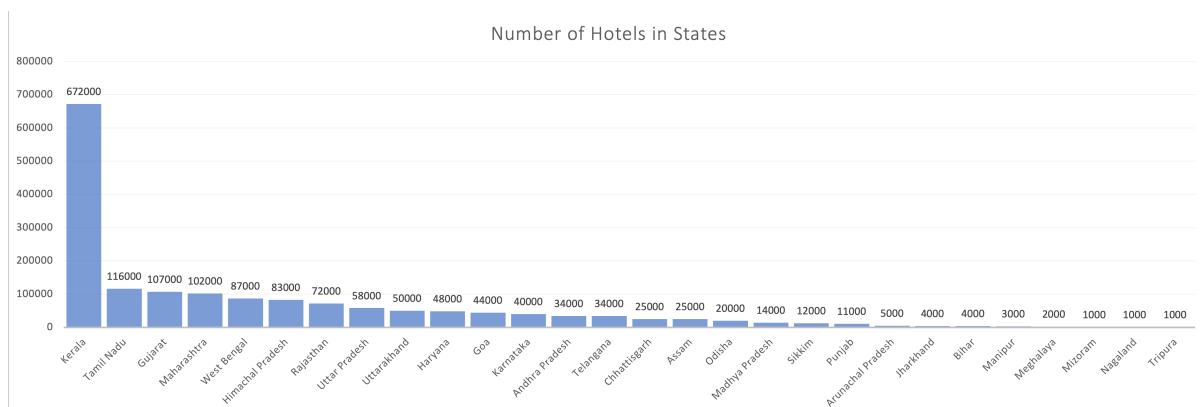
Project-2

Overview

The data set provides information about the number of hotels in different states. We can include various other parameters into the dataset to enrich the information and use it to answer questions asked along with great visualisations. Some parameters I added are Primary Climate, Monsoon Onset, Number of Foreign Tourists, and whether it is a coastal state. I have attached the excel workbook I used for this project below.

[Excel Workbook Link](#)

State with Highest Number of Hotels

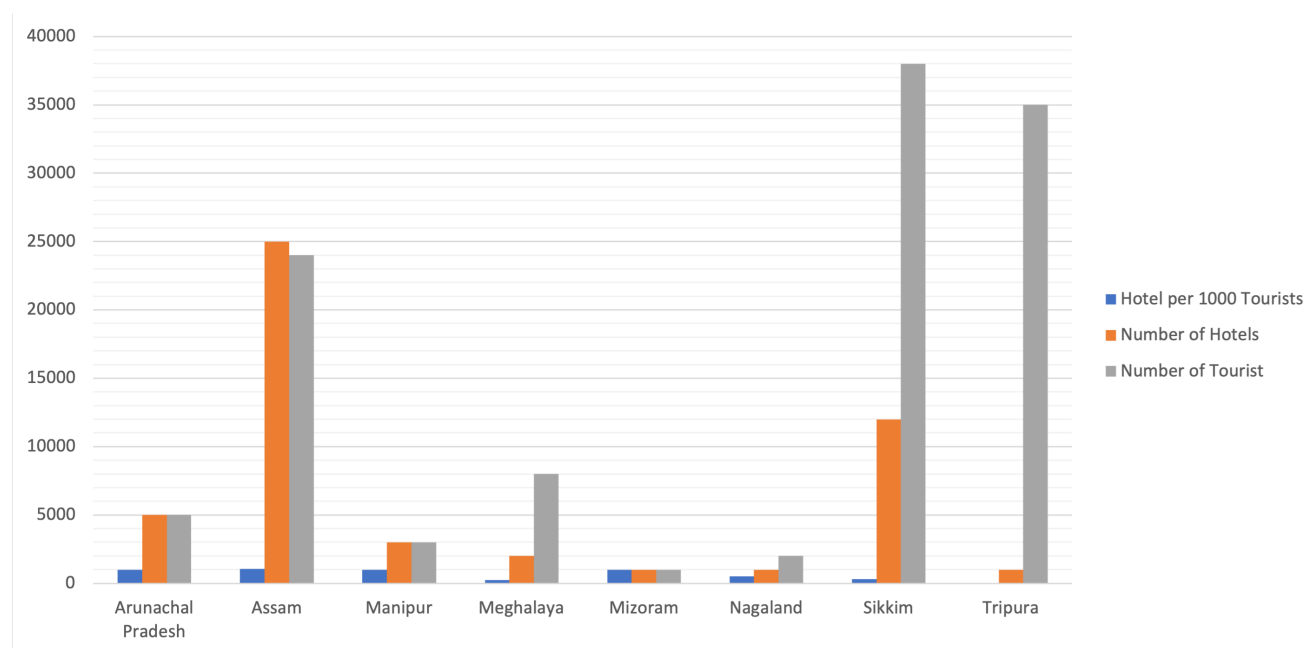


Kerala has the highest number of hotels, with 672K. Tamil Nadu, Gujarat and Maharashtra are next in line.

In the Excel Workbook linked above, the states of **Himachal Pradesh**, **Karnataka**, **Maharashtra**, and **Madhya Pradesh** have three types of climates.

Best North-Eastern State to Invest for Hotel

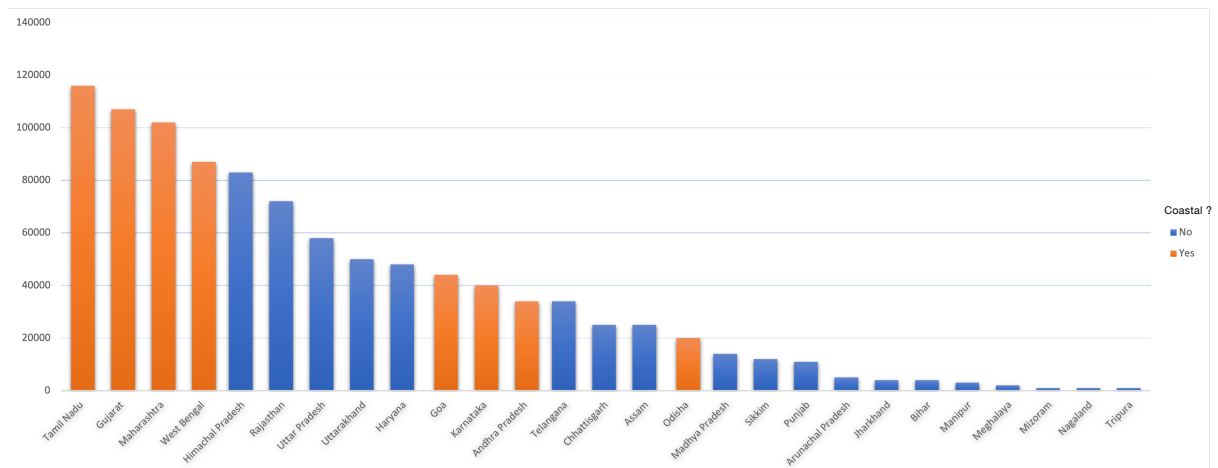
All North-Eastern States share a common type of climate with similar Monsoon Onset. These factors do not make up for the massive difference in the number of hotels in these states. Considering the number of hotels per number of tourists, we can see which state needs investments to maintain the supply-demand balance.



It is well established from the above chart that the number of hotels is almost in balance with the number of tourists in Arunachal Pradesh, Assam, Manipur, Mizoram and Nagaland. However, there is an imbalance in other states as the number of tourists exceeds the number of hotels by a large number, so there can be potential to set up hotels in the states of *Meghalaya*, *Sikkim* and *Tripura*. Thus investing in these three states with **Sikkim** as the highest priority will return significant benefits.

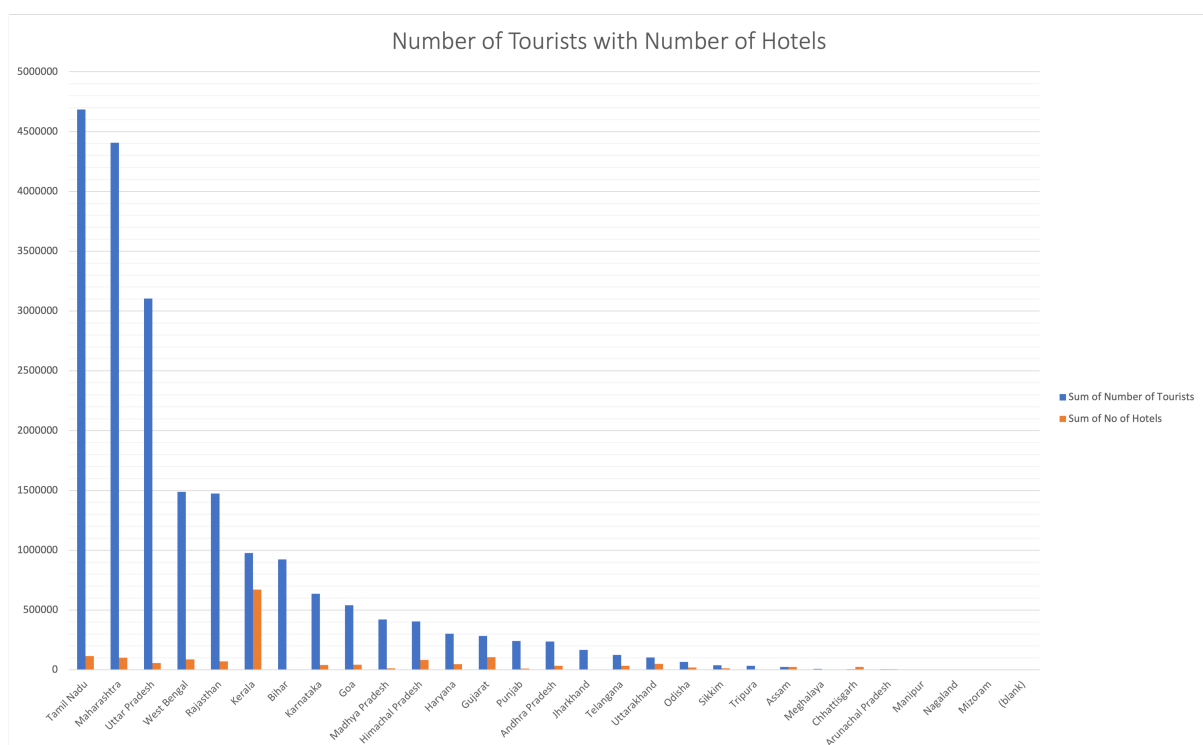
Trends in Numbers of Hotels

A few trends are seen in the number of hotels set up in different states. The first is whether the state is coastal or not. If we remove Kerala from our analysis (because it has 18 times more hotels than the average of other states, thus considering it an outlier), the chart below depicts that most hotels are set up in coastal states. Himachal Pradesh and Rajasthan being major tourist attractions of India, break this trend at fifth and sixth position, respectively.



Best State for setting up hotel

If we plot the number of tourists along with the Number of Hotels, it becomes clear that there is a dire need for more hotels in **Tamil Nadu and Maharashtra** as there is a significant number of Tourists in these states. Also, both are in coastal states with Tropical Climates, indicating previously successful hotel establishments.



The Duration of Monsoon in India extends for an average period of **100-120** days lasting from June till September.