Telangana Government Tourism Project

**Domain:**  Tourism | **Function**: Revenue / Municipal Administration

Telangana is one of India’s leading states and has published its tourism data under its open data policy.

As a data analyst, Peter Pandey saw this as an opportunity to expand his skills and show his work on a bigger scale. Peter Pandey’s idea is to find the patterns in the given data, do additional research, and give data-informed recommendations to the Telangana government which can be used to increase their revenue by improving administrative operations.  
   
Peter began his work by framing some primary, and secondary research questions and recommendation ideas.

**Task**:

Imagine yourself as Peter Pandey and perform the following tasks.

1.    Check ‘research\_questions\_and\_recommendations.pdf’. You can use any tool of your choice (Python, SQL, Power BI, Tableau, Excel, PowerPoint) to analyze and answer these questions. More relevant instructions are provided in this document.  
2.    The target audience is top-level officials - hence you need to create a convincing presentation to provide insights/recommendations.  
3.    You can add more research questions and answer them in your presentation that suits your recommendations.  
4.    Be creative with your presentation, audio/video presentation will have more weightage.  
5.    You can use additional data based on your own research to support your recommendations  
6.    Example LinkedIn Post.

**Other resources Provided:**

1. Dataset required to answer preliminary research questions
2. Metadata
3. Instructions for using dataset
4. Sample Presentation

**Credits:**The dataset is taken from Open Data Telangana. Thanks to Telangana Government for providing real-time datasets for public access which is a great learning asset - feel free to explore them here. (<https://data.telangana.gov.in/>).

Preliminary Research Questions (Answer can be found directly from the given data):

1. List of top 10 districts that have the highest number of domestic visitors overall?
2. List down top 3 districts based on compounded annual growth rate (CAGR) of visitors between 2016 and 2019.
3. List down bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between 2016 and 2019.
4. What are the peak and low season months for Hyderabad based on the data from 2016 to 2019 for Hyderabad district?  
   (Insight: Government can plan well for the peak seasons and boost low seasons by introducing new events).
5. Show the top & bottom 3 districts with high domestic to foreign tourist ratio?  
   (Insight: Govt. can learn from the top districts and replicate the same to the bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue).

Secondary Research Questions (Need to do research and get additional data):

1. List the top and bottom 5 districts based on tourist to population footfall ratio\* in 2019?   
   (\*ratio: Total Visitors/Total Residents Population in the given year)   
   (Insight: Find the bottom districts and create a plan to accommodate more tourists)
2. What will be projected number of the domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from the previous years?   
   (Insight: Better estimate of incoming tourists count so that govt. can plan the infrastructure better).
3. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approx. data):



Suggested areas for further secondary research to get more insights: Crime Rate, Cleanliness Ratings, Infrastructure development ratings etc.

**Conclusion: Key Insights and Recommendations**

1. Hyderabad dominates as top destination, attracting more visitors.
2. Top districts show potential for domestic tourism development.
3. Varied visitor numbers call for targeted marketing efforts.
4. Positive growth potential in districts with high CAGR.
5. Strategies needed for districts with negative CAGR.
6. Address regional disparities for inclusive development.
7. Analyze successful factors for replication.
8. Optimize resources for seasonal variations.
9. Customize offerings for diverse visitor profiles.
10. Focus on domestic tourism for revenue generation.