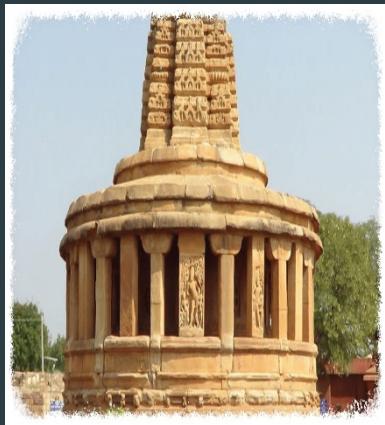


# Telangana State Tourism



# OBJECTIVE



- ▶ Telangana is one of India's leading states and has published its tourism data under its open data policy.
- ▶ As a data analyst 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.

**Provide Insights For Telangana Government Tourism Department**

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

1. List down the top 10 districts that have the highest number of domestic visitors overall (2016 - 2019)?  
(Insight: Get an overview of districts that are doing well)
2. List down the top 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are growing)
3. List down the bottom 3 districts based on compounded annual growth rate (CAGR) of visitors between (2016 - 2019)?  
(Insight: Districts that are declining)
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: Government can learn from top districts and replicate the same to bottom districts which can improve the foreign visitors as foreign visitors will bring more revenue)

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

6. List the top & bottom 5 districts based on 'population to tourist footfall ratio' 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)
7. What will be the projected number of domestic and foreign tourists in Hyderabad in 2025 based on the growth rate from previous years?  
(Insight: Better estimate of incoming tourists count so that government can plan the infrastructure better)
8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist (approximate data)

Tourist	Average Revenue
Foreign Tourist	₹ 5,600.00
Domestic Tourist	₹ 1,200.00

Suggested areas for further secondary research to get more insights:  
Crime rate, Cleanliness Ratings, Infrastructure Development Ratings etc.

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Recommendations that can be provided to the government

9. Districts with highest potential  
a. Which districts has the highest potential for tourism growth and what actions government can take?
10. Cultural / Corporate Events to boost tourism  
a. What kind of events the government can conduct?  
b. Which month(s)?  
c. Which districts?

11. Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai model? Provide insights based on your research.

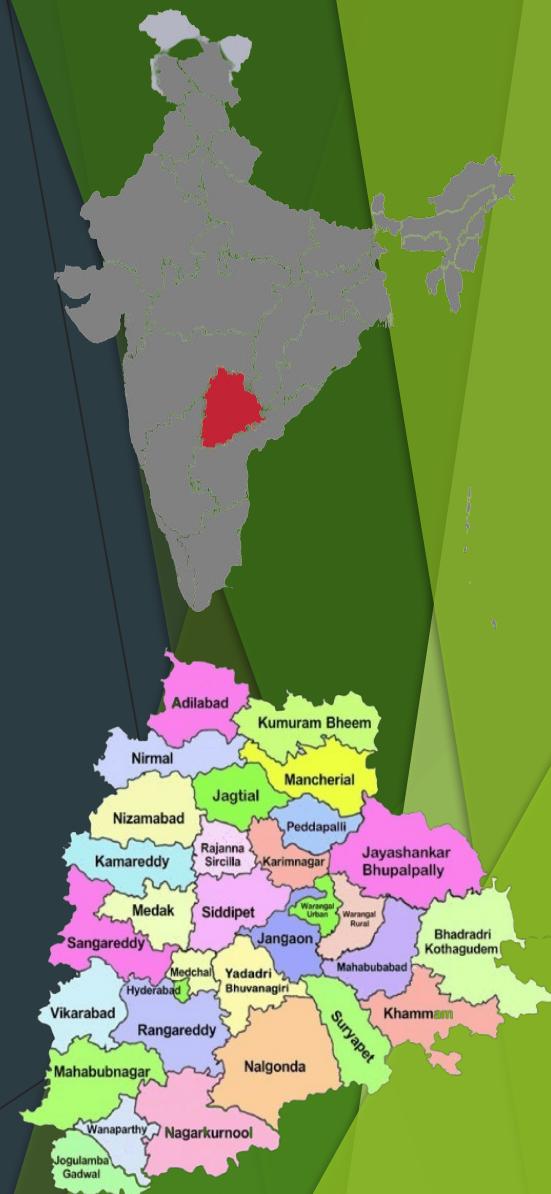
12. Provide all other recommendations that can boost the telangana tourism, particularly Hyderabad.

Note:

1. You can use any tool of your choice (Python, SQL, PowerBI, Tableau, Excel, PowerPoint) to perform the analysis and present insights
2. You can answer as many questions from above and/or add questions/recommendations on your own,
3. The submissions are evaluated based on both technical work (correctness, research & application) and non-technical work (Insights presentation, LinkedIn post effectiveness, Additional effort through video/audio presentation)
4. We recommend you create a presentation video as if you are presenting it to the top-level officials and create a LinkedIn post that contains the link to GitHub files

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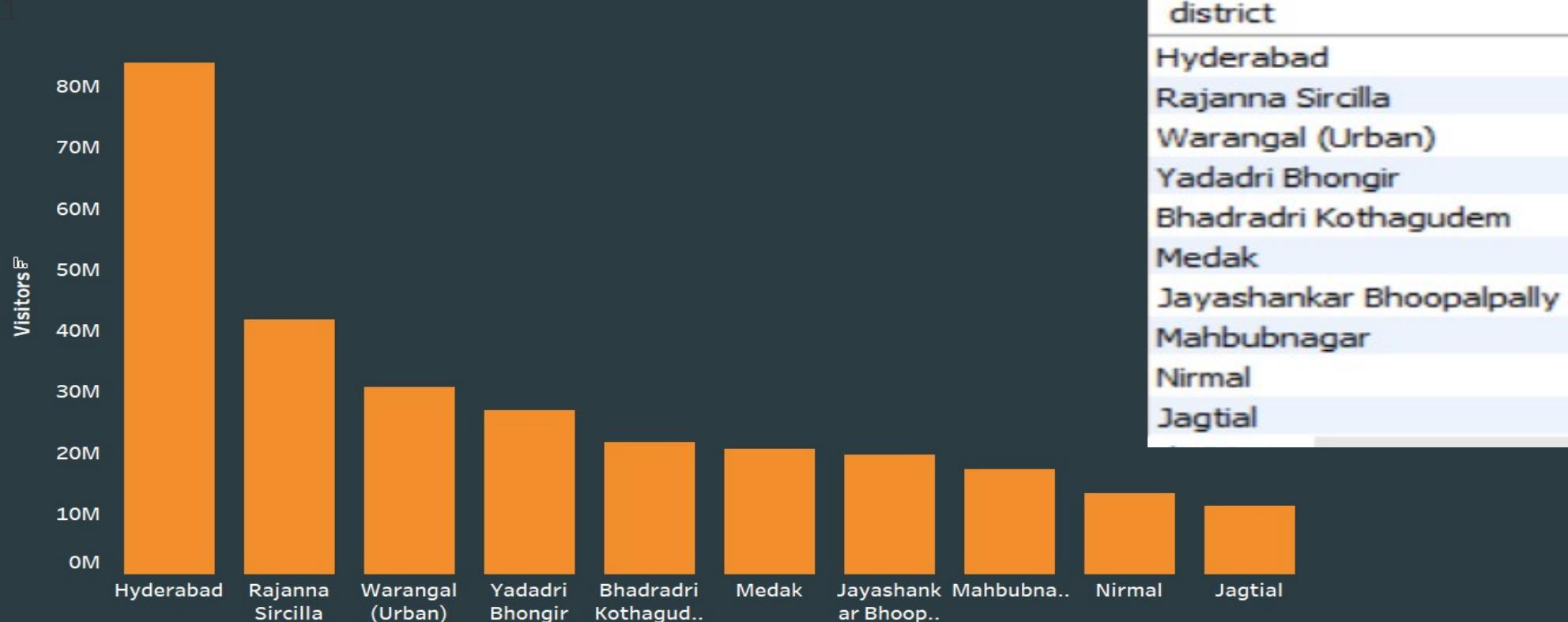
- ▶ **Telangana** is a state in India situated on the south-central stretch of the Indian peninsula on the high Deccan Plateau.
- ▶ It is the eleventh-largest state and the twelfth-most populated state in India.
- ▶ On 2 June 2014, the area was separated from the northwestern part of Andhra Pradesh as the newly formed state of Telangana, with Hyderabad as its capital.
- ▶ Its other major cities include Warangal, Nizamabad, Khammam, Karimnagar and Ramagundam. Telangana is bordered by the states of Maharashtra to the north, Chhattisgarh to the northeast, Karnataka to the west, and Andhra Pradesh to the east and south.
- ▶ The terrain of Telangana consists mostly of the Deccan Plateau with dense forests.
- ▶ As of 2019, the state of Telangana is divided into 33 districts.



# Tools



# 1. The top 10 districts that have highest number of domestic visitors overall(2016-2019).



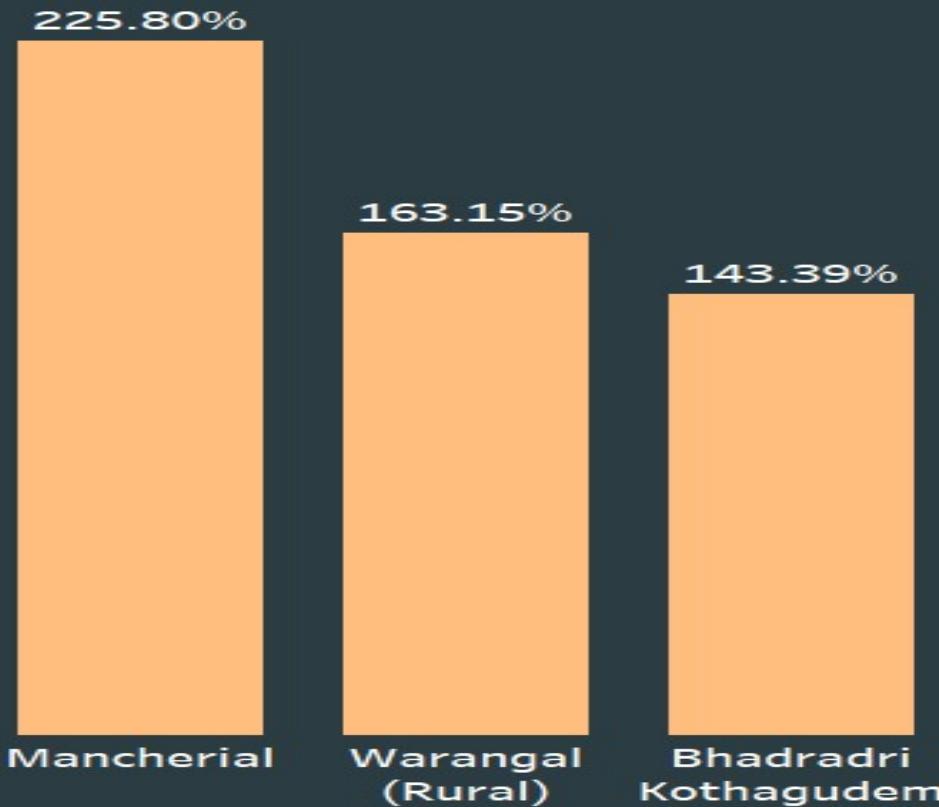
## Insights:

- Hyderabad being the first among the top 10 districts followed by Rajanna Sircilla, Warangal(Urban) with regards to domestic visitors(2016-2019).
- Bhadravadi kothagudem, Medak, JayaShankar Bhoopalpally having near same numbers of visitors.

## What Is the Compound Annual Growth Rate (CAGR)?

- ▶ The compound annual growth rate (CAGR) is the rate of return (RoR) that would be required for an investment to grow from its beginning balance to its ending balance, assuming the profits were reinvested at the end of each period of the investment's life span.

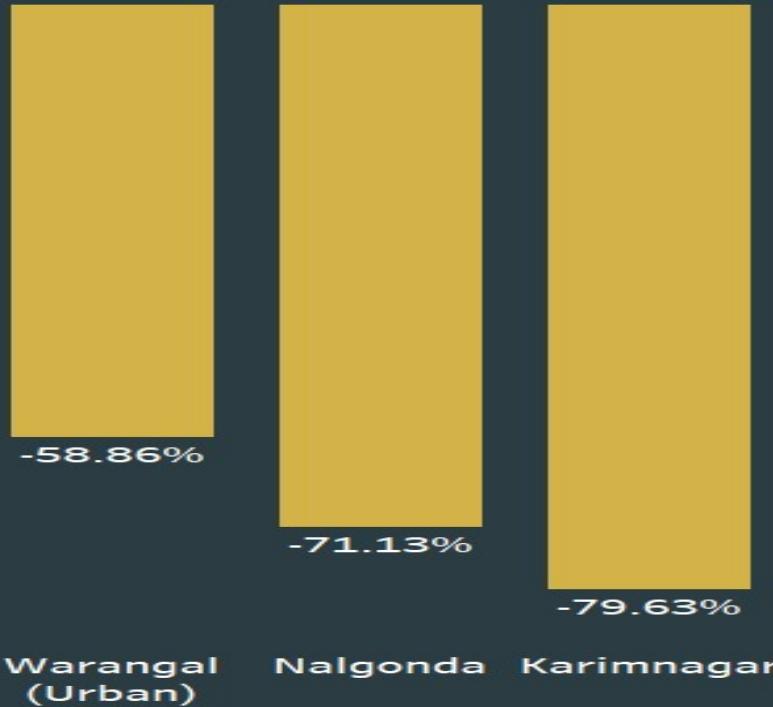
## 2. Top 3 districts based on compounded annual growth rate(CAGR) of Visitors between(2016-2019)



### Insights:

Mancherial, Warangal(Rural),Bhadradri Kothagudem are the top 3 districts with regards to CAGR of visitors(2016-2019).

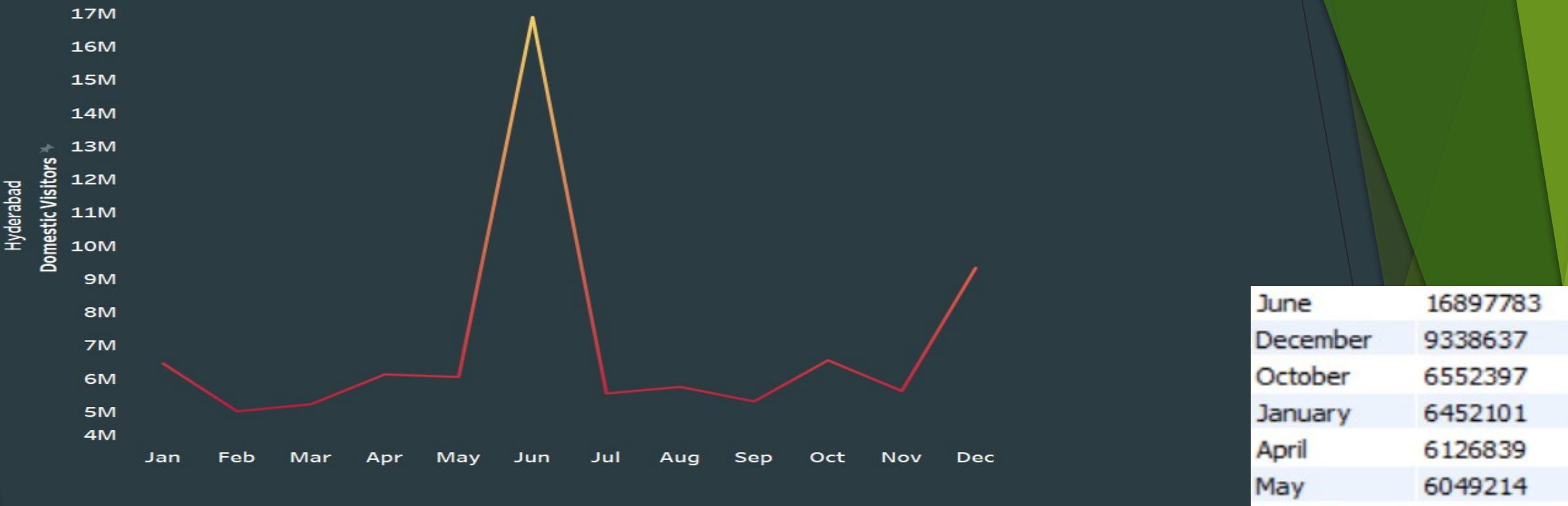
### 3. Bottom 3 districts based on compounded annual growth rate(CAGR) of Visitors between(2016-2019)



Insights:

Warangal(Urban), Nalgonda, Karimnagar are the bottom 3 districts with regards to CAGR of visitors (2016-2019)

#### 4. The peak and low seasons months of Hyderabad based on the data from 2016-2019 for Domestic Visitors

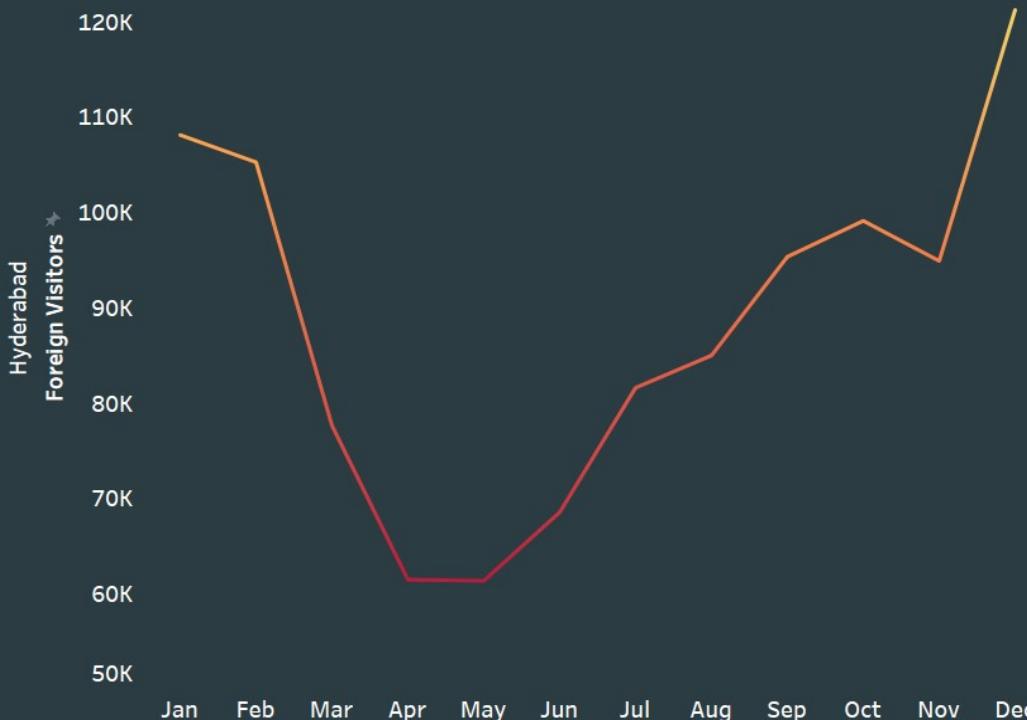


##### Insights:

- The peak seasons months of Hyderabad for Domestic Visitors are June, October, December, January .
- The low seasons months of Hyderabad for Domestic Visitors are February, March, September.

February	5014430
March	5227626
September	5312283

#### 4. The peak and low seasons months of Hyderabad based on the data from 2016-2019 for Foreign Visitors



month	visitors
December	119995
January	106450
February	103778
October	97954
September	94080
November	93503

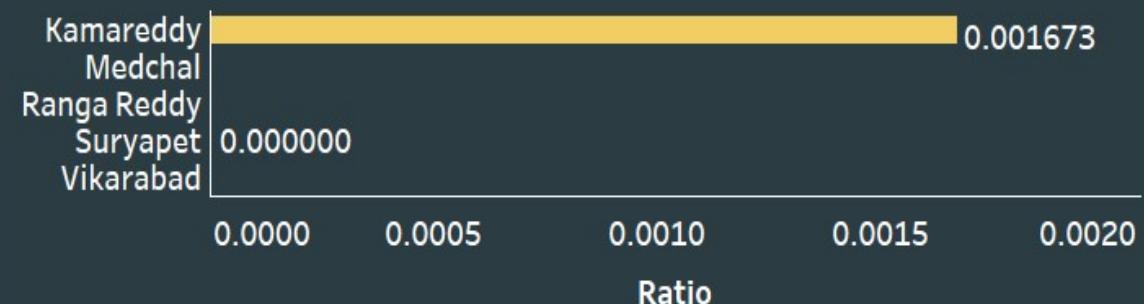
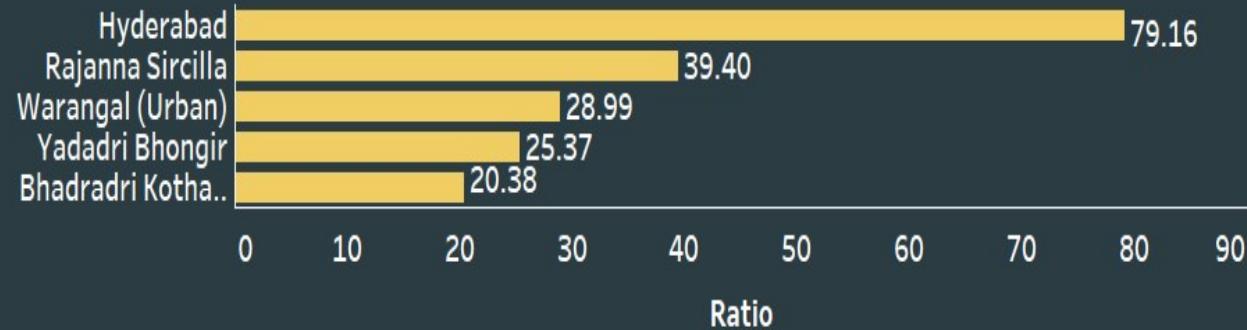
#### Insights:

- The peak seasons months of Hyderabad for Foreign Visitors ,October December, January, February.
- The Low seasons months of Hyderabad for Foreign Visitors are May, April, June.

month	visitors
May	60376
April	60495
June	67524

## 5. The top and bottom 3 districts with high domestic to foreign tourist ratio

5.2



### Insights:

Top 3 districts with high domestic to foreign tourist ratio are:

1. Hyderabad
2. Rajanna Sircilla
3. Warangal(Urban)

Bottom 3 districts with high domestic to foreign tourist ratio are:

1. Kamareddy
2. Medchal
3. Ranga Reddy

## 6.The Top and Bottom 5 districts based on population to tourist footfall ratio in 2019



### Insights:

- The Top 5 districts based on population to tourist footfall ratio are Rajanna Sircilla, Bhadradri Kothagudem, Medak, Mulugu, Nirmal.
- The bottom 5 districts based on population to tourist footfall ratio are kamareddy, Medchal, Ranga Reddy, Suryapet, Vikarabad.

## ► Kamareddy:

Kamareddy is great source of agriculture, textile business, poultry farms.

It is located near Rajanna Sircilla (popularly known as Textile town).

It is well connected with Capital(Hyderabad) by roadways and railway. It is the closest station connected with various part of the state and other major cities.



## Insights:

Increase number of business events, programs and discounts in agriculture, textile fields to attract number of visitors.

## ► Medchal:

Medchal was once resort for Nizams, who constructed a beautiful mansion here.

Jain temple of Vardhaman Mahavir which is india's third most famous temple for Jains is located in Medchal.

There are many dhabas, grape gardens and beautiful villas on Medchal highway.

## Insights:

Increase numbers of culture and arts events near Mahavir Jayanti to increase tourism.

Best time to visit grape gardens(Dec to Feb), Events like grape plucking, discounts on grape products increase tourism.



► Ranga Reddy:

A freshwater reservoir, called Osman Sagar, Himayath Sagar, on the river Musi .

Ocean Park is an amusement and water theme park, located in the center of Rangareddy District.

**Chilkur Balaji Temple** is an ancient Hindu temple on the banks of Osman Sagar in Rangareddy District in Telangana. It is one of the oldest temples in Rangareddy Dist.



Insights:

Best time to visit Rangareddy Districts is between October to December. Increases culture events and arts events during these periods. Attractive Boating facilities. Discounts offers in parks to increase tourism.



► Suryapet:

Sri Lakshmi Narasimha Swamy Temple, an ancient one, on the banks of River Krishna is situated in Suryapet district.

Phanigiri is a Buddhist site . The place is recently discovered.

Pillalamarri is a small hamlet that comes under Suryapet district. The hamlet is famous for the many temples that were built by the Kakatiya Kings. The importance of this village is due to these temples beautiful that are a historical reminder of the glorious past of the village.

Jan Pahad Saidulu Dargah is situated in Palkaveedu Mandal in Suryapet district in Telangana. People from different religious faiths visit the holy shrine on the occasion of the annual Urs festival.

## Insights:

Suryapet is a religious place. Increase culture, religious and arts events in between October to January. Organize boating during festival and Urs to increase tourism.



## ► Vikarabad:

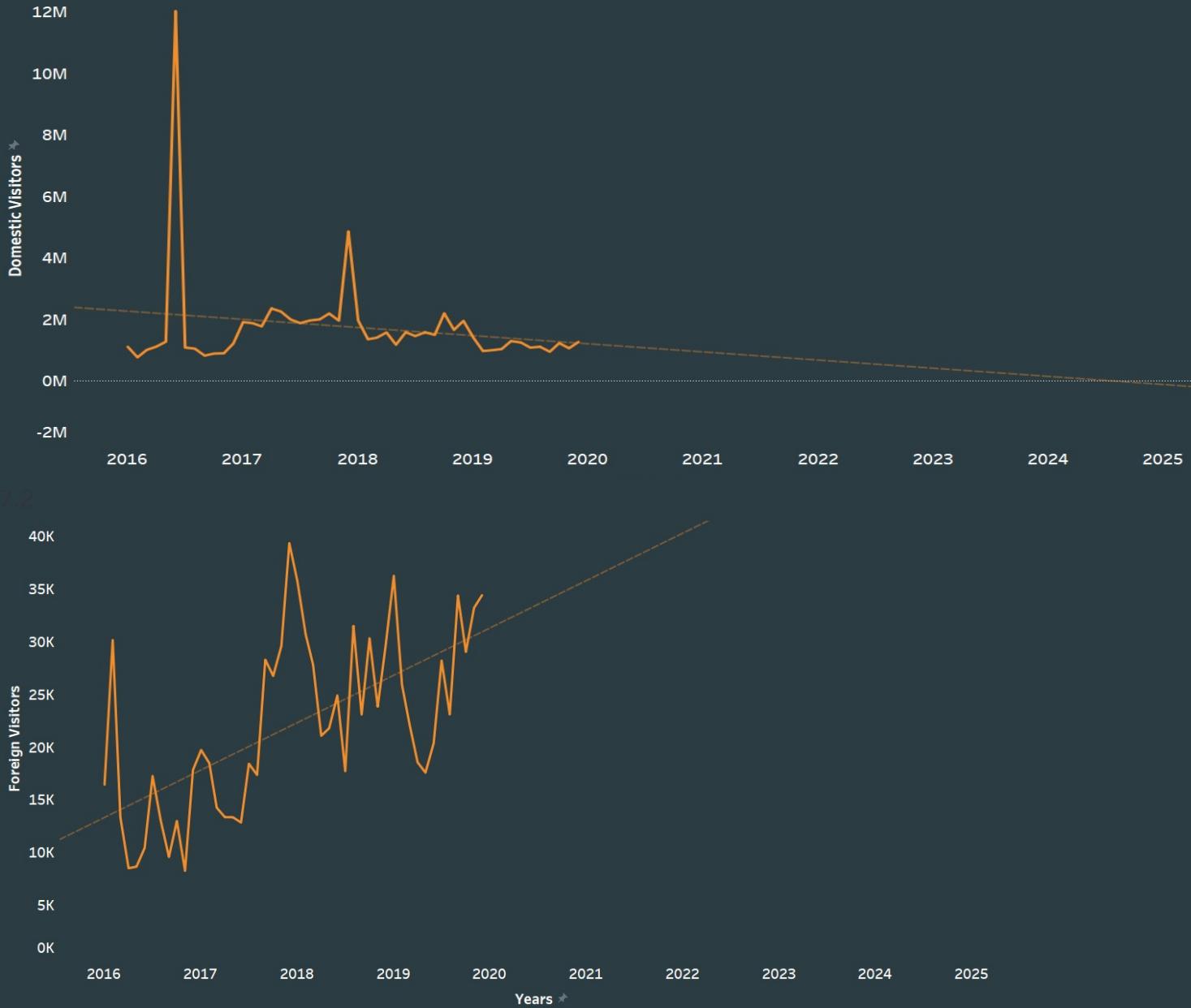
Ananthagiri Temple in the village of Ananthagiri, 6 km far from Vikarabad Mandal. Ananthagiri Hills, a forest region which is home to the Anantha Padmanabha Swamy temple.

Telangana's second largest tuberculosis hospital is located in the Ananthagiri hills. Kotepally dam which is situated around 20 kilometres away from Ananthagiri hills.

## Insights:

Ananthagiri is a birthplace of Musi River and best destinations for trekking, Rappelling and Rock Climbing. In order to increase tourism , plans attractive advertisement.

## 7. The projected number of Domestic and Foreign tourists in Hyderabad in 2025 based on growth rate from previous years

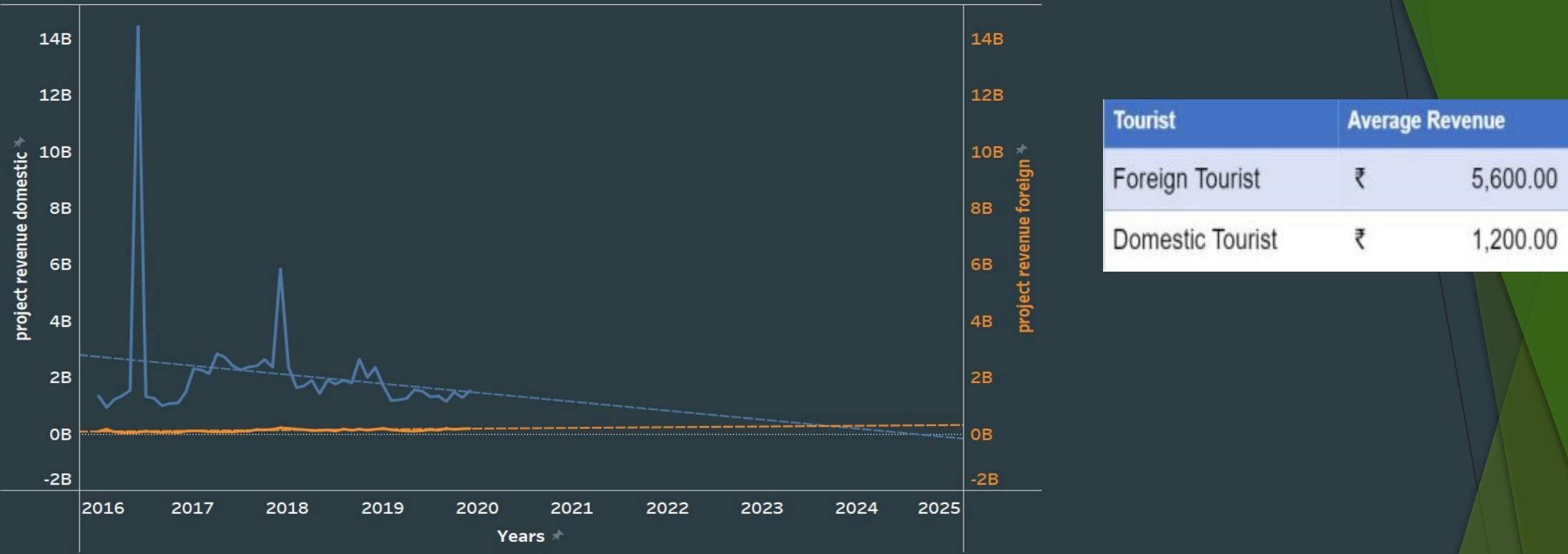


### Insights:

Domestic visitors by the 2025 will be decreases.

Foreign visitors by the 2025 will be increases. Expected number of visitors near 42000.

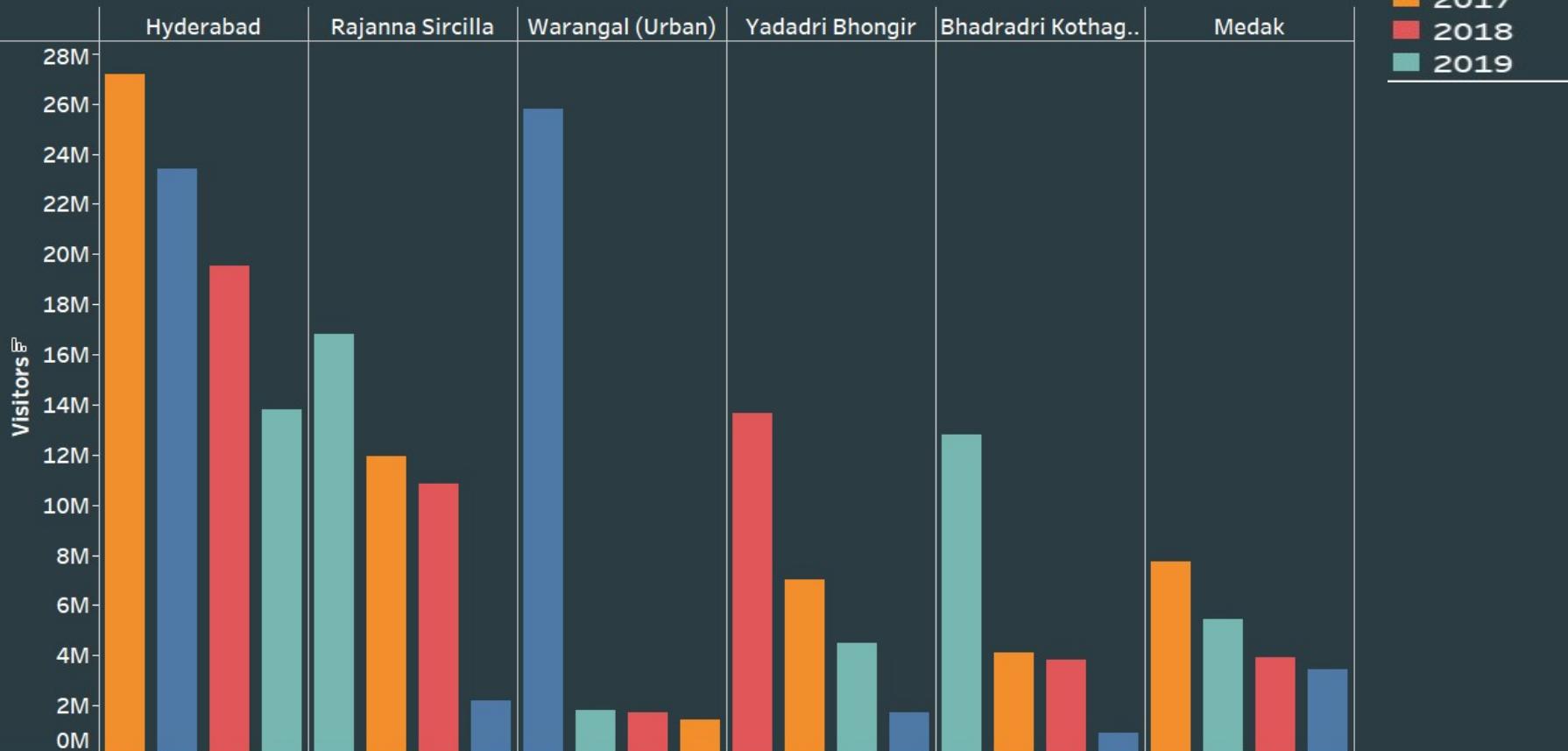
## 8. Estimate the projected revenue for Hyderabad in 2025 based on average spend per tourist.



Insights: The average projected revenue to be spent on tourist of Hyderabad for the year 2025 as per above approximately data as follows:

1. The number of domestic visitors for Hyderabad decrease based on growth rate of previous years, the total revenue would be a great loss.
2. The number of foreign visitors for Hyderabad increase based on growth rate of previous years, the total revenue would be increase to be spent by the government.

## 9. Which districts has the highest potential for tourism growth and what actions government can take?



### Insights:

#### 1) Creation of world class tourism related infrastructure:

develop world class infrastructure to promote cultural and heritage value of the city and enhance the tourist attractiveness.

## **2. Mobile App:**

Government has to launched a mobile application which will let citizens report any hygiene issues at various tourist destinations across the city.

## **3. Multilingual Tourist Helpline:** Government has to launched the 24×7 Toll Free Multilingual Tourist Helpline.

**4. Marketing and Advertising:** There many tourist attraction sites that do not receive any media coverage and this means many tourists are not aware of their existence. A government needs to invest some considerable amounts of money in marketing efforts.

**5. Clean Cities:** The government can engage the citizens in cleaning exercises - this also fosters a sense of responsibility amongst the citizens. Ban the use of plastic bags and provide bins in parks for garbage disposal.

**6. Education on the benefits of Tourism:** If the population does not understand the benefit of tourism in their city, they are likely to be less supportive of any government efforts to boost tourism numbers.

**7. Digital Influencers:** Almost every city in the state has men and women who have a global or nation presence. This could be movie stars, sports men, peacemakers among others. A city can ride on the influence of these men to promote their brand across the state.

## 10.Cultural/Corporate Events to boost tourism

- a. What kind of events the government can conduct?
- b. Which month(s)?
- c. Which districts?

Insights:

Events:

- Sports
- Parties
- Food
- Arts
- Exhibition
- Business Conference
- Seminar
- Award Functions
- Education and job fairs

City:

Hyderabad:

1. Education and Job fairs Events in Month of April.
2. Arts, Exhibition, food, Sports events in Month of May, June and November, December.

Warangal(Urban):

1. Arts, Exhibition, foods, Jatra events from September to April.

Medak:

1. Arts, Exhibition, foods, Jatra events from October to March.

11.Dubai has made itself a business hub and enjoys massive business tourism. Can Hyderabad emulate the Dubai Model? Provides insights based on your research.

Insights:

Hyderabad can emulate the Dubai Model to enjoy massive business tourism by implementing the following recommendations:

- Tax relief for start-ups
- Building world class shopping malls, airport, metro station, hotels.
- Sports events :Tennis, Golf, Formula 1, Marathon, Cricket, Rugby, Sailing, and Sky Diving.
- Culture events during festivals.
- Culture parks for showing our culture.
- Theme Parks, underwater parks etc.
- Heritage Museum.
- Modern Science Museum.
- Attractive lyrics fountain.

12. Provides all other recommendations that can boost the telangana tourism, particularly Hyderabad.

- Creating an attractive website and mobile app having section of all events, upcoming events, booking hotels and events, rating hotels, helpline, complaint ,suggestion.
- Attractive Policy for start-ups to increasing business tourism.
- Sports events at World Level .
- Increase Advertisements at nation and global level.

Thank You  
From Saba Parveen