# Project Report Format

## 1. INTRODUCTION

### 1.1 Project Overview

The project titled "Comprehensive Competitive Analysis of Prominent Travel Aggregators" aims to provide a detailed and data-driven examination of the competitive landscape in the travel aggregator industry. In this project, the team collected and analyzed data from leading travel aggregators to uncover insights that can inform strategic decisions and improve market positioning. The project's goal is to help travel aggregators navigate the fiercely competitive travel industry.

Analyze Prominent Travel Aggregators: The project successfully identified and analyzed prominent travel aggregators in the market. This is a crucial starting point for any competitive analysis.

Data-Driven Insights: The project emphasized the utilization of data analytics to extract meaningful insights. This approach is fundamental in understanding the market dynamics and identifying competitive advantages.

Strategic Decision Support: The primary objective of this project is to assist travel aggregators in making strategic decisions. The insights gained through data analysis should guide their future actions.

Market Position Enhancement: The project aims to help travel aggregators enhance their market positioning. This includes identifying areas for improvement and growth opportunities.

### 1.2 Purpose

**Conduct Comprehensive Competitive Analysis:** The primary purpose is to thoroughly examine the competitive landscape within the travel aggregator industry. This includes identifying and assessing the strategies, strengths, weaknesses, and market positions of prominent travel aggregators.

**Utilize Data-Driven Insights:** To gain a competitive edge, this project aims to employ data analytics to extract meaningful and actionable insights. By analyzing data related to market trends, consumer preferences, pricing strategies, and performance metrics, the project seeks to uncover valuable information that can inform strategic decisions.

**Inform Strategic Decisions:** The project's purpose is to provide valuable information that travel aggregators can use to make informed and effective strategic decisions. This includes recommendations on how to adapt and improve their strategies, products, and services to better compete in the dynamic travel industry.

**Enhance Market Positioning:** Ultimately, the project intends to help travel aggregators enhance their market positioning. By understanding their competitive landscape and implementing data-driven strategies, they can better position themselves to attract customers, optimize pricing, and grow in the competitive travel market.

## 2.LITERATURE SURVEY

### 2.1 Existing problem

Limited Focus on Data Analytics: Many studies may not extensively explore the role of data analytics in the travel industry, especially in the context of competitive analysis. There might be a shortage of studies that emphasize the importance of data-driven decision-making.

Data Availability and Quality: Literature may address challenges related to data availability and quality in the travel industry. This is particularly crucial since the success of data analytics projects is highly dependent on the reliability and relevance of the data sources.

Market Positioning Strategies: There may be a lack of comprehensive research on market positioning strategies for travel aggregators. How these companies can differentiate themselves and gain a competitive edge in a crowded market might be an area of limited coverage.

Dynamic Nature of the Travel Industry: The literature might not adequately address the fast-paced changes in the travel industry, such as shifts in consumer preferences, technological advancements, and regulatory changes. This dynamic nature can impact the strategies of travel aggregators.

Customer-Centric Approaches: Research may not extensively cover how travel aggregators can employ customer-centric approaches and the impact of these approaches on their competitive positioning. Customer satisfaction and loyalty are critical factors in a competitive environment.

Benchmarking and Best Practices: The existing literature may not offer benchmarks or best practices for travel aggregators to compare their strategies and performance against industry standards.

Ethical and Privacy Concerns: There may be limited research on the ethical and privacy issues associated with data analytics in the travel industry. These issues are crucial, especially considering the sensitive nature of travel data.

Integration of Emerging Technologies: Research may not sufficiently address the integration of emerging technologies such as artificial intelligence, machine learning, or blockchain in the travel industry. These technologies can significantly impact competitiveness.

Global Market Considerations: The existing literature may not adequately consider the global nature of the travel industry. Travel aggregators often operate in multiple countries, each with its own market dynamics and regulatory challenges.

## 2.2 References

https://www.slideteam.net/blog/a-comparative-market-analysis-ppt-templates-presentation

## 2.3 Problem Statement Definition

In the ever-evolving landscape of the travel industry, the competition among leading travel aggregators has intensified. To thrive in this competitive environment, it is imperative to employ data analytics to gain a competitive edge. The objective of this project is to conduct a comprehensive competitive analysis of prominent travel aggregators, utilizing data-driven insights to inform strategic decisions and enhance market positioning.
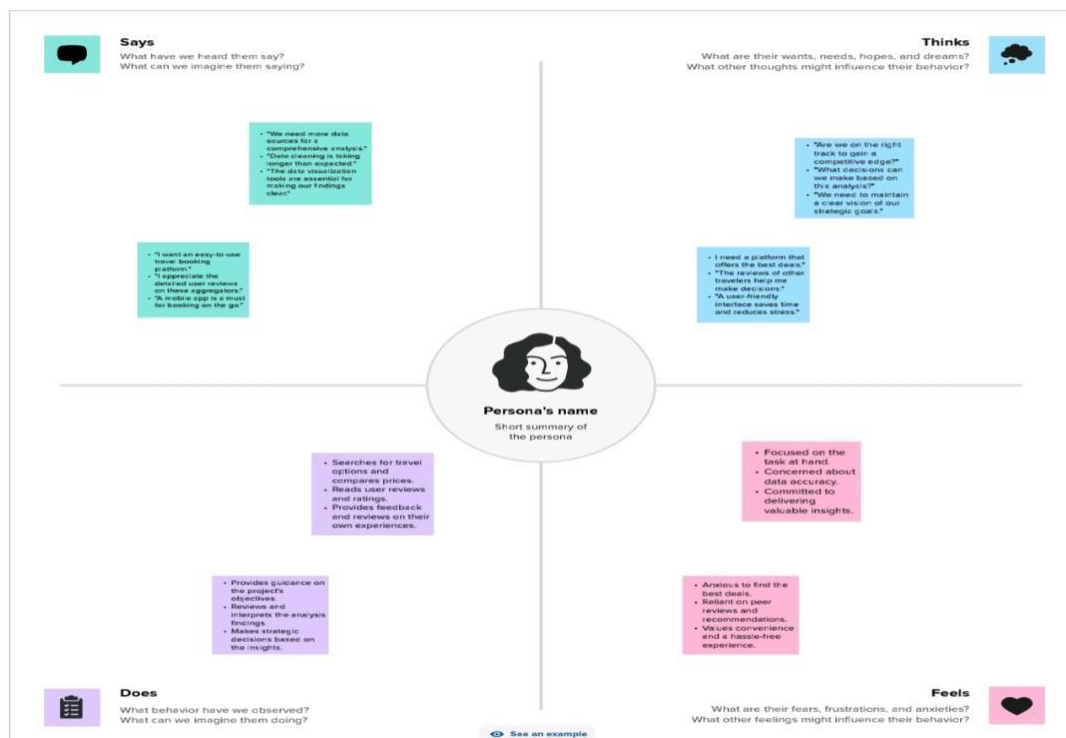
## 3.IDEATION & PROPOSED SOLUTION

### 3.1 Empathy Map Canvas

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.
It is a useful tool to helps teams better understand their users.
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

**Empathy Map for competitive analysis of leading travel aggregators**

**Says**
What have we heard them say?
What can we imagine them saying?

**Thinks**
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

- "We need more data sources for a comprehensive analysis."
- "Data cleaning is taking longer than expected."
- "The data visualization tools are essential for making our findings clear."

- "Are we on the right track to gain a competitive edge?"
- "What decisions can we make based on this analysis?"
- "We need to maintain a clear vision of our strategic goals."

- "I want an easy-to-use travel booking platform."
- "I appreciate the detailed user reviews on these aggregators."
- "A mobile app is a must for booking on the go."

- I need a platform that offers the best deals.
- "The reviews of other travelers help me make decisions."
- "A user-friendly interface saves time and reduces stress."

**Persona's name**
Short summary of the persona

- Searches for travel options and compares prices.
- Reads user reviews and ratings.
- Provides feedback and reviews on their own experiences.

- Focused on the task at hand.
- Concerned about data accuracy.
- Committed to delivering valuable insights.

- Provides guidance on the project's objectives.
- Reviews and interprets the analysis findings.
- Makes strategic decisions based on the insights.

- Anxious to find the best deals.
- Reliant on peer reviews and recommendations.
- Values convenience and a hassle-free experience.

**Does**
What behavior have we observed?
What can we imagine them doing?

**Feels**
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

👁 See an example

Brainstorming provides a free and open environment that encourages everyone within a teamto participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants areencouraged to collaborate, helping each other develop a rich amount of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Reference: https://www.mural.co/templates/empathy-map-canvas

## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 **10 minutes** to prepare
- ⏳ **1 hour** to collaborate
- 👤 **2-8 people** recommended

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**Before you collaborate**

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

**A** **Team gathering**
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

**B** **Set the goal**
Think about the problem you'll be focusing on solving in the brainstorming session.

**C** **Learn how to use the facilitation tools**
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

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**Define your problem statement**

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

PROBLEM
How might we [your problem statement]?

**Key rules of brainstorming**
To run a smooth and productive session

- 😊 Stay in topic.
- 💡 Encourage wild ideas.
- 😐 Defer judgment.
- 👂 Listen to others.
- 👍 Go for volume.
- 👁 If possible, be visual.

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Step-1: Team Gathering, Collaboration and Select the Problem Statement

**Step-2: Brainstorm, Idea Listing and Grouping**

**2**

**3**

## Brainstorm

**Grou**
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Write down any ideas that come to mind
that address your problem statement.

⏱ 10 minutes

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privacy

**Person 1**

**Person 2**

**Person 3**

**Person 4**

**Person 5**

**Person 6**

**Person 7**

**Person 8**
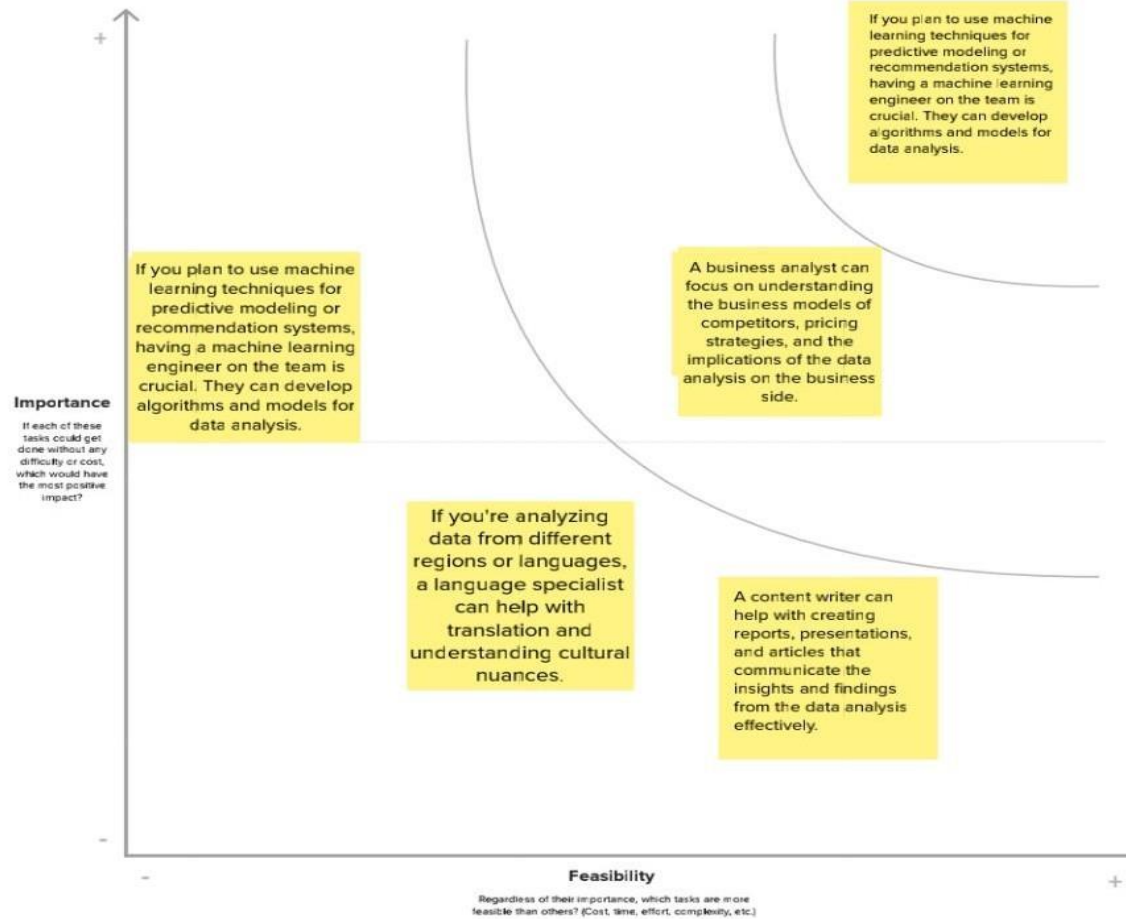
**Step-3: Idea Prioritization**

**4**

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

**Importance**

It each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

If you plan to use machine learning techniques for predictive modeling or recommendation systems, having a machine learning engineer on the team is crucial. They can develop algorithms and models for data analysis.

If you plan to use machine learning techniques for predictive modeling or recommendation systems, having a machine learning engineer on the team is crucial. They can develop algorithms and models for data analysis.

A business analyst can focus on understanding the business models of competitors, pricing strategies, and the implications of the data analysis on the business side.

If you're analyzing data from different regions or languages, a language specialist can help with translation and understanding cultural nuances.

A content writer can help with creating reports, presentations, and articles that communicate the insights and findings from the data analysis effectively.

**Feasibility**

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)

## 4. REQUIREMENT ANALYSIS

### 4.1 Functional requirement

**Data Collection and Integration:**

The system should be able to collect and integrate data from various sources, such as websites, APIs, and databases of different travel aggregators.It should handle data in various formats, including structured and unstructured data.

**Data Processing and Cleaning:**

The system must preprocess and clean the collected data to ensure data accuracy and consistency. It should handle missing data and outliers appropriately.

**Data Analysis and Visualization:**

The system should perform in-depth data analysis using statistical and machine learning techniques to derive insights. It should generate meaningful visualizations, such as graphs, charts, and dashboards, to present findings.

**Competitive Benchmarking:**

The system should compare the performance metrics of different travel aggregators, including pricing, user reviews, service quality, and market reach.It should identify strengths and weaknesses for each aggregator.

**User Interface (UI):**

Develop a user-friendly interface for data analysts or decision-makers to interact with the system. The UI should allow users to input specific queries and view analysis results.

**Reporting and Recommendations:**

Generate detailed reports based on data analysis, highlighting key insights and competitive benchmarks.Provide actionable recommendations for improving market positioning and strategies.

**Scalability:**

The system should be scalable to accommodate a growing volume of data and new aggregators entering the market.

**Data Security and Compliance:**

Ensure data security and compliance with relevant data protection regulations to protect sensitive information.

**API Integration:**

Provide APIs for other systems to access and utilize the data and insights generated.

## 4.2 Non-Functional requirements

**Performance:**

The system should provide quick responses to user queries and data processing, ensuring minimal downtime.

**Scalability:**

It should be able to handle a large volume of data as the project progresses.

**Reliability:**

The system should be highly reliable, with built-in redundancy and backup mechanisms.

**Usability:**

The user interface should be intuitive and user-friendly, catering to both technical and non-technical users.

**Security:**

The system must have robust security measures in place to protect sensitive data from unauthorized access.

**Compliance:**

Ensure that the project complies with relevant data privacy and protection regulations, such as GDPR or HIPAA.

**Interoperability:**

The system should be compatible with various data sources, formats, and technologies commonly used in the travel industry.

**Maintenance and Support:**

Define a plan for ongoing maintenance and support to address issues, updates, and improvements.

**Cost-Efficiency:**

Manage project costs effectively and ensure a reasonable return on investment.

**Data Retention and Archiving:**

Define data retention and archiving policies to manage historical data

**5.PROJECT DESIGN**

5.1 Data Flow Diagrams & User Stories

**User Stories**

| User Type | Functional Requirement (Epic) | User Story Number | User Story / Task | Acceptance criteria | Priority | Release |
|---|---|---|---|---|---|---|
| Data Analyst | Data Collection and Integration | USN-1 | As a data analyst, I want to collect data from prominent travel aggregators to conduct competitive analysis, so that I can access up-to-date information for analysis. | The system should support data extraction from multiple sources, including APIs, websites, and databases of travel aggregators. It should allow data analysts to specify the data sources and the frequency of data updates. The system should provide real-time or scheduled data collection. | High | Sprint-1 |
| Data Analyst | Data Processing and Cleaning | USN-2 | As a data analyst, I want to preprocess and clean the collected data to ensure accuracy and consistency, so that I can perform reliable analysis. | The system should handle data cleansing, including handling missing values and outliers. It should support data transformation to a standardized format for analysis. | High | Sprint-1 |
| Data Analyst | Data Analysis and Visualization | USN-3 | As a data analyst, I want to use statistical and machine learning techniques to analyze the data, so that I can derive actionable insights. | The system should provide a range of analysis tools and libraries for data exploration. It should allow data analysts to create visualizations, such as charts, graphs, and dashboards. The system should | High | Sprint-2 |

| | | | | | | |
|---|---|---|---|---|---|---|
| | | | | support custom query and analysis options. | | |
| Data Analyst | Competitive Benchmarking | USN-4 | As a data analyst, I want to compare the performance metrics of different travel aggregators, so that I can identify their strengths and weaknesses. | The system should allow for the selection of specific metrics for comparison. It should generate comparative reports for each aggregator. The reports should highlight areas of excellence and areas needing improvement. | High | Sprint-3 |
| Decision-Maker | Reporting and Recommendations | USN-5 | As a decision-maker, I want to receive detailed reports based on data analysis, so that I can make informed strategic decisions. | The system should generate comprehensive reports summarizing the competitive analysis. Reports should include actionable recommendations for market positioning and strategies. Decision-makers should be able to access these reports through a user-friendly interface. | High | Sprint-2 |
| System Administrator | Data Security and Compliance | USN-6 | As a system administrator, I want to ensure data security and compliance with data protection regulations, so that sensitive information is protected. | Implement robust access control and authentication mechanisms. Ensure data encryption and secure data storage. Comply with relevant data privacy regulations. | High | Sprint-3 |
| System Administrator | Scalability | USN-7 | As a system administrator, I want to ensure that the system can handle a growing volume of data and new aggregators, so that the project remains adaptable to changes in the industry. | The system should be designed to accommodate increasing data volumes without significant performance degradation. It should be capable of integrating data from new travel aggregators without major system | Medium | Sprint-4 |

| | | | | modifications. | | |
|---|---|---|---|---|---|---|
| Data Analyst | API Integration | USN-8 | As a data analyst, I want to provide APIs for other systems to access and utilize the data and insights generated by our analysis, so that we can promote data sharing and collaboration. | Develop APIs that allow external systems to retrieve data or insights. Provide documentation for these APIs to facilitate integration with external applications. | Medium | Sprint-5 |

**5.2 Solution Architecture**

Solution architecture is a complex process with many sub-processes that bridges the gap between business problems and technology solutions. Its goals are to:

- Find the best tech solution to solve existing business problems.

- Describe the structure,characteristics,behavior,and other aspects of the software to project stakeholders.

- Define features,development phases,and solution requirements.
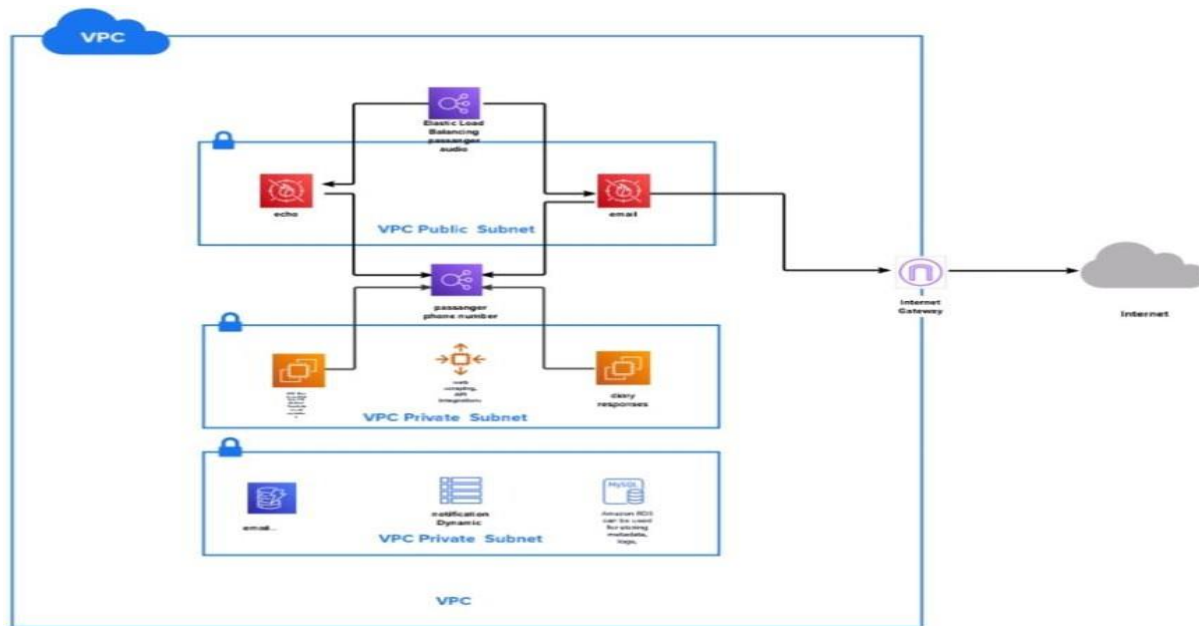
# 6. PROJECT PLANNING & SCHEDULING

## 6.1    Technical Architecture

Table-1 : Components & Technologies:

| S.No | Component | Description | Technology |
|---|---|---|---|
| 1. | Data Collection and Integration | Gathering data from various sources, including your competitors and the travel industry at large. | Web scraping tools (e.g., Python's Beautiful Soup, Scrapy)<br>API integration for real-time data retrieval (e.g., RESTful APIs) |
| 2. | Data Storage and Management | Storing and organizing the collected data for analysis. | Relational databases (e.g., MySQL, PostgreSQL)<br>NoSQL databases (e.g., MongoDB, Cassandra)<br>Data warehouses (e.g., Amazon Redshift, Google BigQuery) |
| 3. | Data Cleaning and Preprocessing | Cleaning and preparing data for analysis, including handling missing values and data inconsistencies. | Data cleaning libraries (e.g., Python's pandas)<br>Data transformation tools (e.g., Apache NiFi) |
| 4. | Data Analysis and Visualization | Exploring and visualizing data to identify trends, patterns, and insights. | Data analysis tools (e.g., Python's Jupyter Notebook)<br>Data visualization libraries (e.g., Matplotlib, Seaborn, Tableau) |
| 5. | Competitor Profiling | Creating profiles for each competitor, including their strengths, weaknesses, and market positioning. | Text analysis tools (e.g., Natural Language Processing libraries in Python)<br>Market research software (e.g., Statista, Nielsen) |
| 6. | Market Segmentation | Dividing the target market into segments to identify opportunities and customer preferences. | Clustering algorithms (e.g., K-means, hierarchical clustering)<br>Machine learning models (e.g., decision trees, random forests) |
| 7. | Competitive Benchmarking | Measuring the performance of your company against competitors. | Key performance indicators (KPIs) tracking tools<br>Business intelligence software (e.g., Tableau, Power BI) |
| 8. | Predictive Analytics | Forecasting future market trends, demand, and competitor moves | Predictive modeling (e.g., regression, time series analysis)<br>Machine learning algorithms (e.g., neural networks, XGBoost) |

| | | | |
|---|---|---|---|
| 9. | Strategic Decision Support | Using data-driven insights to inform and support strategic decisions. | Decision support systems (DSS)<br>Scenario analysis tools |
| 10. | Reporting and Communication | Presenting the findings and recommendations to stakeholders. | Reporting tools (e.g., Microsoft Excel, Google Sheets)<br>Presentation software (e.g., Microsoft PowerPoint) |
| 11. | Data Security and Compliance | Ensuring the security and compliance of data handling and storage. | Data encryption and access control measures<br>Compliance management tools (e.g., GDPR compliance software) |
| 12. | Continuous Monitoring and Feedback | Continuously tracking competitors and market dynamics to adapt strategies. | Automated monitoring tools<br>Feedback and survey platforms |

Table-2: Application Characteristics:

| S.No | Characteristics | Description | Technology |
|---|---|---|---|
| 1. | Open-Source Frameworks | Leveraging open-source frameworks for the development of the analytics application, which can help reduce costs and foster collaboration. | Open-source programming languages (e.g., Python, R)<br>Open-source data analytics and visualization libraries (e.g., Pandas, Matplotlib) |
| 2. | Security Implementations | Ensuring the security of sensitive data and user information, especially in a domain where privacy is crucial. | Encryption technologies (e.g., TLS/SSL for data in transit, data-at-rest encryption)<br>Secure authentication and authorization protocols |
| 3. | Scalable Architecture | Designing an architecture that can accommodate growth and increased data processing needs. | Cloud-based infrastructure (e.g., AWS, Azure, Google Cloud)<br>Microservices architecture |

| S.No | Characteristics | Description | Technology |
|------|-----------------|-------------|------------|
| 4. | Availability | Ensuring that the application is available to users without significant downtime. | Load balancing solutions (e.g., HAProxy, NGINX) Redundancy and failover mechanisms |
| 5. | Performance | Optimizing the application for high performance, especially when dealing with large datasets. | Performance monitoring tools (e.g., New Relic, Prometh Caching solutions (e.g., Redis, Memcached) |

References:

https://c4model.com/

https://developer.ibm.com/patterns/onlineorderproce

sssing-system-during-pandemic/

https://www.ibm.com/cloud/architecture

https://aws.amazon.com/architecture

https://medium.com/the-internal-startup/how-to-draw-useful-technical-architecture-diagrams-2d20c9fda90d

### 6.2 Sprint Delivery Schedule
## Product Backlog, Sprint Schedule, and Estimation (4 Marks)

| Sprint | Functional Requirement (Epic) | User Story Number | User Story / Task | Story Points | Priority | Team Members |
|--------|-------------------------------|-------------------|-------------------|--------------|----------|--------------|
| Sprint-1 | Data Collection and Integration | USN-1 | Gather data from various sources, including public databases and social media. | 5 | High | S.PRAGATHY S.RISHIKA |
| | | USN-2 | Integrate data into a unified dataset for analysis. | 3 | High | S.JOSEMERLIN P.JOTHIKA |
| | Market share analysis | USN-3 | Determine market share of each travel aggregator in terms of bookings and revenue. | 5 | High | S.PRAGATHY S.RISHIKA |
| | | USN-4 | Analyze market share trends over time to identify changes. | 3 | High | S.JOSEMERLIN P.JOTHIKA |
| Sprint-2 | Customer Profiling | USN-5 | Create detailed customer profiles for each aggregator's | 5 | Medium | S.PRAGATHY S.RISHIKA |

| | | | user base. | | | |
|---|---|---|---|---|---|---|
| | | USN-6 | Analyze demographic information, preferences, and behaviors for target segment identification. | 3 | Medium | S.JOSEMERLIN P.JOTHIKA |
| | Pricing Strategies | USN-7 | Analyze pricing structures and fluctuations among aggregators. | 5 | High | S.PRAGATHY S.RISHIKA |
| | | USN-8 | Identify trends and their impact on market share and user preferences. | 3 | High | S.JOSEMERLIN P.JOTHIKA |
| Sprint-3 | User Experience and Satisfaction | USN-9 | Evaluate user feedback, ratings, and reviews to assess the overall user experience. | 5 | High | S.PRAGATHY S.RISHIKA |
| | | USN-10 | Identify areas for improvement based on user feedback. | 3 | High | S.JOSEMERLIN P.JOTHIKA |

## 7   CODING & SOLUTIONING (Explain the features added in the project along with code)

7.1  Feature 1

7.2  Feature 2

7.3  Database Schema (if Applicable)
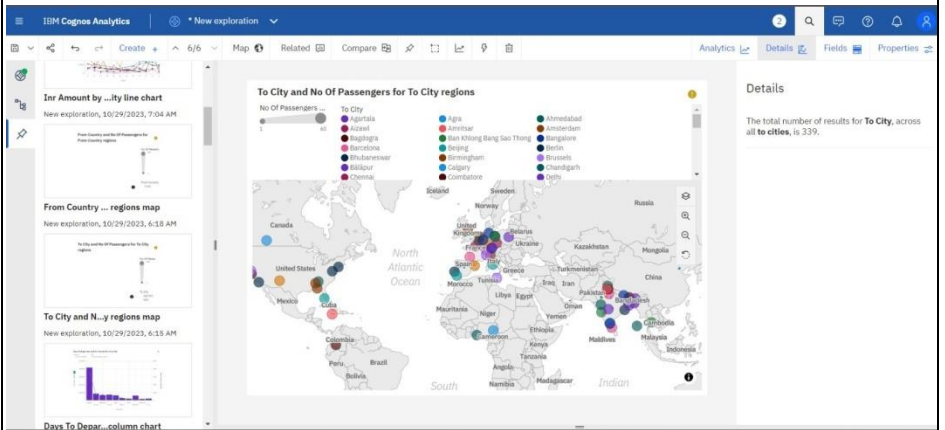
## 8   PERFORMANCE TESTING

8.1  Performace Metrics
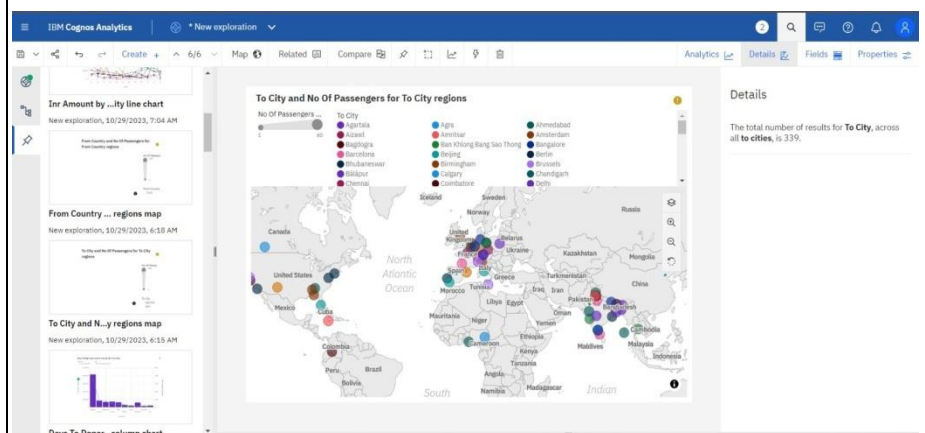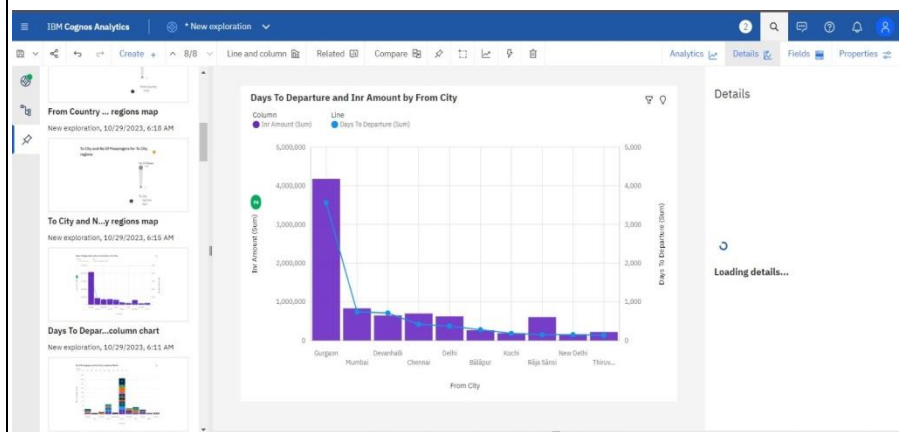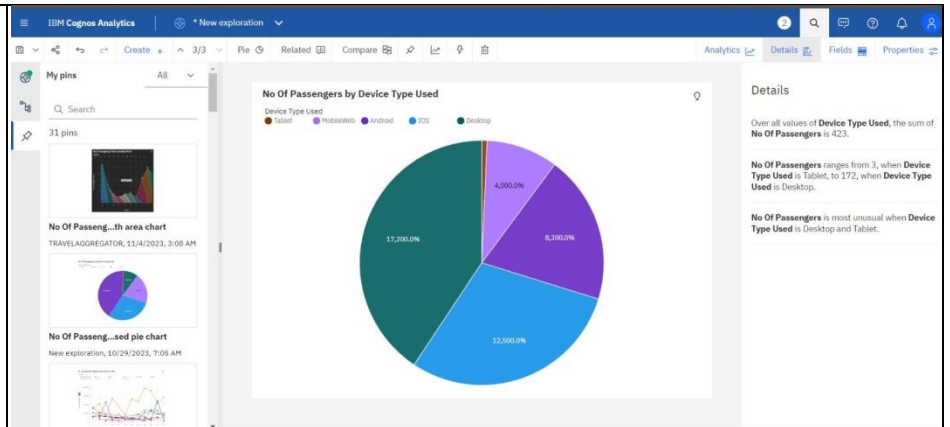
**Model Performance Testing:**

Project team shall fill the following information in model performance testing template.

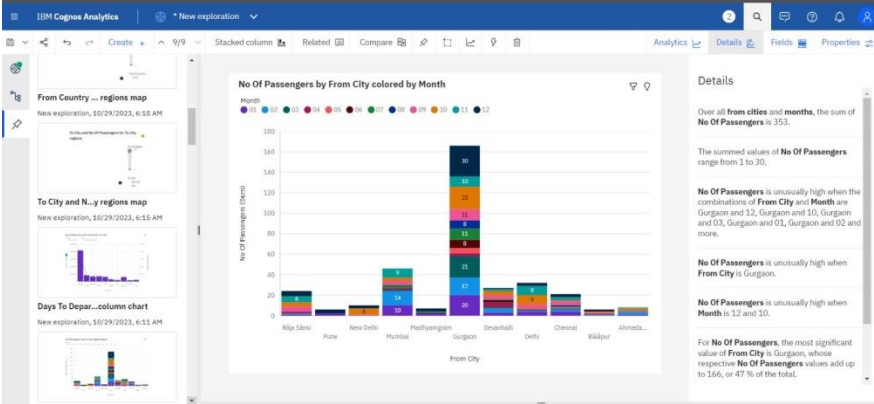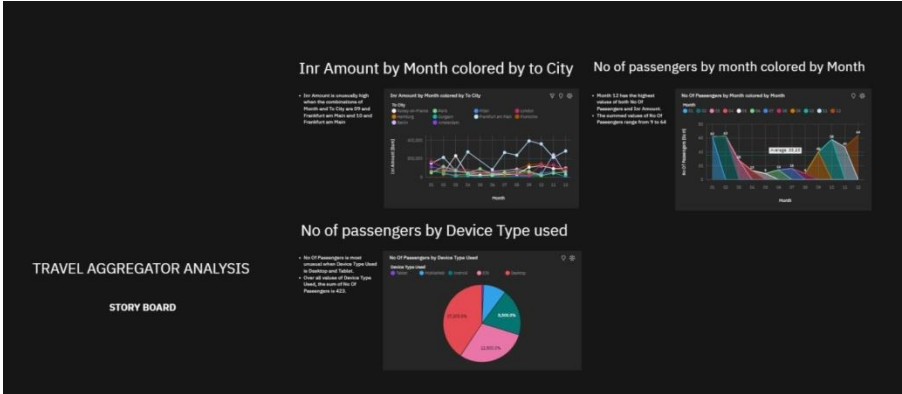| S.No. | Parameter | Screenshot / Values |
|---|---|---|
| 1. | Dashboard design |  |

| | 2. | Data Responsiveness |  |
|---|---|---|---|

| 3. | Amount Data to Rendered (DB2 Metrics) |  |

| | | | |
|---|---|---|---|
| | 4. | Utilization of Data Filters |  |
| | 5. | Effective User Story |  |

**RESULTS**

## 8.2 Output Screenshots
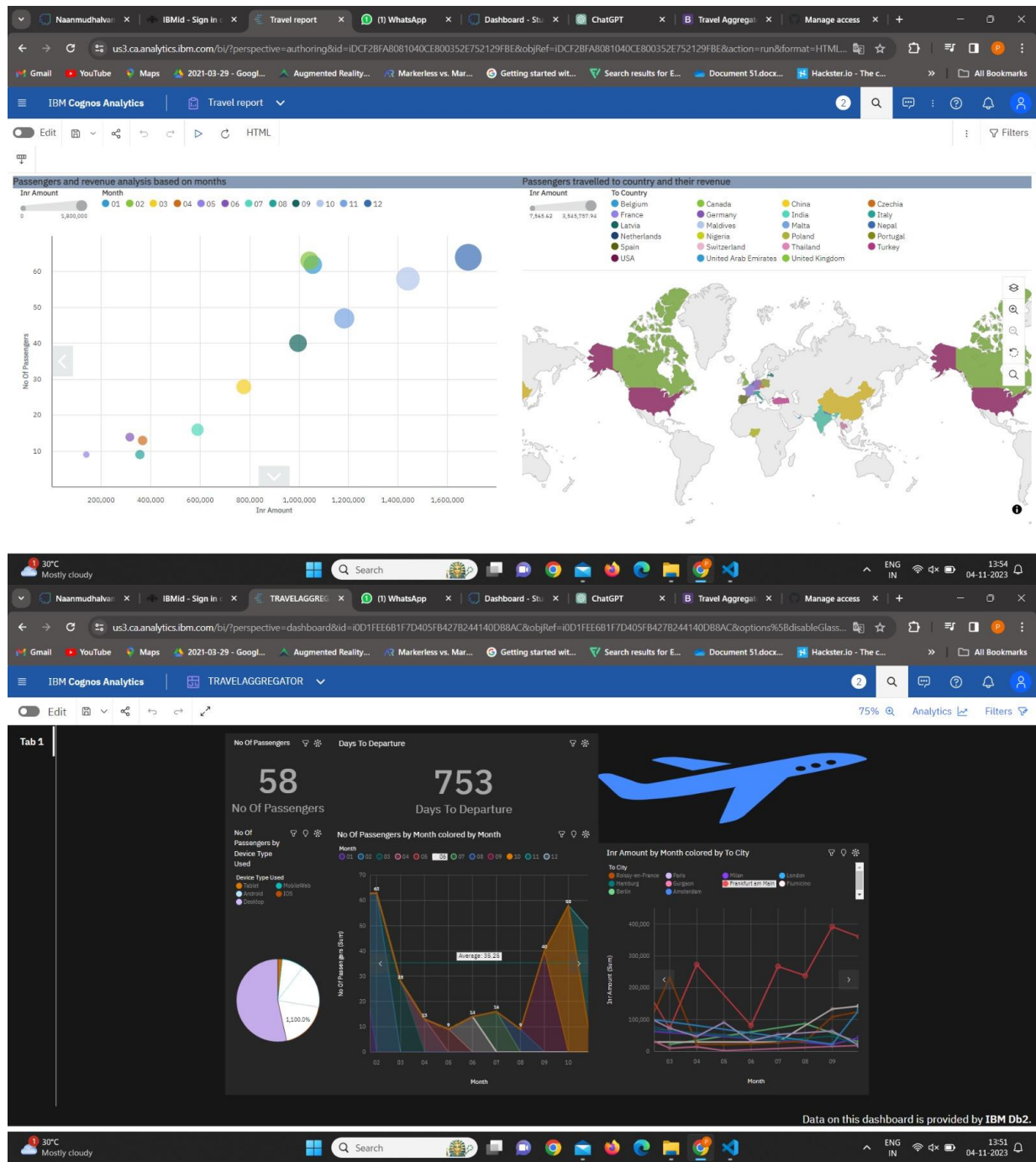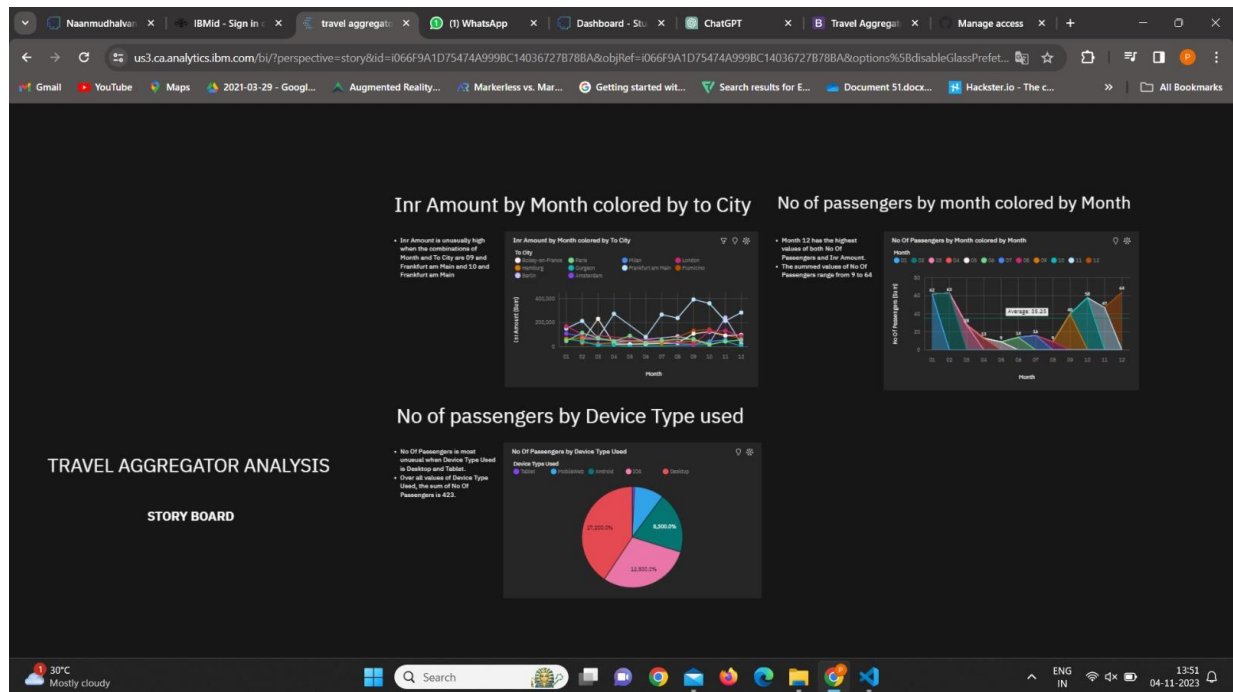
**ADVANTAGES & DISADVANTAGES**

**Advantages:**

Informed Decision-Making: Data analytics provides valuable insights into market trends, customer behavior, and competitors, enabling travel aggregators to make informed and data-driven strategic decisions.

Competitive Edge: By gaining a deep understanding of their competitors and market dynamics, travel aggregators can identify opportunities and threats, helping them gain a competitive edge.

Improved Customer Experience: Data analytics can help in personalizing recommendations, enhancing user experiences, and tailoring services to individual preferences, leading to increased customer satisfaction.

Cost Reduction: Effective data analysis can identify inefficiencies, reduce operational costs, and optimize resource allocation, contributing to improved profitability.

Risk Mitigation: Data analytics can help travel aggregators anticipate and mitigate risks, such as fluctuating demand, external market forces, and security threats.

Market Positioning: Insights from data analytics can guide travel aggregators in positioning themselves effectively in the market, targeting specific customer segments, and adapting their offerings.

Monitoring and Adaptation: Continuous data analysis allows for real-time monitoring of changes in the market and competitor actions, enabling quick adaptation to evolving conditions.

**Disadvantages:**

Data Complexity: Handling and analyzing large volumes of data can be complex and resource-intensive, requiring advanced tools and expertise.

Data Privacy and Security: Collecting and storing customer data for analysis raises concerns about privacy and data security, leading to potential legal and ethical issues.

Cost of Implementation: Setting up the necessary infrastructure, acquiring data analytics tools, and hiring skilled personnel can be costly for travel aggregators, particularly smaller ones.

Data Quality: Data analytics heavily relies on the quality of data. Inaccurate or incomplete data can lead to misleading insights and decisions.

Overwhelming Information: The abundance of data can sometimes lead to information overload, making it challenging to prioritize and act on the most critical insights.

Resistance to Change: Implementing data-driven decision-making may face resistance within the organization, as it often requires cultural and organizational shifts.

Lack of Domain Expertise: Effective data analysis in the travel industry requires a combination of data analytics skills and domain-specific knowledge, which can be a challenge to find in the job market.

## 9 CONCLUSION

In conclusion, in the dynamic and fiercely competitive travel industry, harnessing the power of data analytics is a strategic imperative. Through a comprehensive competitive analysis of key travel aggregators, organizations can gain the insights needed to make informed decisions, stay ahead of the competition, and strategically position themselves in a rapidly changing landscape. This data-driven approach holds the key to achieving a sustainable and competitive edge in the ever-evolving travel sector.

## 10 FUTURE SCOPE

Personalization: With increasing demand for personalized travel experiences, data analytics will

play pivotal role in tailoring offerings to individual preferences, ensuring customer satisfaction.

Sustainability: As sustainability becomes a top priority, data analytics can help travel aggregators optimize eco-friendly practices, reduce carbon footprints, and meet evolving environmental standards.

Emerging Technologies: The integration of emerging technologies like AI, blockchain, and IoT will rely on data analytics to enhance operational efficiency, security, and customer interactions.

Global Health Concerns: In a post-pandemic world, data analytics will continue to be instrumental in monitoring and responding to health and safety concerns, ensuring traveler well-being.

Market Expansion: Data-driven insights will guide travel aggregators in identifying new markets, diversifying offerings, and expanding their reach to capture a broader customer base.

Regulatory Compliance: As regulations evolve, data analytics will be essential for compliance, risk assessment, and adapting to changing legal requirements in the travel industry.

Competitive Intelligence: Future success will depend on a continued commitment to competitive analysis, utilizing data-driven insights to proactively respond to market shifts and maintain a competitive edge.

## 11APPENDIX

Source Code

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Travel Aggregator</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link
      href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Krub:
      300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i"
      rel="stylesheet">
```

```html
<!-- Vendor CSS Files -->
<link href="assets/vendor/aos/aos.css" rel="stylesheet">
<link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
<link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
<link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
<link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
<link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

<!-- Template Main CSS File -->
<link href="assets/css/style.css" rel="stylesheet">

<!-- ========================================================
* Template Name: Bikin
* Updated: Sep 18 2023 with Bootstrap v5.3.2
* Template URL: https://bootstrapmade.com/bikin-free-simple-landing-page-template/
* Author: BootstrapMade.com
* License: https://bootstrapmade.com/license/
======================================================== -->
</head>

<body>

  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top">
    <div class="container d-flex align-items-center justify-content-between">

      <h1 class="logo"><a href="index.html">Travel in India</a></h1>
      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo"><img src="assets/img/logo.png" alt="" class="img-fluid"></a>-->

      <nav id="navbar" class="navbar">
       <ul>
         <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
         <li><a class="nav-link scrollto" href="#about">About</a></li>
         <li><a class="nav-link scrollto" href="#Dashboard">Dashboard</a></li>
         <li><a class="nav-link scrollto " href="#Story">Story</a></li>
         <li><a class="nav-link scrollto" href="#team">Report</a></li>

       </ul>
      </nav><!-- .navbar -->
```

```html
    </div>
  </header><!-- End Header -->

  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center">

    <div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">
      <h1>Analysis of Travel Aggregator</h1>
      <h2>Create memories, leave only footprints.</h2>
      <a href="#about" class="btn-get-started scrollto">Get Started</a>
      <img
        src="data:image/jpeg;base64,/9j/4AAQSkZJRgABAQAAAQABAAD/2wCEAAkGBxASEBUSExMVFhU
```
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```

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MpfGM+s3rUjR/COxHnja7Gy3CJdr+SDHSvrF0bFFRYjvFS68OKw0Uz4dVI=
AliIAilgCliAliIAilgP/Z" class="img-fluid hero-img" alt="" data-aos="zoom-in" data-aos-delay="150">

  &lt;/div&gt;


&lt;/section&gt;&lt;!-- End Hero --&gt;

```
<main id="main">



    <!-- ======= Features Section ======= -->
    <section id="features" class="features" data-aos="fade-up">
      <div class="container">


        <div class="section-title">
          <h3>Dashboard</h3>


        </div>
        <iframe
src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=.my_folders%2FTRA
VELAGGREGATOR&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=fals
e&amp;shareMode=embedded&amp;action=view&amp;mode=dashboard&amp;subView=model0000
018b7c9a9187_00000000" width="1350" height="900" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>


        </div>



      </div>
    </section><!-- End Features Section -->


    <!-- ======= Steps Section ======= -->
    <!-- End Steps Section -->


    <!-- ======= Services Section ======= -->
    <section id="Stroy" class="services">
      <div class="container" data-aos="fade-up">


        <div class="section-title">
          <h2>Story</h2>
        </div>


        <iframe
src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&amp;pathRef=.my_folders%2Ftravel%2Ba
ggregator&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;sha
reMode=embedded&amp;action=view&amp;sceneId=-1&amp;sceneTime=0" width="1350"
height="900" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
```

```html
    </div>
</section><!-- End Services Section -->


<!-- ======= Portfolio Section ======= -->
<section id="Report" class="portfolio">
  <div class="container" data-aos="fade-up">


    <div class="section-title">
      <h2>Report</h2>
    </div>

    <iframe
src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FTravel%2Breport&amp;closeWindo
wOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;a
ction=run&amp;format=HTML&amp;prompt=false" width="1350" height="900" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>



  </div>
</section><!-- End Portfolio Section -->




<!-- ======= Contact Section ======= -->
<section id="contact" class="contact section-bg">
  <div class="container" data-aos="fade-up">


    <div class="section-title">
      <h2>Contact</h2>
      <p>We value your feedback and inquiries. Feel free to get in touch with us for any questions,
concerns, or suggestions you may have. Our team is dedicated to providing you with the best travel
experience possible.</p>
    </div>


    <div class="row">


      <div class="col-lg-6">


        <div class="row">
          <div class="col-md-12">
            <div class="info-box">
              <i class="bx bx-map"></i>
```

```html
      <h3>Our Address</h3>
      <p>A108 Adam Street, Tamilnadu, TN 635022</p>
    </div>
  </div>
  <div class="col-md-6">
    <div class="info-box mt-4">
      <i class="bx bx-envelope"></i>
      <h3>Email Us</h3>
      <p>info@example.com<br>contact@example.com</p>
    </div>
  </div>
  <div class="col-md-6">
    <div class="info-box mt-4">
      <i class="bx bx-phone-call"></i>
      <h3>Call Us</h3>
      <p>+91 7708515923<br>+91 6379085967</p>
    </div>
  </div>
 </div>

</div>

  <div class="col-lg-6 mt-4 mt-md-0">
   <form action="forms/contact.php" method="post" role="form" class="php-email-form">
    <div class="row">
     <div class="col-md-6 form-group">
      <input type="text" name="name" class="form-control" id="name" placeholder="Your Name" required>
     </div>
     <div class="col-md-6 form-group mt-3 mt-md-0">
      <input type="email" class="form-control" name="email" id="email" placeholder="Your Email" required>
     </div>
    </div>
    <div class="form-group mt-3">
     <input type="text" class="form-control" name="subject" id="subject" placeholder="Subject" required>
    </div>
    <div class="form-group mt-3">
     <textarea class="form-control" name="message" rows="5" placeholder="Message" required></textarea>
```

```
        </div>
        <div class="my-3">
          <div class="loading">Loading</div>
          <div class="error-message"></div>
          <div class="sent-message">Your message has been sent. Thank you!</div>
        </div>
        <div class="text-center"><button type="submit">Send Message</button></div>
      </form>
    </div>

  </div>

  </div>
</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ======= Footer ======= -->
<footer id="footer">

  <div class="footer-top">
    <div class="container">
      <div class="row">

        <div class="col-lg-3 col-md-6 footer-contact">
          <h3>TravelGO</h3>
          <p>
            A108 Adam Street <br>
            TAMIL NADU, TN 635022<br>
            INDIA <br><br>
            <strong>Phone:</strong> +91 7708515923<br>
            <strong>Email:</strong> info@example.com<br>
          </p>
        </div>

        <div class="col-lg-2 col-md-6 footer-links">
          <h4>Useful Links</h4>
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>
```

```html
          <li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of service</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy policy</a></li>
        </ul>
      </div>

      <div class="col-lg-3 col-md-6 footer-links">
        <h4>Our Services</h4>
        <ul>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Booking</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Travel</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Details</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Marketing</a></li>
          <li><i class="bx bx-chevron-right"></i> <a href="#">Vlog</a></li>
        </ul>
      </div>

      <div class="col-lg-4 col-md-6 footer-newsletter">
        <h4>Join Our Newsletter</h4>
        <p>Travel aggregator of India</p>
        <form action="" method="post">
          <input type="email" name="email"><input type="submit" value="Subscribe">
        </form>
      </div>

    </div>
  </div>
</div>

<div class="container d-md-flex py-4">

  <div class="me-md-auto text-center text-md-start">
    <div class="copyright">
      &copy; Copyright <strong><span>Travel</span></strong>. All Rights Reserved
    </div>
    <div class="credits">
      <!-- All the links in the footer should remain intact. -->
      <!-- You can delete the links only if you purchased the pro version. -->
      <!-- Licensing information: https://bootstrapmade.com/license/ -->
      <!-- Purchase the pro version with working PHP/AJAX contact form: https://bootstrapmade.com/bikin-
```

```
    free-simple-landing-page-template/ -->
      Designed by <a href="https://bootstrapmade.com/">Travel Aggregator</a>
     </div>
    </div>
    <div class="social-links text-center text-md-right pt-3 pt-md-0">
     <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
     <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
     <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
     <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
     <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
    </div>
   </div>
 </footer><!-- End Footer -->

 <div id="preloader"></div>
 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

 <!-- Vendor JS Files -->
 <script src="assets/vendor/aos/aos.js"></script>
 <script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
 <script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
 <script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
 <script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
 <script src="assets/vendor/php-email-form/validate.js"></script>

 <!-- Template Main JS File -->
 <script src="assets/js/main.js"></script>

</body>

</html>
```

GitHub & Project Demo Link
GitHub link-https://github.com/Anandhakumar2/NM2023TMID06884

Project Demo-https://drive.google.com/file/d/1Ph8ash5mZ6Q-jAVpzoWUvIO-mGC54MjO/view?usp=drive_link