



2021

VTK Hackathon

Intro to OTA Insight

OTA Insight - Who are we?



Founded 2012 in
London



200+ stellar employees



London, Ghent, Dallas,
Denver, Singapore



Scale up in the
hospitality industry



Help the hospitality industry
to visualise their data

Our company history



Where it all started

**SEPT
2012**

A billion-dollar idea
(So they thought)



The London Olympics

**MARCH
2013**

Pivot



First customer visits
First of many pivots
Pooling money

**SEPT
2013**

Incubator



Smart money
Learning the industry
16/24 – 7/7

**JAN
2014**

MVP



First employees
MVP
Early adopter

**MARCH
2014**

Product - Market fit



Strategic ground work



Our company history



Where it all started



2016

Expansion



Product team
Sales team grows
OTA Insight goes to the US

2018

100 employees!



OTA Insight keeps growing
Launch RI
30,000 partners

2019

Continuous growth



Scaling up
#200 employees

2020

Getting ready for the upturn



Market insight launch
Tripadvisor Partnership
Getting ready for upturn

2021

Road to recovery



Getting back to rocket
mode
250 employees!



Where will you find our teams?

With more than 30 nationalities on the team, we truly are a global company



SINGAPORE
Commercial
Marketing
CS - OPS - SD
HR

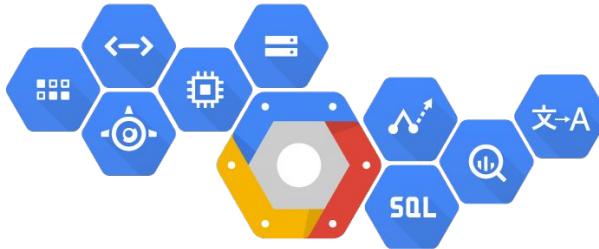
Facts & Figures

Signed hotels	55,000
Signed locations	185
Employees	200+
Data collection	1.5B
Products	4

Facts & Figures



- We crunch (actual) big data
 - 100 TB of data processed per day (= binge-watching Netflix for 4 years)
 - 3×10^{12} of rates data points in database (= amount of fish in the sea)
 - 2 million reservations processed per day
- We are passionate about technology



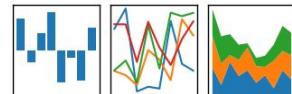
Google Cloud Platform



Technology company
at heart



pandas
 $y_{it} = \beta' x_{it} + \mu_i + \epsilon_{it}$



we're building the #bestteamever

Frontend engineers

You'll be creating complex **single-page MVC applications**, visualizing large amounts of data in an actionable way.

Data engineers

You'll build **high-performance data processing pipelines** which can guarantee industry's best data integrity and quality.

Backend engineers

You'll architect, code and maintain our **API backend and microservices infrastructure**.

More info @ www.careers.otainsight.com



Workshop content

Content of tonight:

We in the company do a lot of data gathering and analysis of that gathered data, and tonight you'll do the same (on a very limited level)

- First part: web scraping of a website to gather data
- Second part: data science on existing dataset

Both parts can/should be done in parallel

There are questions for you to answer to gain points



Content of tonight:

<https://github.com/OTA-Insight/vtk-hackathon-2021>

For the website crawling part: read through to see the questions you need to answer! You can answer questions partially to us!

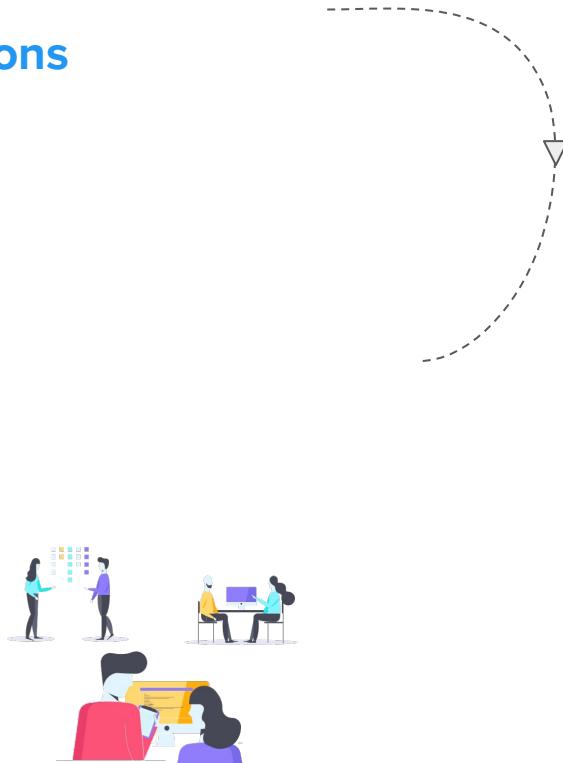
First to answer a particular question gets more points than the next one.



Content of tonight:

<https://github.com/OTA-Insight/vtk-hackathon-2021>

- Contains a readme with the workshop instructions
- Contains skeleton code to start with



Content of tonight:

<https://github.com/OTA-Insight/vtk-hackathon-2021>

We are available for questions and help

At the end of the night (let's see how everybody progresses for an end time) we'll shortly go over the solutions

Feedback welcome! mathieu@otainsight.com / lana@otainsight.com



Solutions