Project Design Phase-I
Proposed Solution Template

Date	20 October 2023
Team ID	NM2023TMID07286
Project Name	Competitive Analysis Of Leading Travel Aggregators

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	An online search engine or platform that lets consumers look up and contrast costs for travel-related goods and services—like hotels, airlines, vacation rentals, and vehicle rentals—from several suppliers are referred to as a travel aggregator. In addition to offering additional amenities like reviews, ratings, and images to aid in decision-making, travel aggregators usually give customers an easy and efficient way to search for and reserve vacation-related goods and services. Expedia, Booking.com, Kayak, and Trivago are a few notable examples of travel aggregator websites. Typically, travel aggregators offer commissions or fees to the travel companies who sell the products and services that are listed on their platform in order to make money. Some make money from advertising as well as from offering other services like vehicle rentals or travel insurance. Utilizing a travel aggregator can be an excellent method to learn regarding consumer preferences, industry trends, and the effects of outside factors. This can be accomplished through examining the travel aggregator's data, which may be used to generate insights and make data-driven decisions. This data includes bookings, reviews, prices, and other pertinent data.
2.	Idea / Solution description	The objective of this competitive analysis is to identify best practices and areas for improvement related to user experience and customer satisfaction among travel aggregators. This analysis will help travel aggregators better understand their competitive landscape and make data-driven decisions to enhance their services.

		• **Selection of Competitors:** Identify a set of key competitors in the travel aggregator industry, including both global and regional players.
		• **User Experience Evaluation:** Analyze the user interface and website/app experience of each aggregator, focusing on factors such as ease of use, speed, design, and overall user-friendliness. Conduct usability testing to identify pain points in the booking process.
		• **Customer Support Assessment:** Evaluate the quality and responsiveness of customer support services provided by each aggregator, including live chat, phone support, and email assistance. Gather customer feedback and analyze response times and problem resolution rates.
		• **Localization and Personalization:** Assess how well aggregators tailor their content to different markets, including offering content in multiple languages, adapting to local customs, and presenting relevant deals and destinations based on user profiles.
		• **Innovative Features:** Investigate the innovative features and technologies employed by aggregators, such as AI-driven recommendations, virtual reality tours, or personalized travel itineraries
		• **Competitor Response to Customer Feedback:** Analyze how competitors respond to customer feedback and reviews on various platforms. Identify areas where competitors have made improvements based on customer input.
		• **Comparison of Mobile Apps:** Evaluate the functionality and user experience of mobile apps offered by each aggregator, considering factors like speed, user ratings, and features.
		• **Data Security and Privacy:** Assess the data security measures and privacy compliance of

		each aggregator to ensure the protection of customer information.
3.	Novelty / Uniqueness	The solution covers all the essential steps needed to conduct an in-depth analysis of a travel aggregator, from defining the problem to implementing and evaluating the solution. Additionally, the solution emphasizes the importance of using data-driven insights to inform decision-making and develop solutions that are aligned with customer preferences and market trends.
		The solution also highlights the importance of data cleaning and preparation, which can be a time-consuming and challenging process, but is crucial for ensuring the accuracy and reliability of the analysis. By emphasizing the importance of data quality and data preparation, the solution provides a robust framework for conducting a thorough analysis of a travel aggregator.
		Overall, the uniqueness of this solution lies in its emphasis on the importance of data-driven decision-making and its comprehensive approach to analyzing a travel aggregator, which covers all the essential steps needed to develop a solution that is aligned with customer preferences and market trends.

4.	Social Impact / Customer Satisfaction	Travel aggregators may improve the user experience through applying the insights they learn about customer preferences and behaviors from data analysis. Travel aggregators, for instance, can determine popular travel destinations, dates, and places to stay through examining data on customer searches and bookings. This information is then used to personalize their offerings to suit the needs of their customers.
		Second, data analysis can assist travel aggregators in fine-tuning their pricing strategies so they can provide customers with competitive and attractive prices. Travel aggregators can instantly modify their prices to stay competitive and maximize revenue by looking at data on pricing patterns and customer behavior. Thirdly, travel aggregators can find areas over growth and expansion with their help of data analysis. Travel aggregators can find new markets or products that could be of interest to their consumers by analyzing data on market dynamics and competitor performance, which can help to increase customer satisfaction and their customer base.
		In Final, analyzing data can provide travel aggregators with valuable insights that can be used to improve the user experience, optimize pricing strategies, and identify growth opportunities, all of which can contribute to enhancing customer satisfaction.
5.	Business Model (Revenue Model)	Offering travel aggregators data analytics services, including data preparation, data cleaning, data analysis, and solution development, could be the business model for this solution. To enhance the travel aggregator's business performance, the solution development procedure could involve identifying key findings and formulating strategies to optimize pricing, enhance the user experience, and identify growth opportunities.
		There are two possible income streams for this business: project-based and subscription-based. The travel aggregator would pay a one-time fee for the consulting or data analysis services under the project-based model and a recurring fee for access under the subscription-based model.

		to ongoing data analytics or consulting services. Offering consultingor data analytics amenities to help a travel aggregator improve its business performance and user experience is a typical business model for assessing a travel aggregator. Project-based or subscription-based fees are the main sources of revenue, and additional services may be provided.
6.	Scalability of the Solution	The scope and complexity of the data set, availability of technological resources, and the maximum amount of clients the service provider can handle are some examples of the factors that could affect the degree to which the travel aggregator evaluation solution is. The solution could be made more scalable in order to serve a larger number of consumers by utilizing technology and automating some aspects of it while emphasizing on providing high-level analysis and insights.