COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

DATA COLLECTION & EXTRACTION FROM DATABASE

Collect The Dataset:

- The travel dataset provides detailed information on various trips taken by travelers, including their destination, travel dates, duration of the trip in days, traveler demographics (name, age, gender, and nationality), as well as the type and cost of accommodation and transportation.

- This dataset can be used to gain insights into travel patterns, preferences, and behaviors of different types of travelers. It can also be helpful for travel-related businesses, such as travel agencies, to create tailored marketing strategies and travel packages that meet the needs and preferences of different travelers.

Understand The Data:

- EverTravelledAbroad- Has The Customer Ever Travelled To A Foreign Country[Not Necessarily Using The Company's Services]

- TravelInsurance- Did The Customer Buy Travel Insurance Package During Introductory Offering Held In The Year 2019.

- The Solution Offered By You May Be Used For Customer Specific Advertising Of The Package.

- Exploratory Data Analysis Performed On The Data Would Help Find Interesting Insights.

Connect IBM DB2 with IBM Cognos:

- Download the Db2 driver package from the web console. The Windows package is an executable file that installs multiple drivers on your computer. …

- Locate the db2jcc. Jar file: …

- Copy the db2jcc. Jar file to the c10_location \webapps\p2pd\WEB-INF\lib directory on your Cognos Content Manager computer.