COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

DATA VISUALIZATION

No of unique visualisation:

- Visualizing travel is totally doable, and today I am going to show you how I visualize travel and how it has actually manifested in the past.
- I hope this post will serve you as inspiration along with the details from my experience to help you in your travel manifestation efforts

Total distance covered by the agencies:

- What makes this big data visualization stand out is its simplicity and effectiveness in conveying the message.
- Using a circle to represent the earth is a powerful symbol that makes the visualization easy to understand and remember.
- By using colors to represent continents and lines to separate countries, the visualization effectively conveys the complexity of the world's population in a simple and visually appealing way.

Total revenue generated and total no of passengers:

- Total Revenue per passenger means the sum of fare revenue, non-fare passenger revenue, and other revenue (collectively, “Total Revenue”) divided by passengers.
- Total revenue generated by the passengers are 50 million dollars and no of passengers are 1,00,000

Passenger analysis according to the day of the month:

- This paper offers a worldwide analysis of monthly air services at the airport level.
- 36% of airports worldwide experience a significant degree of seasonality.
- Seasonality is notably affected by airport size, climate and physical geography.
- Factors of seasonality need to be analysed at both origins and destinations.

Passenger analysis according to the year:

- Analysis of passenger travel habits is always an important item in traffic field.
- However, passenger travel patterns can only be watched through a period time, and a lot of people travel by public transportation in big cities like Beijing daily, which leads to large-scale data and difficult operation.
- Using SPARK platform, this paper proposes a trip reconstruction algorithm and adopts the density-based spatial clustering of application with noise (DBSCAN) algorithm to mine the travel patterns of each Smart Card (SC) user in Beijing.

Passenger analysis as per the destination country and city:

- The origin and destination cities must be cities that are served by the airline (there are two rules here, one for each city).
- The origin and destination cities must be different.
- The departure date must not be earlier than the date on which the booking is made.
- The return date must not be earlier than the departure date.
- There must be at least one adult traveling (a different form is required for children traveling alone, and infants cannot travel alone).

Passenger Analysis as Per Source country and city:

- This paper reviews current drivers of long-distance passenger transport demand in Europe, and elaborates about their environmental impacts and the suitability of current EU policies to address them.
- The paper focuses on car and air travel, as they concentrate the bulk of environmental impacts, at least in terms of GHG emissions.
- Furthermore, car travel keeps the highest share of total travel, and air travel is the fastest growing mode in Europe, justifying a closer look to both modes.

Total Revenue Generated According to Day wise:

- Revenue is the money generated from normal business operations, calculated as the average sales price times the number of units sold.
- It is the top line (or gross income) figure from which costs are subtracted to determine net income.
- Revenue is also known as sales on the income statement.

Passenger Booking Platform Analysis

- An online booking tool (sometimes referred to as an OBT) is an internet-based system that allows you to book flights, rail, hotels and more.
- The goal of an OBT is to provide simple, effective and hassle-free travel booking that’s compliant with company travel policies.