Project Design Phase-I
Proposed Solution Template

Team ID	NM2023TMID02568
Project Name	Project - Competitive Analysis of Leading Travel Aggregators.
Maximum Marks	2 Marks

Proposed Solution Template:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The problem statement is to analyse the leading travel aggregator using data analytics and python. A website needs to be built which is integrated with the python, IBM Cognos, IBM DB2. The solution should satisfy the following user requirements: • User friendly interface • Provide details information • Day to Day prices and offers update • Predictive analysis
2.	Idea / Solution description	A travel aggregator is a user-friendly website that allows users to search and compare prices and offers for flights, hotels, vacation rentals provided by various travel aggregators. The website contains extra features for customer such as review, ratings, and images to assist customers in making informed decisions. We can analyse these details by python and IBM Cognos.
3.	Novelty / Uniqueness	• Evaluate the breadth and depth of travel offerings. • Reviews and Ratings. • Day to Day Updates. • Search, Filter and Compare options. • Cancellations and refunds.
4.	Social Impact / Customer Satisfaction	Fraudulent activities can be prevented. Customers are satisfied in all aspects such as safety and security, trust worthy website, Time saving by search and filter options, Day to Day updates, and Reviews and Ratings.
5.	Business Model (Revenue Model)	Most of the time, travel aggregators generate revenue by charging commissions to the travel providers whose products and services are featured on their website. Some also earn revenue through advertising, or by offering some additional services such as travel insurance or car rental, etc.

6.	Scalability of the Solution	The website can further extend to provide Application Programming Interface (API) which can be used by third party organizations such as Cloud computing, Automation, Insurance companies, Travel agencies, etc.