PROJECT REPORT

ON

DATA ANALYTICS

(COMPETITIVE ANALYSIS OF TRAVEL AGGREGATORS)

SUBMITTED BY

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INTRODUCTION

1. Overveiw

The project on 'Competitive Analysis of Travel Aggregators' involved examining and comparing various travel aggregators platforms. That helped me to assess their strengths, weakness, market position, and the features they offer. The analysis have provided insights into the competitive landscape of the travel aggregator industry, helping to understand the key players and their strategies to gain a competitive advantage.

The study aimed to assist travelers and industry stakeholders in making informed decisions and understand the competitive landscape of the travel aggregators. A travel aggregator is a website or platform that allows users to search and compare prices for travel-related products and services, such as flights, hotels, vacation rentals, and car rentals, from multiple providers. Travel aggregators typically provide a simple and convenient way for users to find and book travel products and services, and often offer additional features such as reviews, ratings, and photos to help users make informed decisions. Some popular examples of travel aggregator websites include Expedia, Booking.com, Kayak, and Trivago.

Travel aggregators typically generate revenue by charging commissions or fees to the travel providers whose products and services are featured on their platform. Some also earn revenue through advertising, or by offering additional services such as travel insurance or car rental.

An analysis of a travel aggregator can be a great opportunity to understand the travel industry trends, consumer preferences, and the impact of external factors on the travel industry. This can be done by analysing the data from the travel aggregator such as bookings, reviews, prices and other related data, which can be used to draw insights and make data-driven decisions.

2. Purpose

The study aimed to assist travelers and industry stakeholders in making informed decisions and understand the competitive landscape of the travel aggregators. A travel aggregator is a website or platform that allows users to search and compare prices for travel-related products and services, such as flights, hotels, vacation rentals, and car rentals, from multiple providers

LITERATURE SURVEY

1. Existing problem

- ### Less convenient booking procedures
  The most impactful challenge that every travel agency faces is the inconvenience of customers with respect to the booking procedure. Currently, a majority of travel agencies use telephone calls for booking flights, hotels, and other facilities as per customer requirements. Customers do not find this convenient and need an upgraded process, where the booking procedures could be completed over smartphones and advanced mobile technologies.

- ### Unable to maintain service standards
  The travel and tourism business is extremely competitive. To retain customers, travel agencies are expected to build good service standards and improve them according to the standards of their competitors. In a bid to compete fiercely, most travel agencies tend to lose their customers by either overpleasing them or undermining their expectations.
  For example, a travel agency may consider recommending the best hotel suite for its customers, but it may also overlook the quality of cabs or car services that the customers would be using frequently during their stay. On such peculiar grounds, travel agencies are unable to uniformly maintain their service standards.

- ### Complexities in service requirements

  Every customer expects the travel agency to provide its services based on the specific requirements being conveyed. Considering how an agency has to handle the travel services for dozens of customers every week, it is impossible to tailor-make these services according to the requirements specified by each customer.

- ### Data Duplication

  If your travel agency is connected to any online booking services or travel aggregator, then you have to be prepared to handle volumes of data. It is commonly found that data management is quite a challenging operation for any travel agency connected with the current digital landscape. Every travel agency uses multiple and different sources to collect data on bookings, customer profiles, payment requests, and other business information. You may call a travel agency through call services such as JustDial, and minutes later, you may also wish to send a request via apps or websites. In such cases, data for the same customer gets duplicated and the agency is unable to optimize it.

Proposed Solution

- Considering the prevalence of smartphones, travel agencies can overcome this challenge by creating a mobile app that helps them streamline the booking process and enable customers with complete transparency on how their bookings progress.
- To resolve such issues, in this example, travel agencies should be well aware of the conditions of cabs, private cars, train compartments, and other similar computing spaces. It would help them offer memorable customer experiences throughout their travels.

In order to manage such chaos, travel agencies should consider –

- Addressing reviews of all clients and identifying the commonalities in their requirements
- Understand customer preferences better and estimate their future demands
- Offer several options to help customers choose what suits them well

These three tips can help travel agencies make their customer experience more delightful, regardless of their varying requirements.
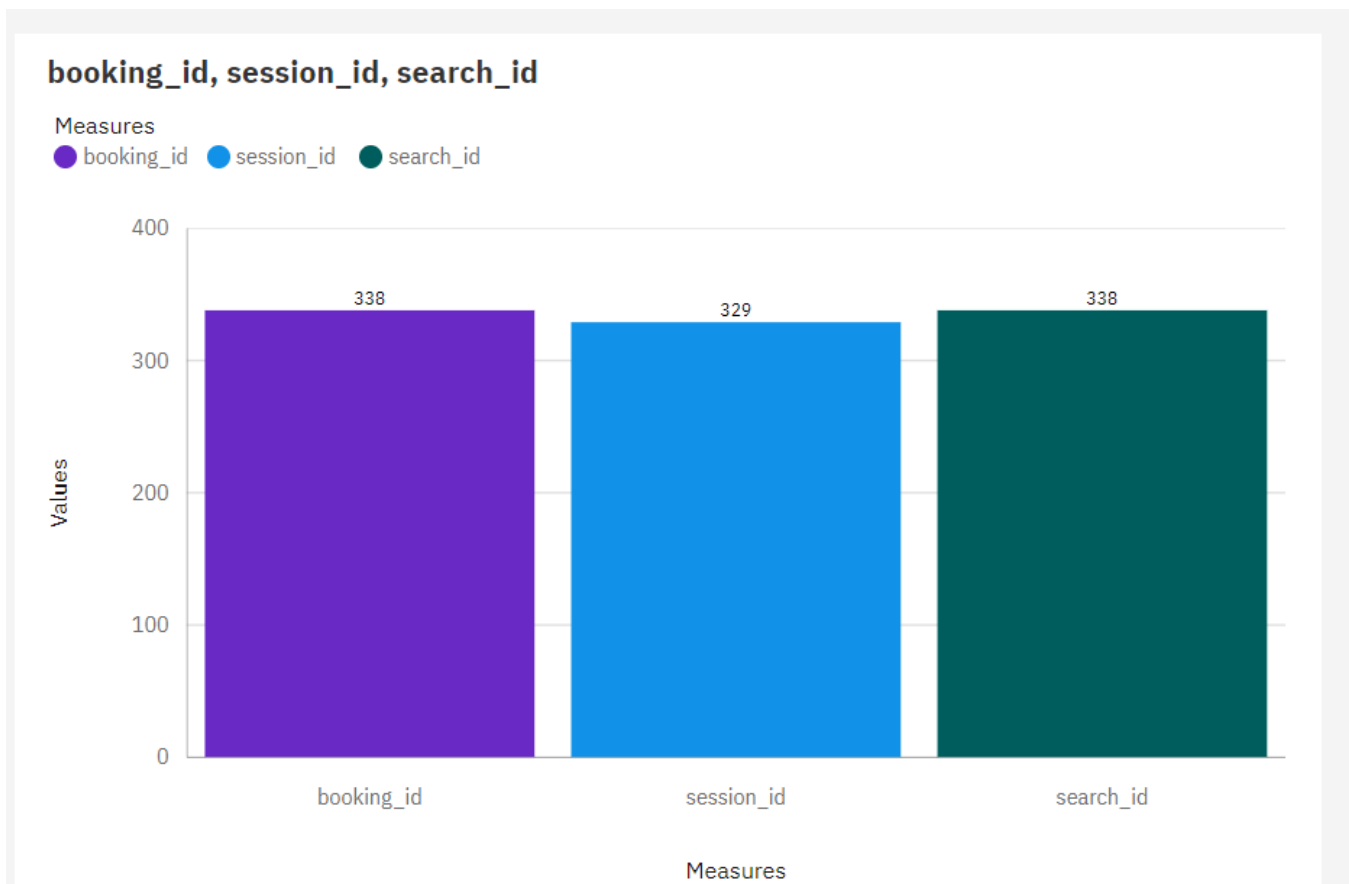
Travel agencies can manage these operational challenge only by installing advanced systems and using them to detect duplicate data promptly.
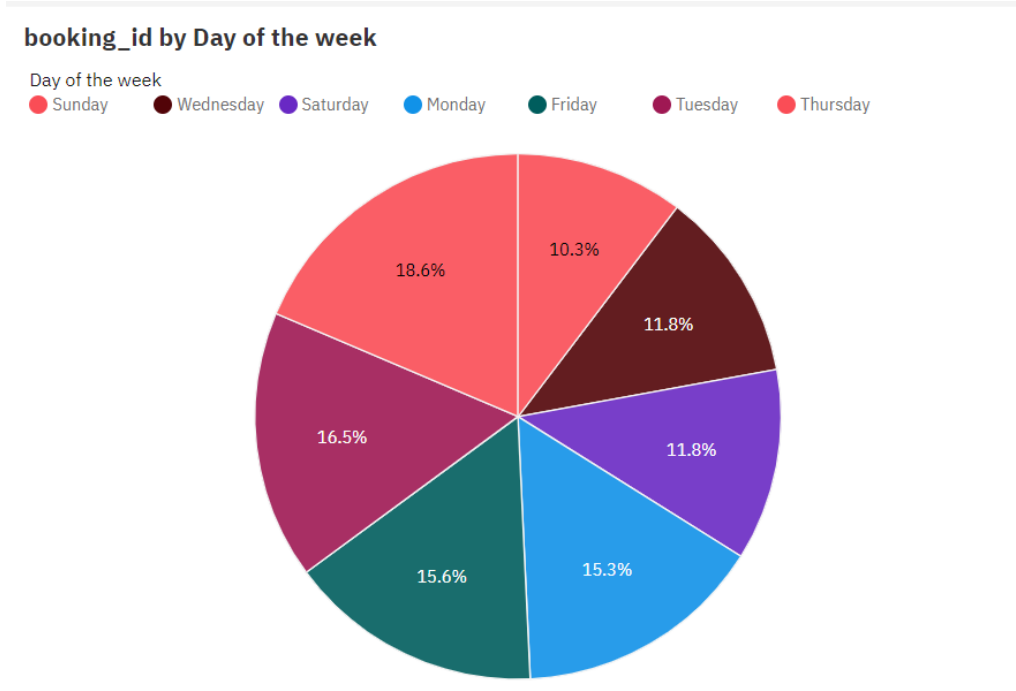
THEORETICAL ANALYSIS

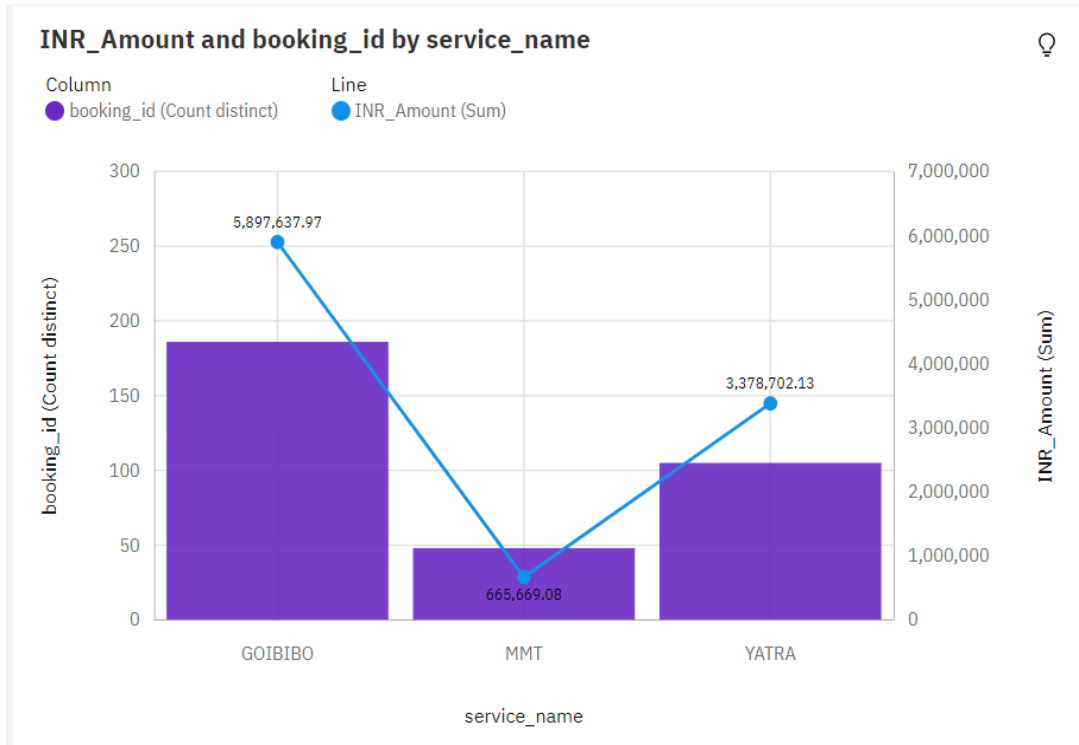## Hardware And Software Required For The Project
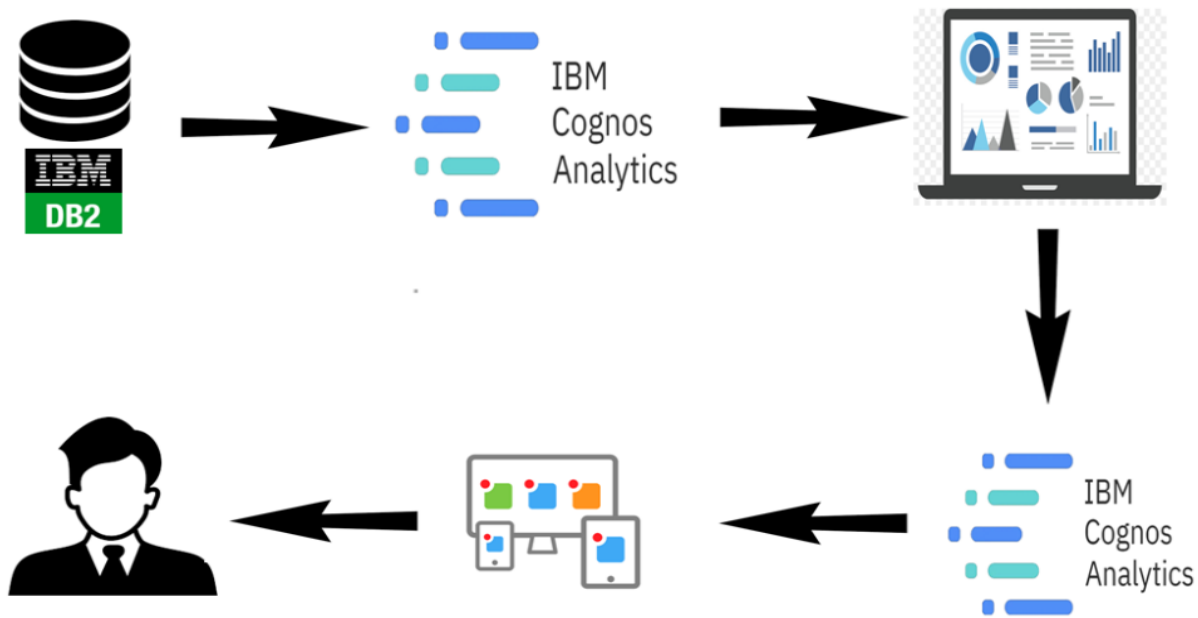
Bar Graph Depicting No Of Sessions , Bookings And Searches

Pie Chart Depicting Bookings By Day Of The Week

booking_id by Day of the week

Day of the week
- Sunday
- Wednesday
- Saturday
- Monday
- Friday
- Tuesday
- Thursday

Line And Bar Graph Depicting The Revenue Of Each Travel Services

INR_Amount and booking_id by service_name

Column
- booking_id (Count distinct)

Line
- INR_Amount (Sum)

Line Graph Depiction The Year Of Booking

booking_id by Year colored by device_type_used

device_type_used
● Android   ● Desktop   ● IOS   ● MobileWeb   ● Tablet
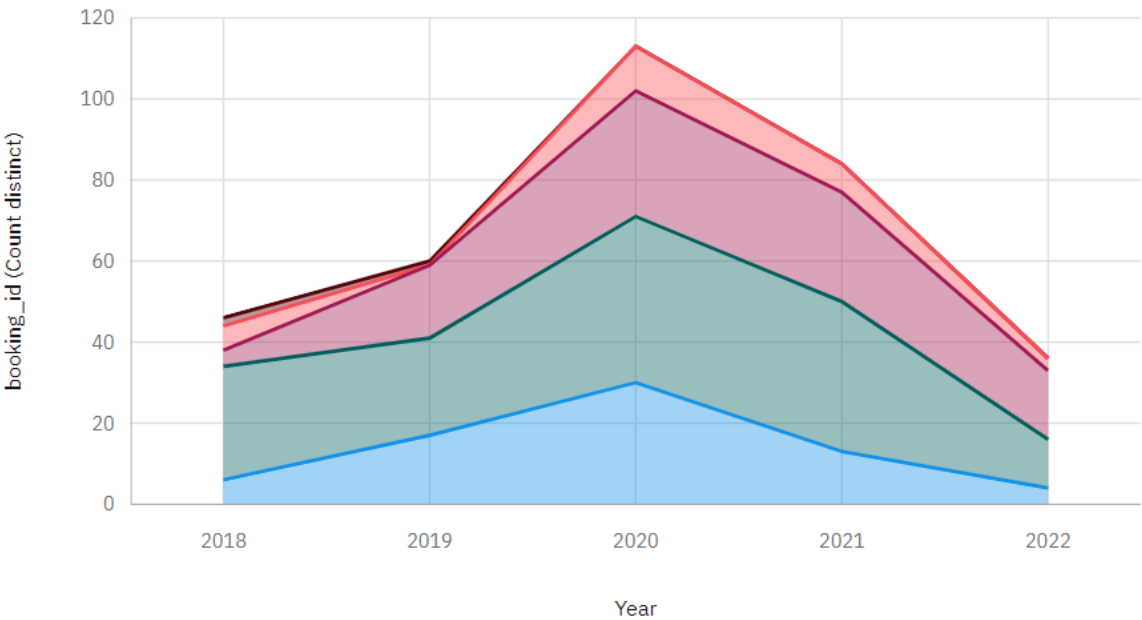
Dashboard

Tab 1

AGENCIES

GOIBIBO
MMT
YATRA

service and device used by the customer

customer_id (Cou...

3   62

YATRA   MMT   GOIBIBO

Analysis of Travel Agencies Dashboard
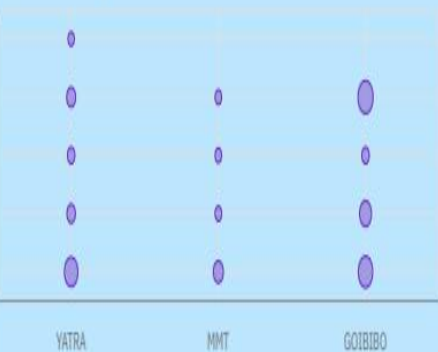
customer analysis

service_name
● GOIBIBO ● MMT ● YATRA

customer_id (Count distinct)

150

100

50

0

GOIBIBO   MMT   YATRA

service__name
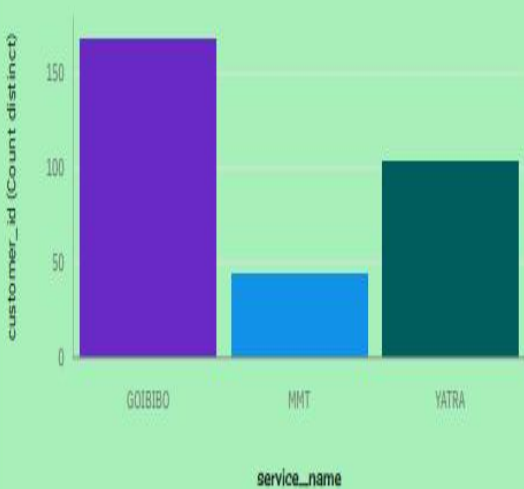
Yearly bookings

device_type_used
● Android ● Desktop ● IOS ● MobileWeb ● Tablet

booking_id (Count distinct)

100

50

0

2018   2019   2020   2021   2022

Year
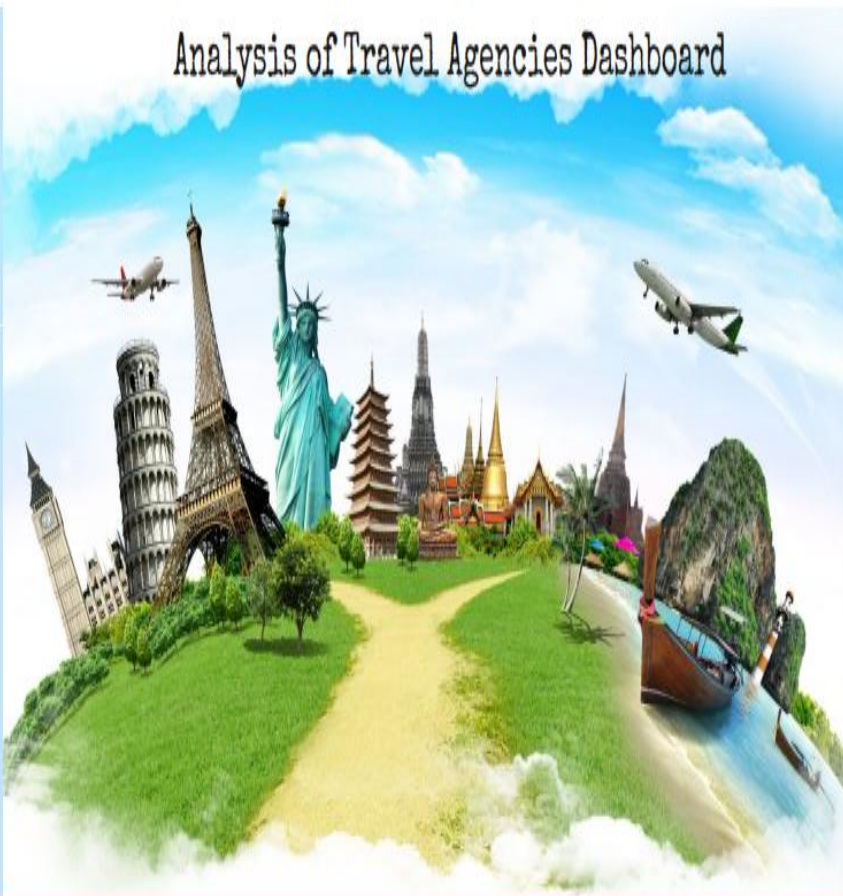
Story

Performance of Travel Agencies

Goibio, Yatra, MMT Performance

Goibibo	Yatra
Amount by service name	INR_Amount
5.9M	3.38M
INR_Amount	INR_Amount

MMT

INR_Amount

666K

INR_Amount

BOOKINGS

booking_id by Day of the week

Day of the week
● Sunday ● Wednesday ● Saturday ● Monday ● Friday ● Tuesday ● Thursday

10.3%
11.8%
11.8%
15.3%
15.6%
16.5%
18.6%
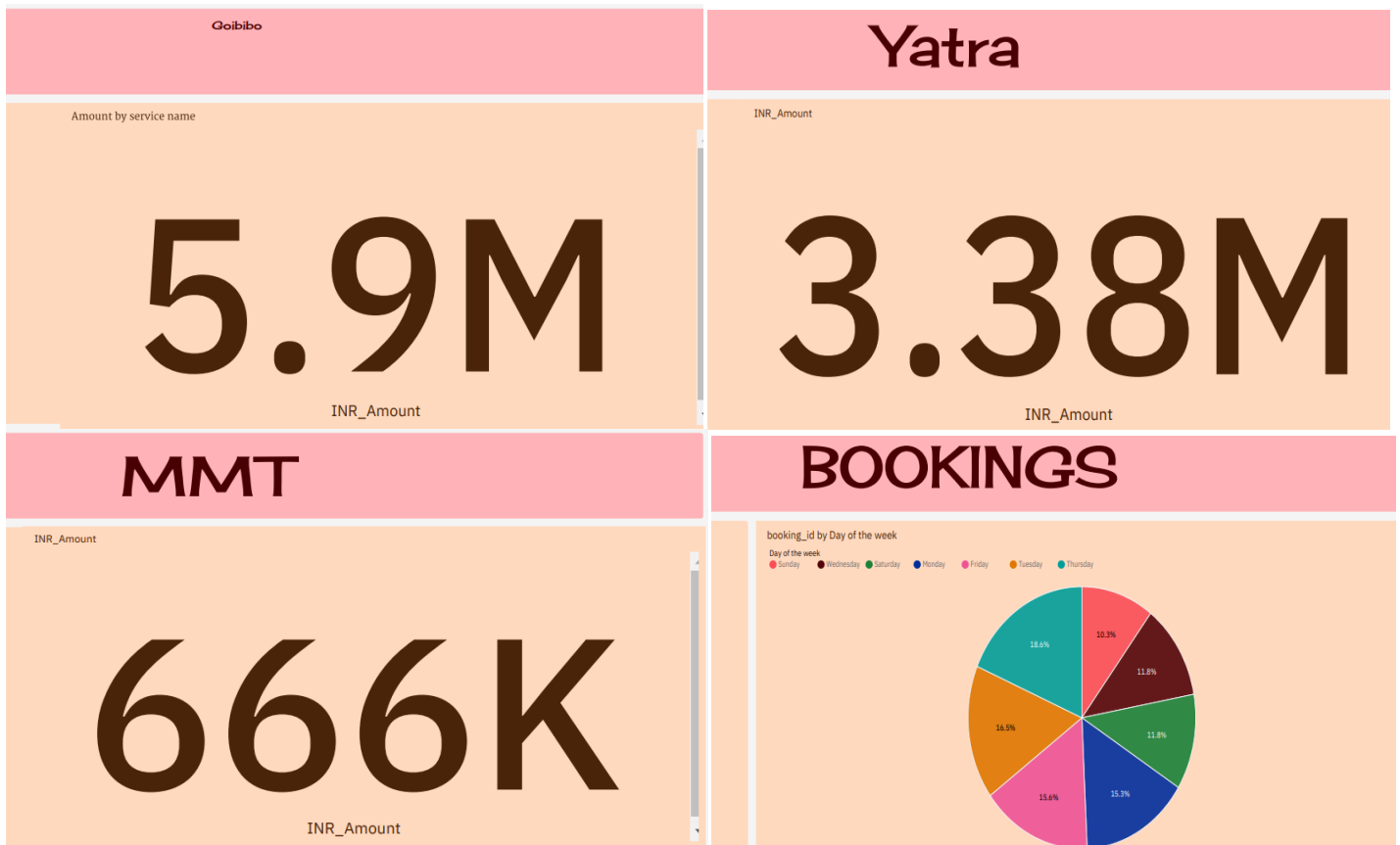
Advantages

A. Convenience and time-saving

Ability to compare multiple options in one place: Travel aggregators provide users with a consolidated view of various travel options, allowing them to compare prices, routes, and schedules from multiple providers simultaneously.

Time-saving features such as filters and sorting options: Aggregators offer convenient tools like filters and sorting options, enabling users to narrow down their search based on preferences such as price, duration, departure times, and more.

B. Cost savings

Access to discounted rates and deals: Travel aggregators often negotiate special deals and discounted rates with travel providers, allowing users to access exclusive offers that may not be available elsewhere.

Ability to compare prices across multiple platforms: Aggregators enable travelers to compare prices across different providers, ensuring they get the best possible value for their money.

C. Wide range of options

Comprehensive search results from various airlines, hotels, and car rental companies: Travel aggregators compile information from numerous travel providers, offering a vast selection of flights, accommodations, and car rental options.

Variety of destinations and travel packages: Aggregators cover a wide range of destinations and offer diverse travel packages, catering to different preferences and budgets.

D. User reviews and ratings

Valuable insights from other travelers: Travel aggregators often feature user reviews and ratings, providing valuable insights into the quality and experience of specific airlines, hotels, and other travel services.

Helps in making informed decisions: User reviews and ratings allow travelers to make more informed decisions based on the experiences of others, helping them choose the best options for their needs.

Disadvantages

A. Lack of personalization

1. Limited customization options for preferences and special requests: While travel aggregators offer a wide range of choices, they may not provide the same level of customization as booking directly with a travel provider. Special requests or specific preferences may be challenging to accommodate.
2. Inability to tailor travel experiences to specific needs: Aggregators may not be able to fully cater to individual needs or preferences, as their focus is on consolidating information rather than offering personalized experiences.

B. Hidden fees and additional costs

1. **Some aggregators may not include all fees in the displayed price:** Travel aggregators may not always include all additional fees and charges in the initially displayed price, leading to unexpected costs during the booking process.
2. **Extra charges for services not included in the initial booking:** Aggregators may require travelers to pay additional fees for services such as seat selection, baggage, or in-flight meals that are not included in the initial booking price.

C. Inconsistent customer service

1. **Challenges in resolving issues or making changes to bookings:** When booking through travel aggregators, travelers may face difficulties in resolving issues or making changes to their bookings, as they often have to rely on third-party customer support.
2. **Dependency on third-party customer support:** Travelers may experience delays or communication challenges when dealing with customer support, as they are dependent on the aggregator's relationship with travel providers.

D. Data privacy concerns

1. **Sharing personal information with multiple platforms:** When using travel aggregators, users often have to share personal information with various platforms, raising concerns about data privacy and security.
2. **Potential risks of data breaches and misuse:** The more platforms personal information is shared with, the greater the risk of data breaches or unauthorized use of personal data.

CONCLUSION

With the rise of travel aggregators, traveling has never been simpler in today's fast-paced world. These online platforms offer a convenient way to compare prices, find the best deals, and book everything from flights and accommodations to car rentals and activities.

However, like any tool, travel aggregators have their advantages and disadvantages that travelers should be aware of before diving into the world of online travel booking.

Travel aggregators are online platforms or websites that gather information from various travel providers, such as airlines, hotels, and car rental companies, and present it to users in a consolidated format. These aggregators allow travelers to compare prices, and book flights, accommodations, and other travel services, all in one place.

Travel aggregators have become essential tools for travelers in the modern era. They simplify the process of planning and booking trips, offering convenience, cost savings, and a wide range of options. With the growth of the internet and online travel booking, aggregators have emerged as go-to resources for travelers looking for the best deals and options.

Travel aggregators provide convenience, cost savings, a vast selection of options, and helpful user reviews.

However, it's important to note that these platforms may have drawbacks such as limited personalization, hidden fees, inconsistent customer service, and potential data privacy concerns.