COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS DATA ANALYTICS

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Presented by

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UNDER THE GUIDANCE OF
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OBJECTIVE

To analyse the "Leading Travel Aggregators" using IBM Cognos.

ABSTRACT

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 analyzing 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.

PROBLEM STATEMENT

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The problem at hand is the need for a travel aggregator platform that effectively addresses the challenges faced by travelers in planning and booking their trips. Traditional travel booking methods involve visiting multiple websites or contacting various agents, which can be time- consuming, inefficient, and overwhelming. This fragmented approach often leads to information overload, difficulty in comparing options, and higher costs. Thus, there is a pressing need for a travel aggregator that consolidates travel-related information from multiple sources, such as airlines, hotels, car rental services, and activities, into a single platform.

PROPOSED SOLUTION

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The solution to the problem is the development and implementation of a travel aggregator platform. This platform will serve as a centralized hub for travelers, offering a wide range of travel-related services and information. The aggregator will integrate data from various airlines, hotels, car rental services, and activity providers, ensuring that users have access to comprehensive and up-to-date options. This aggregator should offer comprehensive search and comparison functionalities, transparent pricing, user-friendly interfaces, personalized recommendations, and secure booking processes. By providing a one-stop solution for travelers, the travel aggregator aims to simplify and streamline the travel planning experience, save time and effort, enable better decision-making, and enhance overall customer satisfaction

TOOLS USED

HARDWARE REQUIREMENT

Processor	:	Intel Core i3
RAM	:	8 GB
Hard Disk	:	500BB

SOFTWARE REQUIREMENTS

Operating System	:	Windows
Language	:	HTML, CSS, Javascript, Python
Program-Tool	:	Visual Studio Code
Web Framework	:	Flask

TOOLS USED

TOOLS REQUIREMENTS

Operating System	:	Windows 10
Disk Space	:	256 MB
Processor	:	Intel atom processor
Version	:	3.6.2

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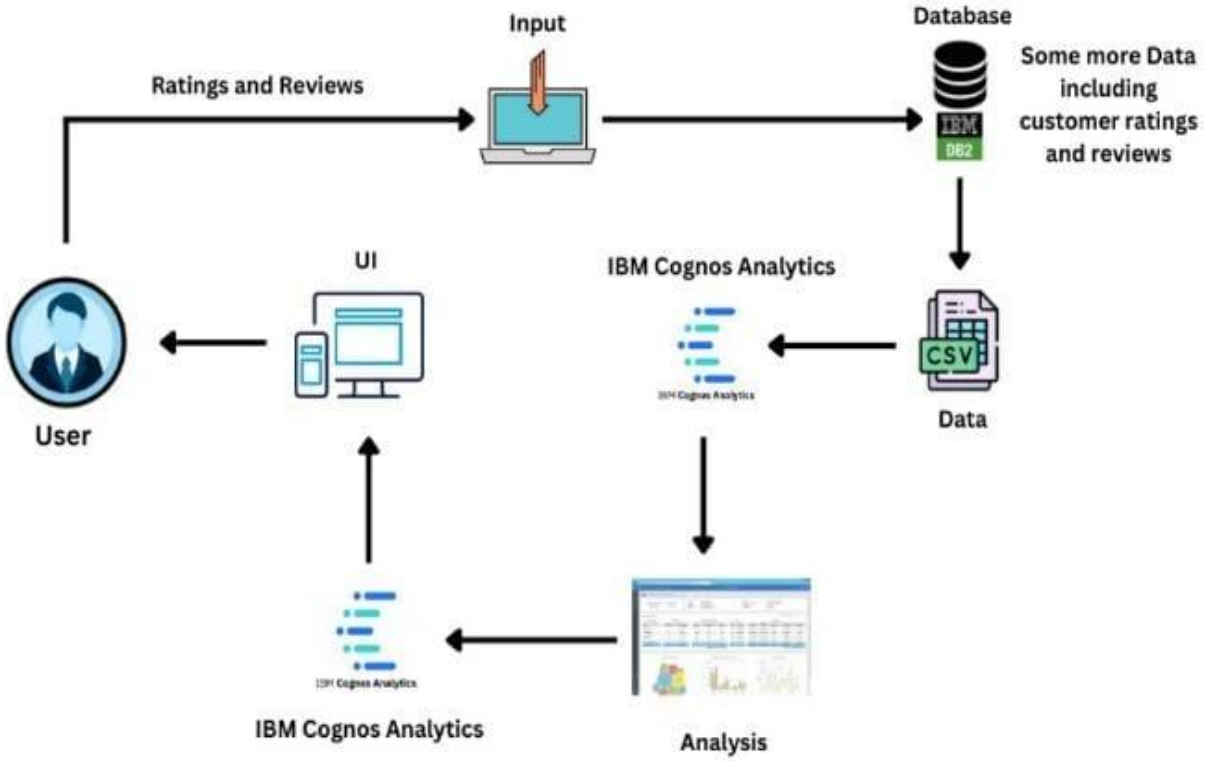
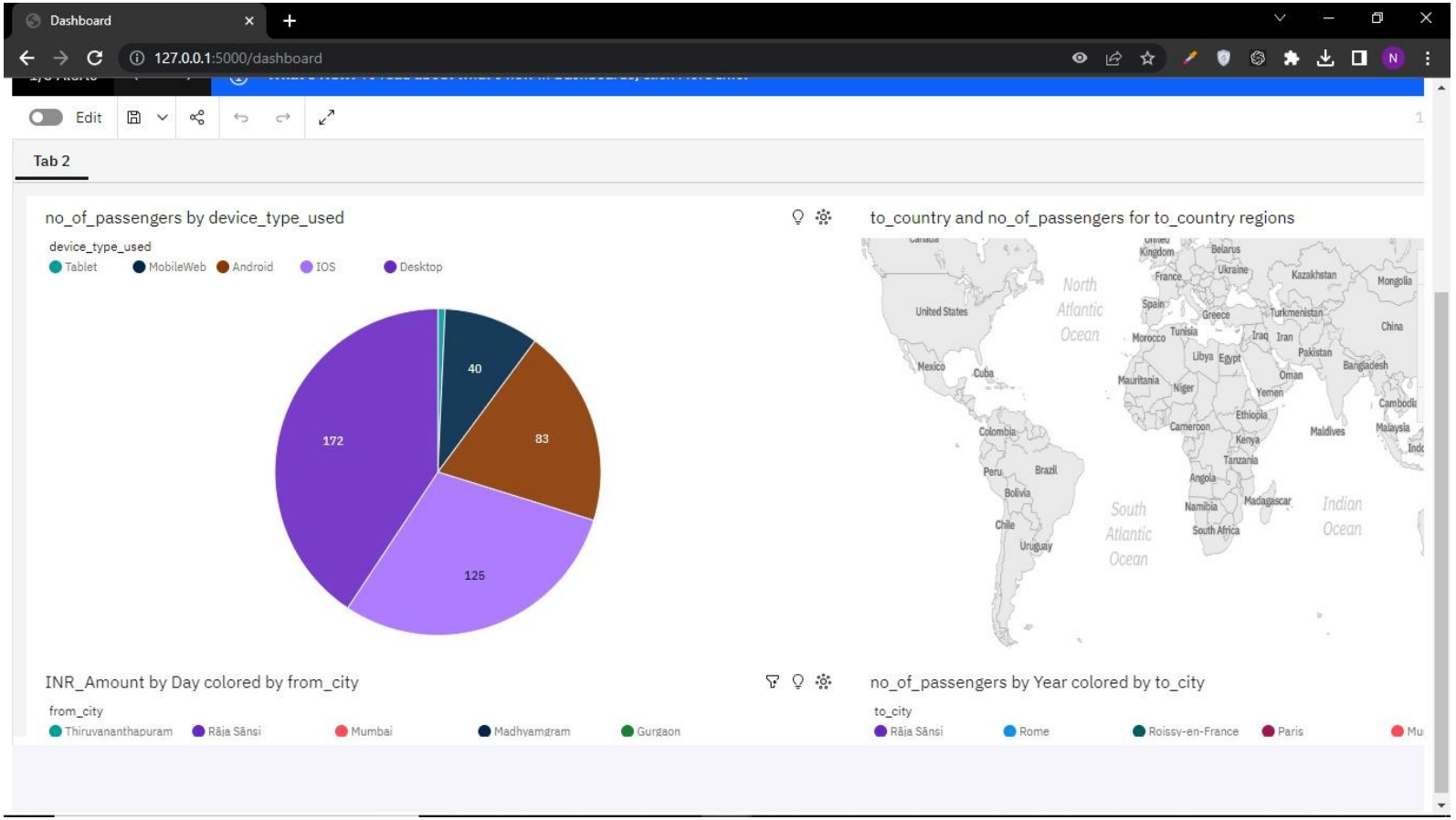
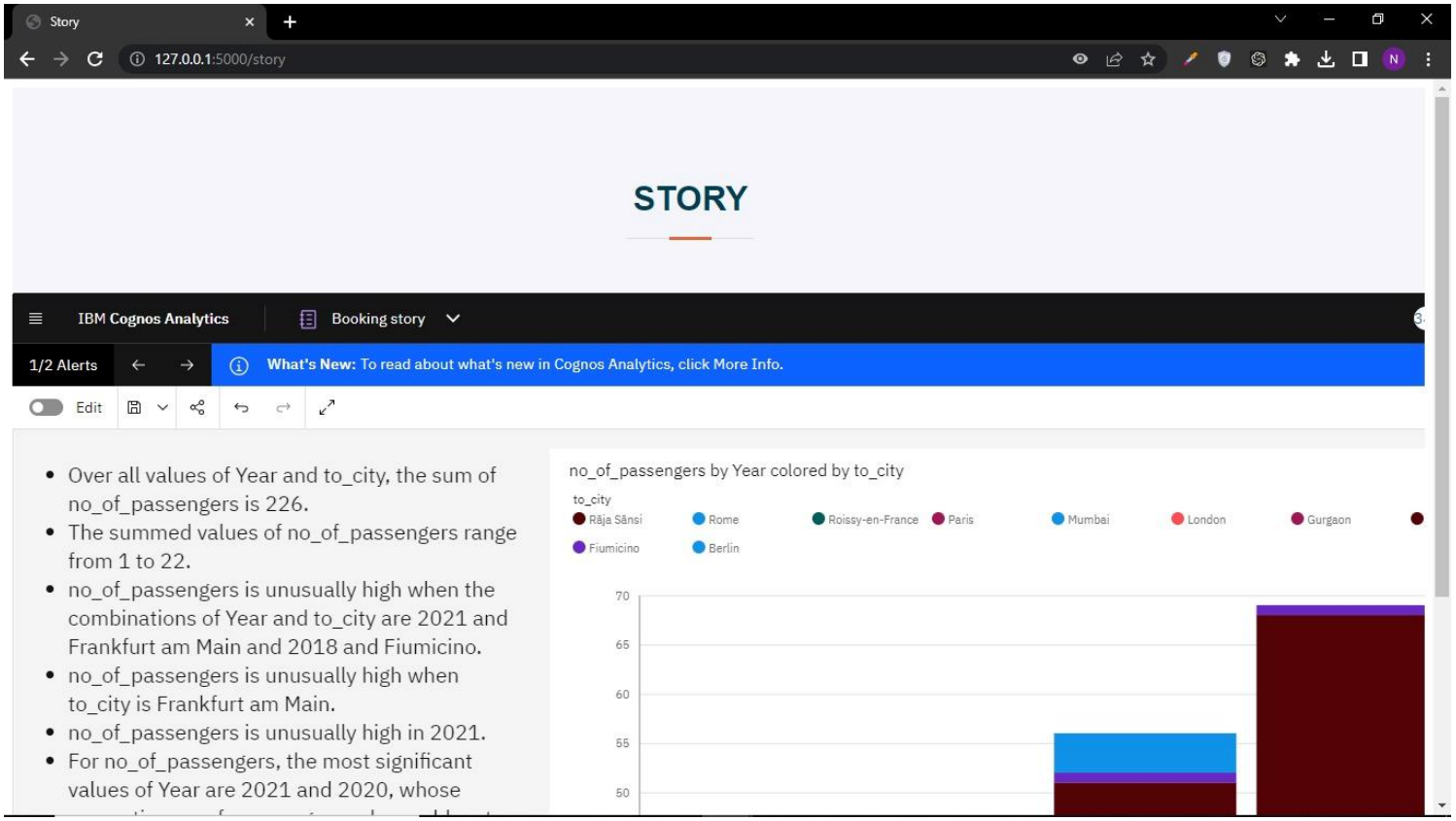
SOLUTION ARCHITECTURE



DASHBOARD


Dashboard
127.0.0.1:5000/dashboard
Edit
Tab 2
no_of_passengers by device_type_used
device_type_used
Tablet
MobileWeb
Android
IOS
Desktop
40
83
125
172
to_country and no_of_passengers for to_country regions
North Atlantic Ocean
South Atlantic Ocean
Indian Ocean
United States
Mexico
Cuba
Colombia
Peru
Brazil
Bolivia
Chile
Uruguay
France
Spain
Greece
Morocco
Tunisia
Libya
Egypt
Mauritania
Niger
Cameroon
Ethiopia
Kenya
Tanzania
Angola
Namibia
South Africa
Madagascar
Yemen
Oman
Iraq
Iran
Pakistan
Bangladesh
China
Mongolia
Kazakhstan
Turkmenistan
Ukraine
Belarus
Maldives
Malaysia
INR_Amount by Day colored by from_city
from_city
Thiruvananthapuram
Rāja Sānsi
Mumbai
Madhyamgram
Gurgaon
no_of_passengers by Year colored by to_city
to_city
Rāja Sānsi
Rome
Roissy-en-France
Paris

STORY


Story
127.0.0.1:5000/story
STORY
IBM Cognos Analytics
Booking story
1/2 Alerts
What's New: To read about what's new in Cognos Analytics, click More Info.
Edit
Over all values of Year and to_city, the sum of no_of_passengers is 226.
The summed values of no_of_passengers range from 1 to 22.
no_of_passengers is unusually high when the combinations of Year and to_city are 2021 and Frankfurt am Main and 2018 and Fiumicino.
no_of_passengers is unusually high when to_city is Frankfurt am Main.
no_of_passengers is unusually high in 2021.
For no_of_passengers, the most significant values of Year are 2021 and 2020, whose
no_of_passengers by Year colored by to_city
to_city
Rāja Sānsi
Rome
Roissy-en-France
Paris
Mumbai
London
Gurgaon
Fiumicino
Berlin
70
65
60
55
50

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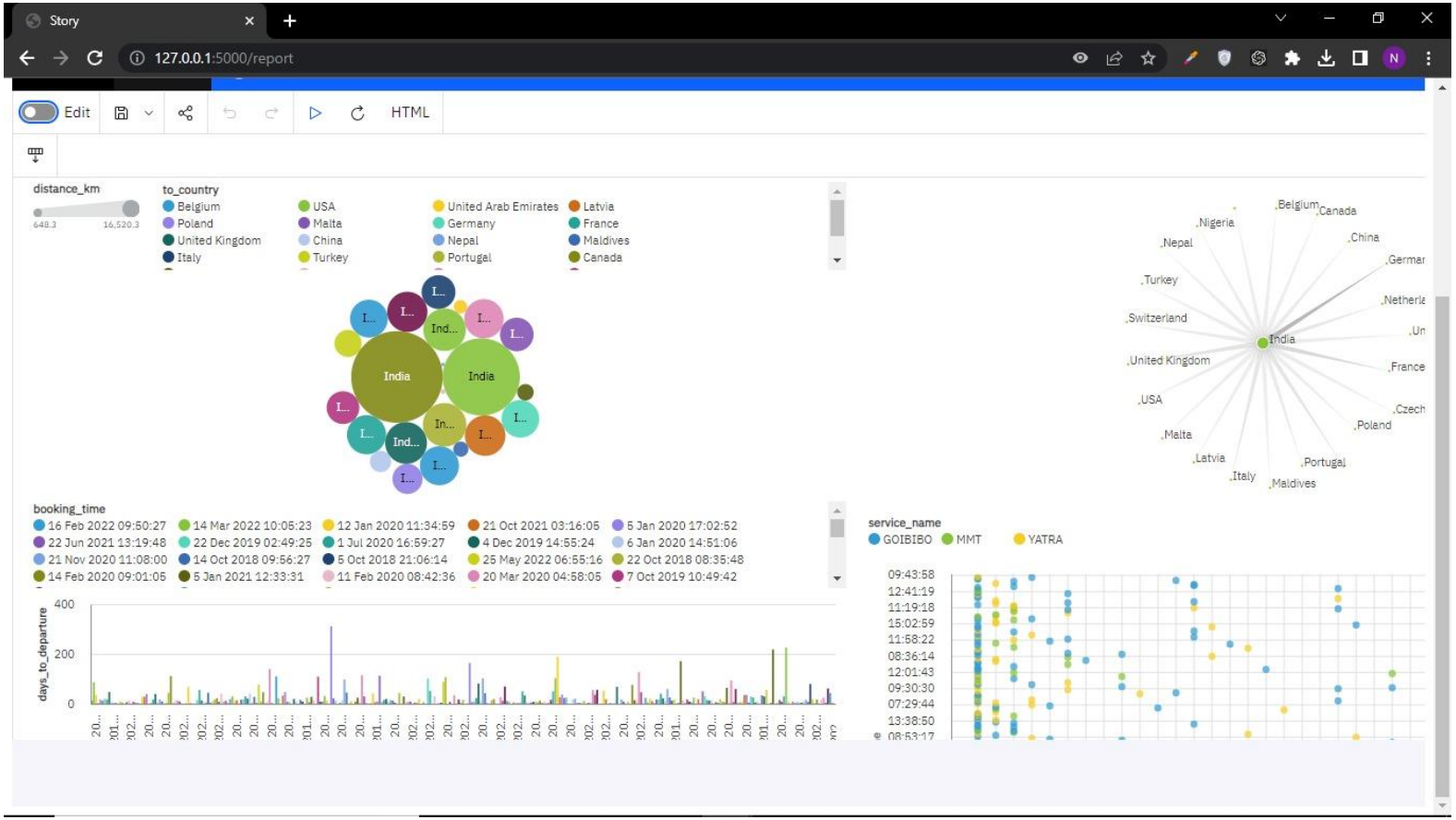
REPORT


Story
127.0.0.1:5000/report
Edit
HTML
distance_km
648.3
16,520.3
to_country
Belgium
Poland
United Kingdom
Italy
USA
Malta
China
Turkey
United Arab Emirates
Germany
Nepal
Portugal
Latvia
France
Maldives
Canada
India
India
Belgium
Canada
Nigeria
China
Nepal
Turkey
Switzerland
United Kingdom
USA
Malta
Latvia
Italy
Portugal
Maldives
France
Poland
booking_time
16 Feb 2022 09:50:27
14 Mar 2022 10:05:23
12 Jan 2020 11:34:59
21 Oct 2021 03:16:05
5 Jan 2020 17:02:52
22 Jun 2021 13:19:48
22 Dec 2019 02:49:25
1 Jul 2020 16:59:27
4 Dec 2019 14:55:24
6 Jan 2020 14:51:06
21 Nov 2020 11:08:00
14 Oct 2018 09:56:27
5 Oct 2018 21:06:14
25 May 2022 06:55:16
22 Oct 2018 08:35:48
14 Feb 2020 09:01:05
5 Jan 2021 12:33:31
11 Feb 2020 08:42:36
20 Mar 2020 04:58:05
7 Oct 2019 10:49:42
days_to_departure
400
200
0
service_name
GOIBIBO
MMT
YATRA
09:43:58
12:41:19
11:19:18
15:02:59
11:58:22
08:36:14
12:01:43
09:30:30
07:29:44
13:38:50

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THANK YOU