



- Dashboard
- Internship
- Support
- Training Calendar

Welcome, SEELA INDU 🎉



### How to upload files in GitHub?

This video helps you understand how to upload your project files in GitHub.

Competitive Analysis Of Leading Travel Aggregators

- Project Flow
- Define Problem / Problem Understanding
- Data Collection & Extraction From Database
- Data Preparation
- Data Visualization
- Dashboard
- Story
- Report
- Performance Testing
- Web Integration

## Competitive Analysis Of Leading 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.

### Technical Architecture:

Guided Project Project Workspace

- Problem Understanding
- Data Collection & Extraction From Database
  - Collect The Dataset
  - Connect IBM DB2 With IBM Cognos
- Data Preparation
- Data Visualization
- Dashboard
- Story
- Report
- Performance Testing
- Web Integration
- Project Demonstration & Documentation

## Collect The Dataset

Collect the dataset  
Please use the link to download the dataset: [Link](#)

Activity 1.1: Understand the data  
Check the below link out to understand the dataset in detail : [link](#)


# Products

**Trials**

1 Offering

Need help? Get product support

Site feedback



**Cognos Analytics on Cloud Trial for Students**

Active  
Expires on 30 May 2024

Launch

Manage

**Let IBM provide you technology and business solutions to fit your needs**


IBM's extensive list of offerings helps you find products that fit your technology and business needs. Get started with a free trial today!

View catalog

Let's talk

**Maintenance:** The upgrade is now complete. Click on More Info to see what actions may be necessary and to subscribe to future events

Leverage self-service analytics to make more confident decisions.



**Seela Indu (b0a7d28381...**  
seelaindu1722@gmail.com  
[Profile and settings](#)

[My schedules and subscriptions](#)

[Log my session](#)

[About](#)


[Manage product subscription](#)

[Privacy](#)

[Cookie Preferences](#)

[IBM Cognos Analytics Mobile](#)

[Log out](#)



**Upload data and start creating content**





Upload spreadsheets, CSV files, and other types of files, and create content based on these files.



**Create content from existing data**

Locate data sources in the Content view, and create content based on sources.

Recent

<div>New dashboard</div> <div>Last Accessed 30/07/2023, 2:47 AM</div> 	<div>BOOKINGS REFINED</div> <div>Last Accessed 30/07/2023, 2:46 AM</div> 	<div>airline report</div> <div>Last Accessed 27/07/2023, 8:34 AM</div> 	<div>New story</div> <div>Last Accessed 27/07/2023, 8:34 AM</div> 
---	--	--	---



Data module

BOOKINGS REFINED

Navigation paths

Bookings.csv

- # Row Id
- from\_city
- from\_country
- to\_city
- to\_country
- booking\_time
- Year
- Month
- Day
- Day of the week
- device\_type\_used
- INR\_Amount
- service\_name

Grid

Relationships

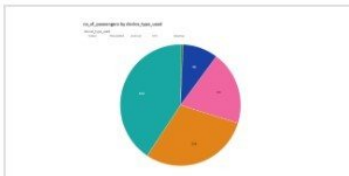
Custom tables

↑↓	Row Id	from_city	from_country	to_city	to_country	booking_time	Year
1		Gurgaon	India	Ahmedabad	India	2020-02-05T10:12:08	2020
2		Delhi	India	Brussels	Belgium	2018-11-21T02:21:47	2018
3		Devanhalli	India	Frankfurt am Main	Germany	2019-12-16T16:54:58	2019
4		Gurgaon	India	Frankfurt am Main	Germany	2021-10-29T07:25:38	2021
5		Gurgaon	India	Roissy-en-France	France	2020-08-11T11:09:10	2020
6		Gurgaon	India	Roissy-en-France	France	2021-04-13T11:12:34	2021
7		Kolkata	India	Gurgaon	India	2022-02-16T09:50:27	2022
8		Bhubaneswar	India	Durlaga	India	2021-09-10T14:09:12	2021
9		Gurgaon	India	Amsterdam	Netherlands	2022-03-14T10:05:23	2022
10		Delhi	India	Hamburg	Germany	2018-09-25T13:29:22	2018
11		Gurgaon	India	Berlin	Germany	2019-10-10T14:53:03	2019
12		Mumbai	India	Paris	France	2021-02-27T13:26:11	2021


**My pins** All

Search

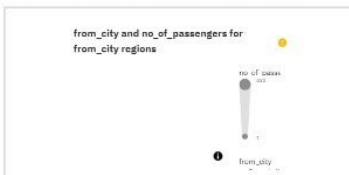
25 pins



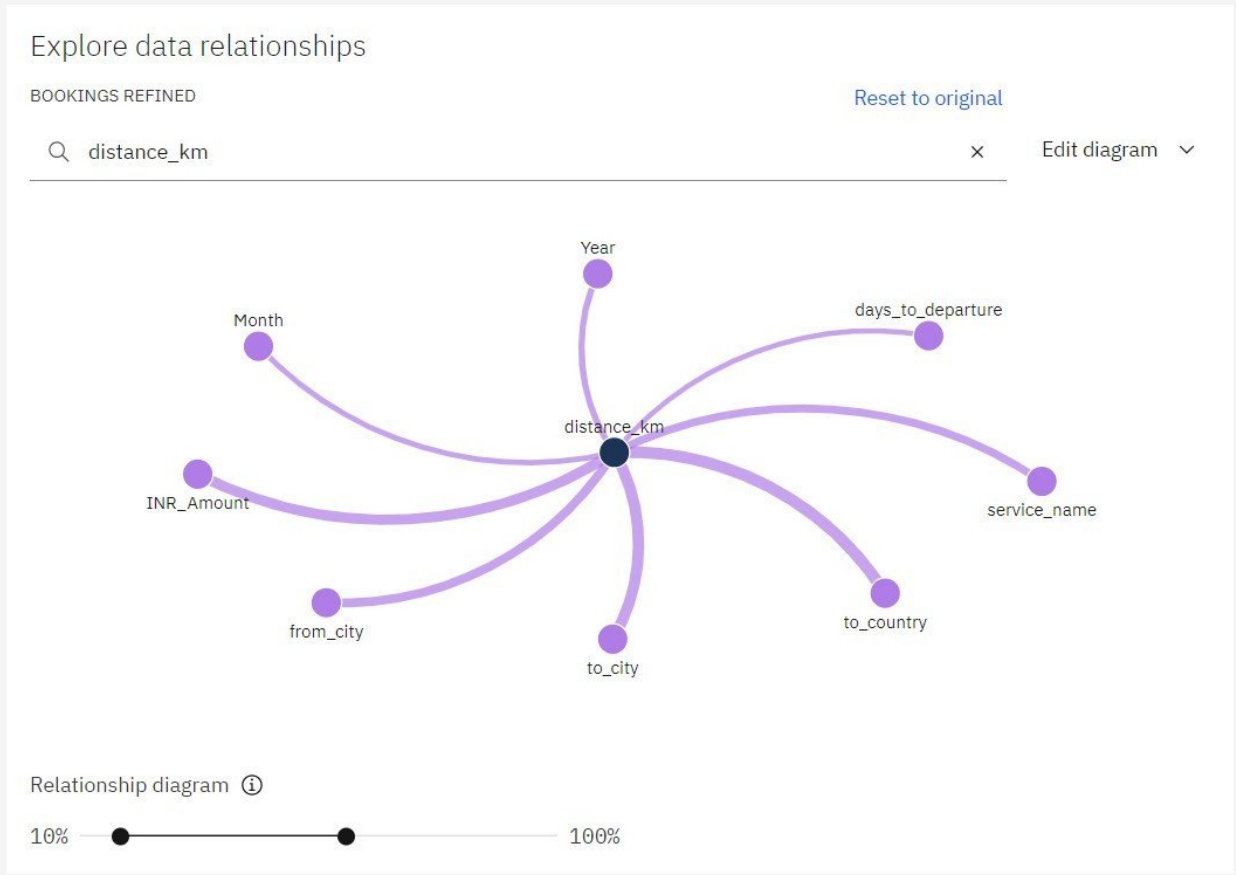
**no\_of\_passeng...ed pie chart**  
New exploration, 7/23/2023, 1:51 AM



**INR\_Amount by...y line chart**  
New exploration, 7/23/2023, 1:46 AM



**from\_city and...y regions map**



#### Select a visualization

Explore visualizations related to 'distance\_km'

distance\_km

**4.57K**

distance\_km

Add +

distance\_km

Add +

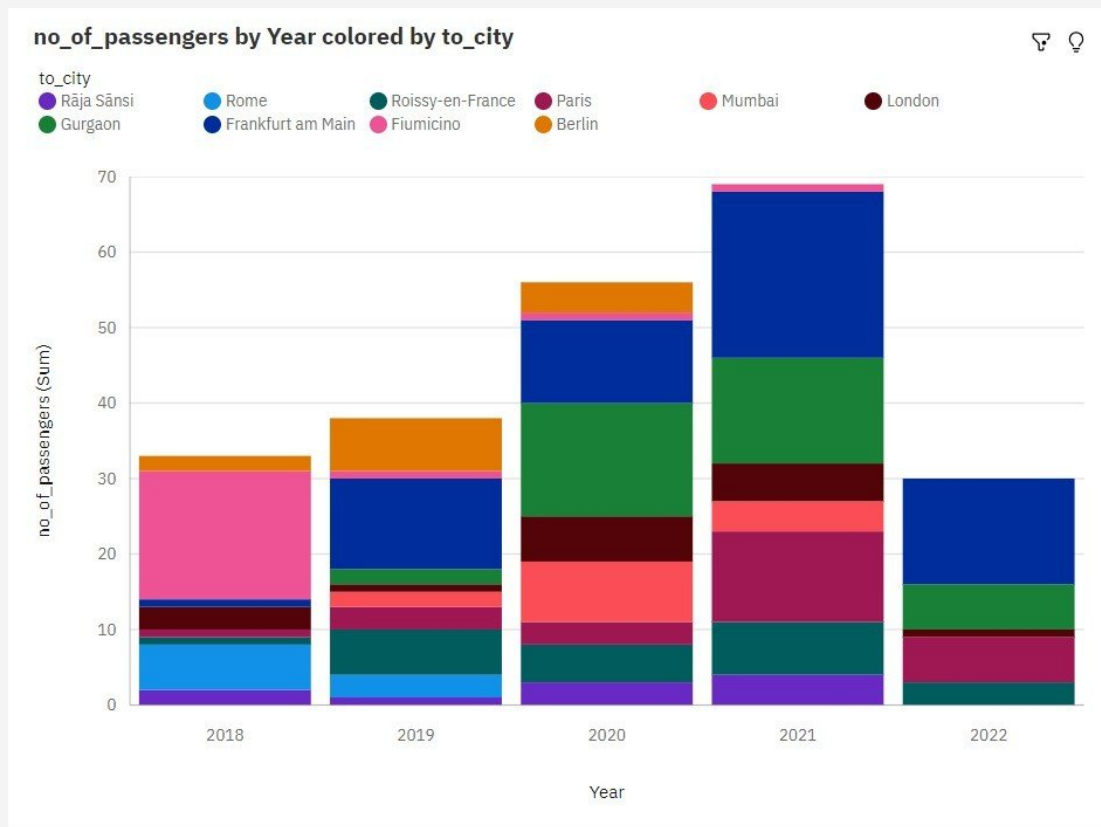
INR\_Amount and distance\_km for from\_city regions

**from\_city and...y regions map**  
New exploration, 7/23/2023, 1:38 AM

**to\_country an...y regions map**  
New exploration, 7/23/2023, 1:31 AM

**no\_of\_passen...column chart**  
New exploration, 7/23/2023, 1:25 AM

**INR\_Amount b...y area chart**  
New exploration, 7/23/2023, 1:18 AM



### Details

**no\_of\_passengers** is unusually high when **to\_city** is Frankfurt am Main.

**no\_of\_passengers** is unusually high in 2021.

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.

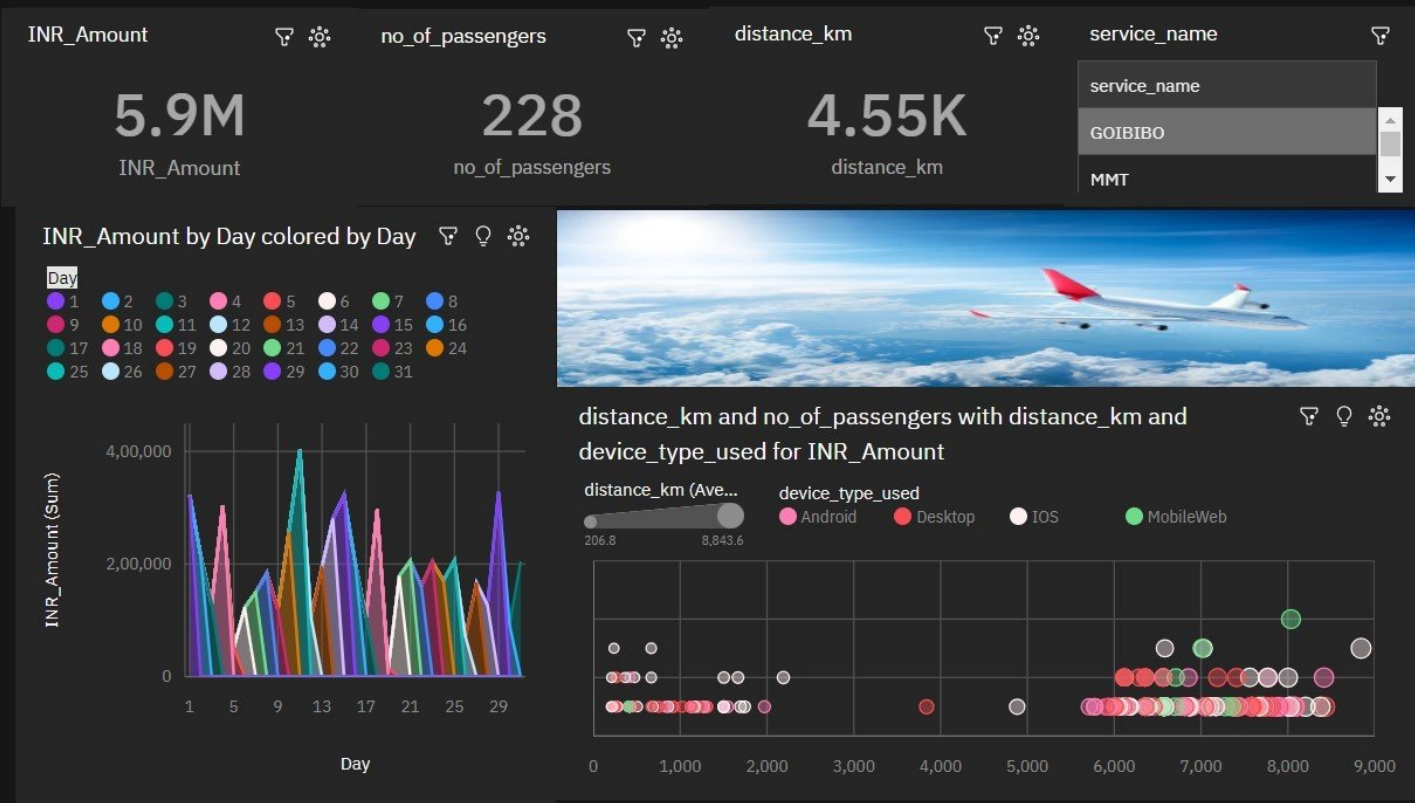
For **no\_of\_passengers**, the most significant value of **to\_city** is Frankfurt am Main, whose respective **no\_of\_passengers** values add up to 60, or 26.5 % of the total.

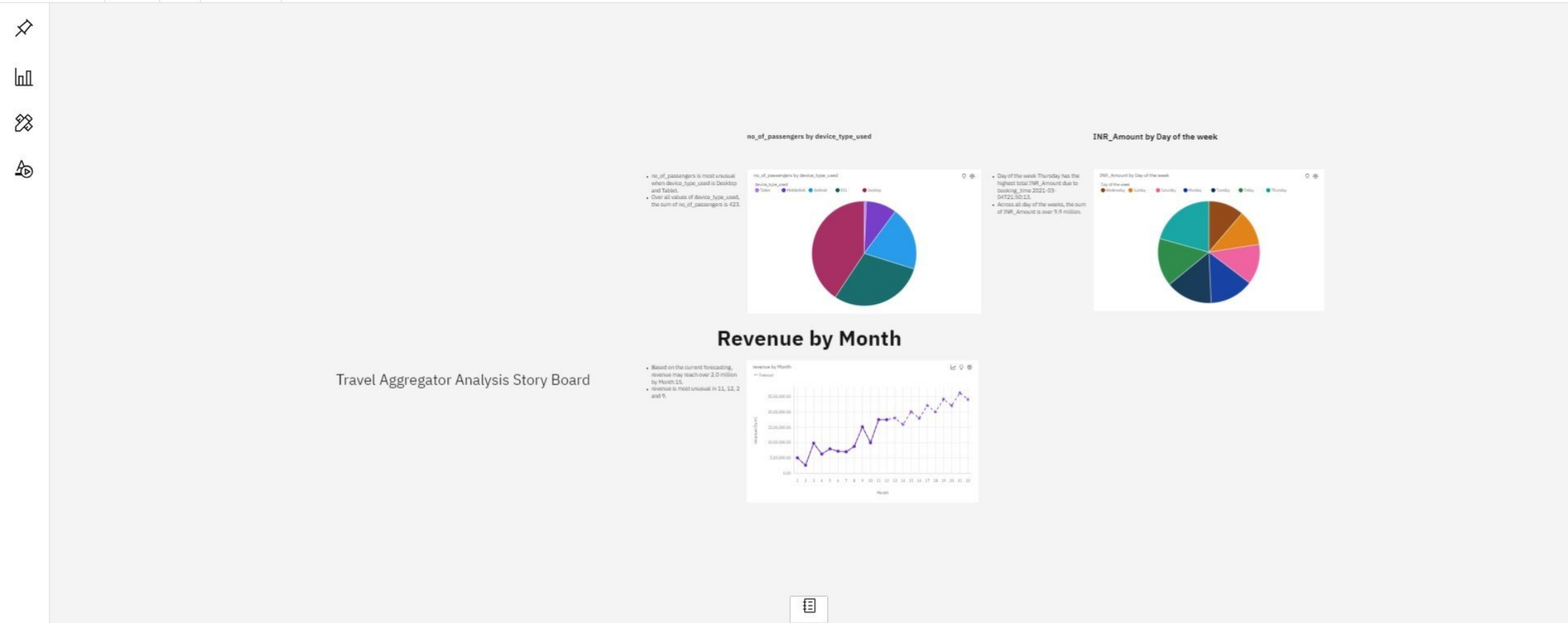
For **no\_of\_passengers**, the most significant values of **Year** are 2021 and 2020, whose respective **no\_of\_passengers** values add up to 117.



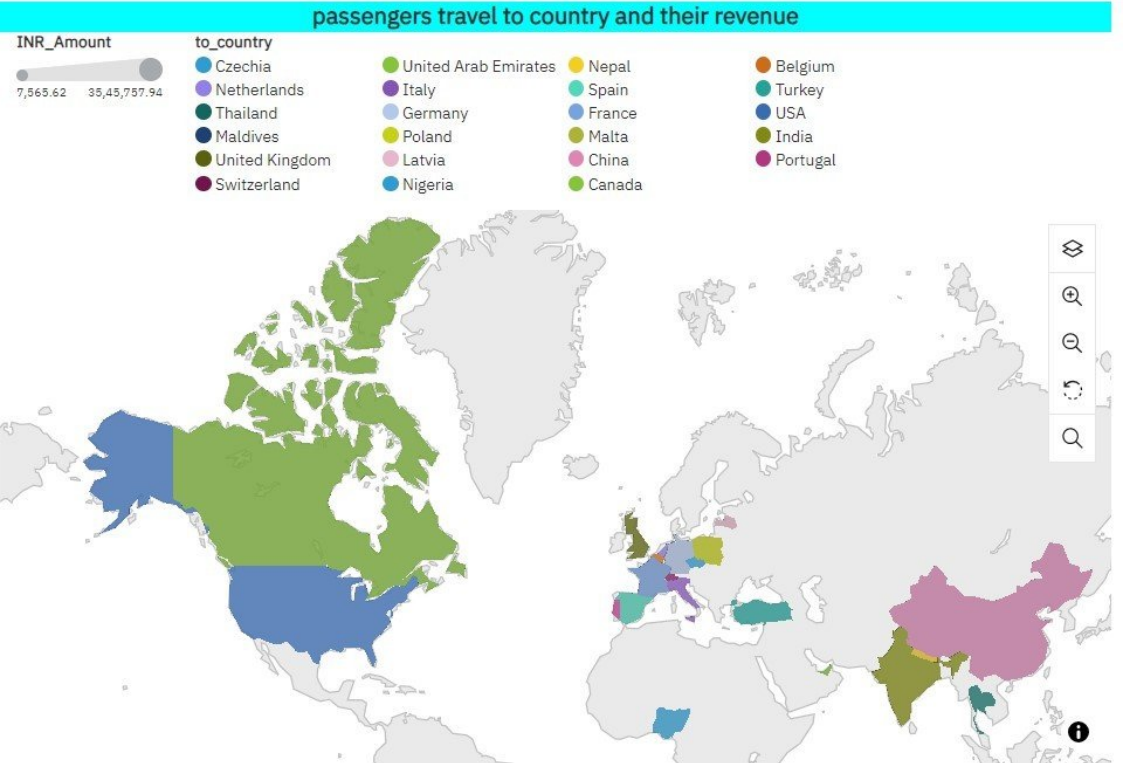
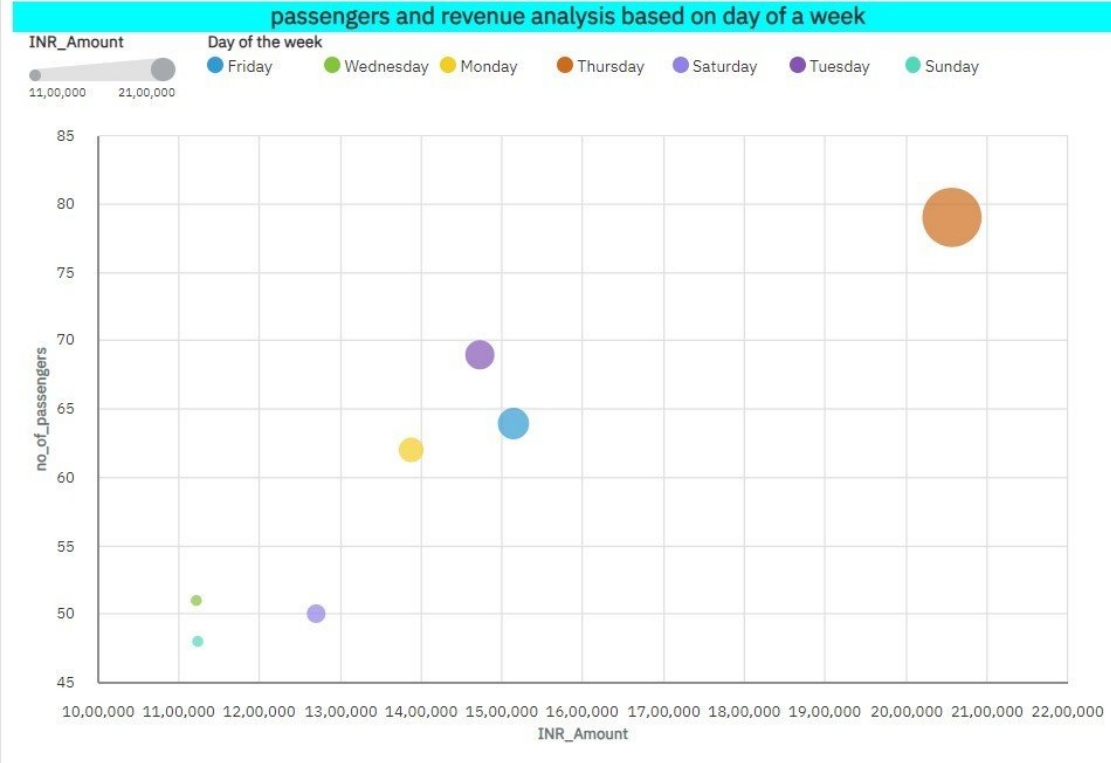


Tab 1





passengers and revenue analysis based on day of a week





FileEditSelectionViewGoRunTerminalHelp

index.html - Visual Studio Code

Restricted Mode is intended for safe code browsing. Trust this window to enable all features. ManageLearn More

index.html X

C:\> Users > ASUS > Desktop > Bills > Bikin > index.html > html > body > main#main > section#team.team > div.container > div.row > div.col-xl-3.col-lg-4.col-md-6 > div.member > div.member-info > div.social > a

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

101

<div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">

<h1>Analysis of Literacy Rate in India</h1>

<h2>Education is key for development of a Nation</h2>

<a href="#about" class="btn-get-started scrollto">Get Started</a>



<!-- ===== About Section ===== -->

<!-- End About Section -->

<!-- ===== Clients Section ===== -->

<!-- ===== Features Section ===== -->

<section id="dashboard" class="features" data-aos="fade-up">

<div class="container">

<div class="section-title">

<h3>Dashboard</h3>

</div>

<iframe src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my\_folders%2FNew%2Bdashboard&closeWindowOnLastView=true&ui\_appbar=false&">

</div>

</section><!-- End Features Section -->

<!-- ===== Services Section ===== -->

<section id="story" class="services">

<div class="container" data-aos="fade-up">

Ln 190, Col 39 Spaces: 2 UTF-8 CRLF HTML

34°C Mostly cloudy

Search

ENG IN

13:50 30-07-2023



# Education in India

Home About Dashboard Story Report

100% Analytics Filters

Tab 1

INR\_Amount

5.9M

INR\_Amount

no\_of\_passengers

228

no\_of\_passengers

distance\_km

4.55K

distance\_km

service\_name

service\_name

GOIBIBO

MMT

YATRA

INR\_Amount by Day colored by Day

Day

1 2 3 4 5 6 7 8 9 10 11 12  
13 14 15 16 17 18 19 20 21 22 23 24  
25 26 27 28 29 30 31



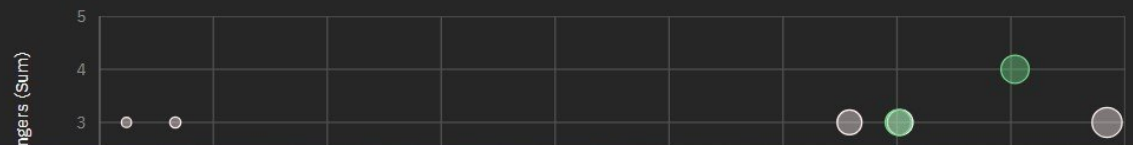
distance\_km and no\_of\_passengers with distance\_km and device\_type\_used for INR\_Amount

distance\_km (Ave...

206.8 8,843.6

device\_type\_used

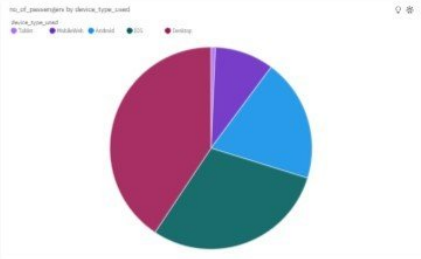
Android Desktop IOS MobileWeb



# Education in India

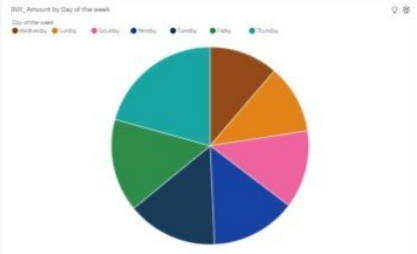
no\_of\_passengers by device\_type\_used

- no\_of\_passengers is most unusual when device\_type\_used is Desktop and Tablet.
- Over all values of device\_type\_used, the sum of no\_of\_passengers is 423.



INR\_Amount by Day of the week

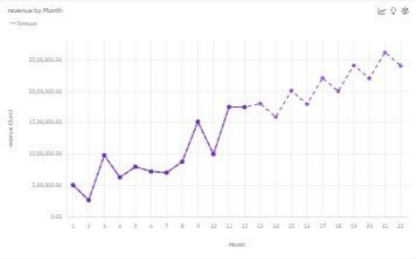
- Day of the week Thursday has the highest total INR\_Amount due to booking\_time 2021-03-04T22:50:33.
- Across all day of the weeks, the sum of INR\_Amount is over 9.9 million.



## Revenue by Month

Travel Aggregator Analysis Story Board

- Based on the current forecasting, revenue may reach over 2.0 million by Month 25.
- Revenue is most unusual in 11, 12, 2 and 9.



# Education in India

