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## -:Project Documentation & Report :-

### **PROJECT TITLE:-**

# **Competitive Analysis Of Leading Travel Aggregators**

### **TEAM:**

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Team Size : 5

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# **1. INTRODUCTION :-**

**1.1 OVERVIEW :-** A competitive analysis of leading travel aggregators is a comprehensive report that evaluates the strengths, weaknesses, opportunities, and threats of key players in the online travel aggregation space. This report aims to provide valuable insights for businesses, investors, and industry stakeholders to make informed decisions and stay competitive in the dynamic travel industry.

## **Data Collection and Preprocessing:-**

A comprehensive dataset was collected from kaggle Which includes age,sex,region,charges,smoker,BMI. The collected data underwent thorough preprocessing to handle missing values, remove inconsistencies, and ensure data quality.

## **Exploratory Data Analysis (EDA):-**

EDA was conducted to gain a deep understanding of the dataset. Visualizations and summary statistics helped in understanding the characteristics of the data and guided further analysis.

## **Creating a Flask web application:-**

For Competitive Analysis Of Leading Travel Aggregators data involves building an interface where We can input relevant information, and the application will use the predictive model to estimate the medical care costs.

## **1.2 PURPOSE :-**

The purpose of conducting a Competitive Analysis of Leading Travel Aggregators is to gain valuable insights into the competitive landscape of the online travel aggregation industry. This analysis provides a comprehensive evaluation of the strengths, weaknesses, opportunities, and threats of key players in the market.

Analyzing user reviews and satisfaction ratings of different aggregators can provide valuable customer insights. This helps businesses understand customer preferences, pain points, and expectations, enabling them to improve their services.

Overall, the Competitive Analysis of Leading Travel Aggregators is a crucial tool for businesses, investors, and industry stakeholders to gain a deep understanding of the competitive dynamics in the online travel aggregation space and make informed decisions to stay competitive and thrive in the market.

## **KEY OUTCOMES:**

- 1. Convenience and Efficiency**
- 2. Price Comparison and Savings**

3. Increased Access to Travel Options

4. Enhanced Patient Care 5. Tailored Insurance

Coverage

## **2. LITERATURE SURVEY:**

Literature may assess the impact of travel aggregators on various stakeholders in the travel industry, including airlines, hotels, tour operators, and traditional travel agencies. This includes examining the effects on distribution channels, pricing dynamics, and market competition.

So The literature survey on travel aggregators typically covers the following aspects:

**Business Models and Industry Analysis:** Studies may focus on the business models adopted by travel aggregators, including revenue streams, pricing strategies, and partnerships. They may also analyze the overall industry structure, market trends, and challenges faced by aggregators.

**User Behavior and Experience:** Research in this area examines how travelers interact with travel aggregator platforms, their booking patterns,

search behavior, and user experiences. It may also explore factors influencing user loyalty and satisfaction.

**Impact on Travel Industry:** Literature may assess the impact of travel aggregators on various stakeholders in the travel industry, including airlines, hotels, tour operators, and traditional travel agencies. This includes examining the effects on distribution channels, pricing dynamics, and market competition.

Remember that the specific literature available will vary based on the publication date and the focus of individual researchers. Conducting a comprehensive literature review will provide you with the most current and diverse insights into the world of travel aggregators.

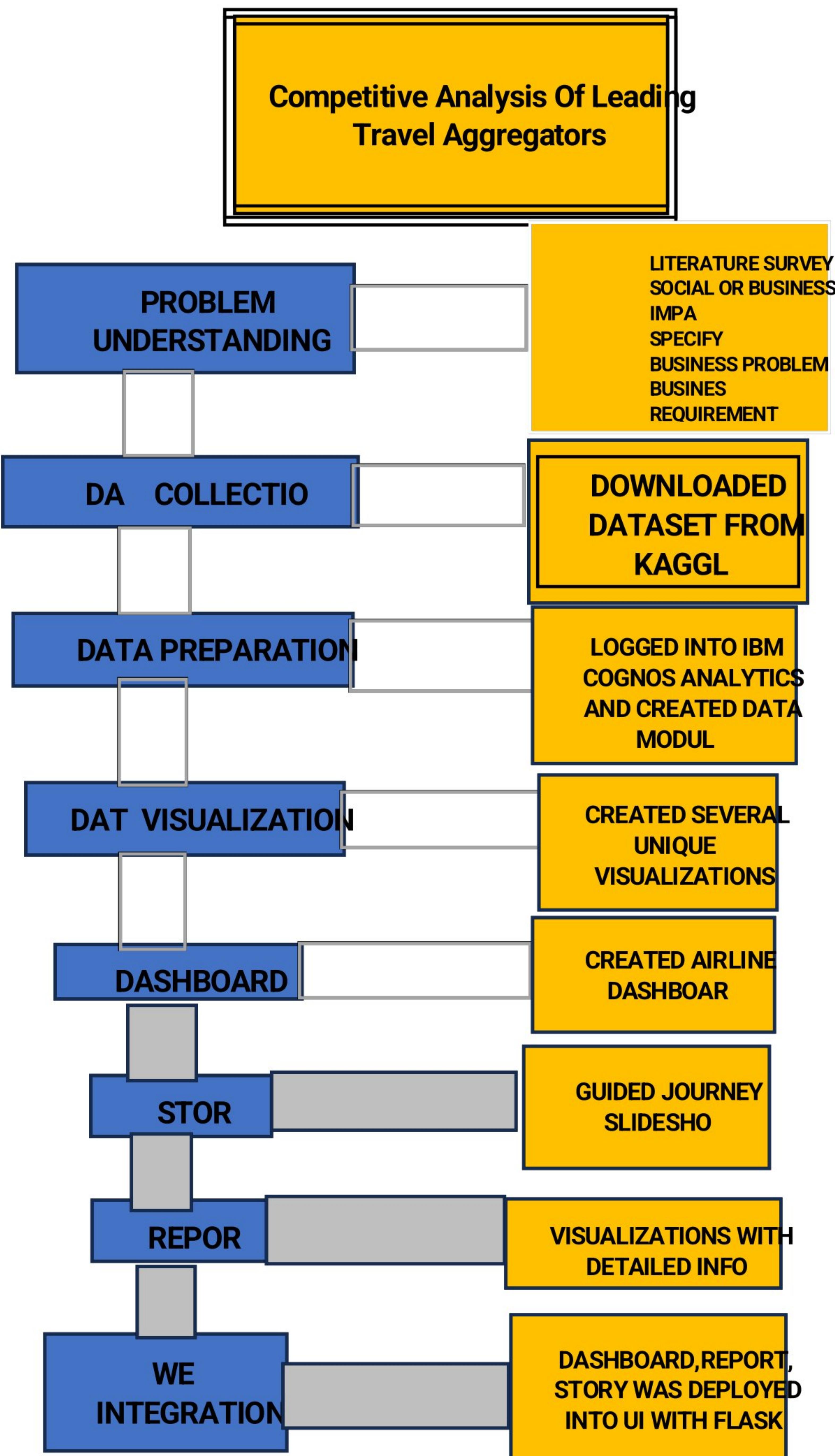
### **3. THEORITICAL ANALYSIS:-**

Creating a detailed block diagram for Competitive Analysis Of Leading Travel Aggregators involves breaking down the process into key steps and components.

Below is a high-level block diagram outlining the main stages and elements involved in estimating and predicting Analysis of travel Aggregators

The block diagram illustrates the end-to-end process of estimating and predicting Analysis of travel Aggregators.

### 3.1 Block Diagram:-



## 3.2 SOFTWARE OR HARDWARE DESIGNING:-

### Software Requirements:

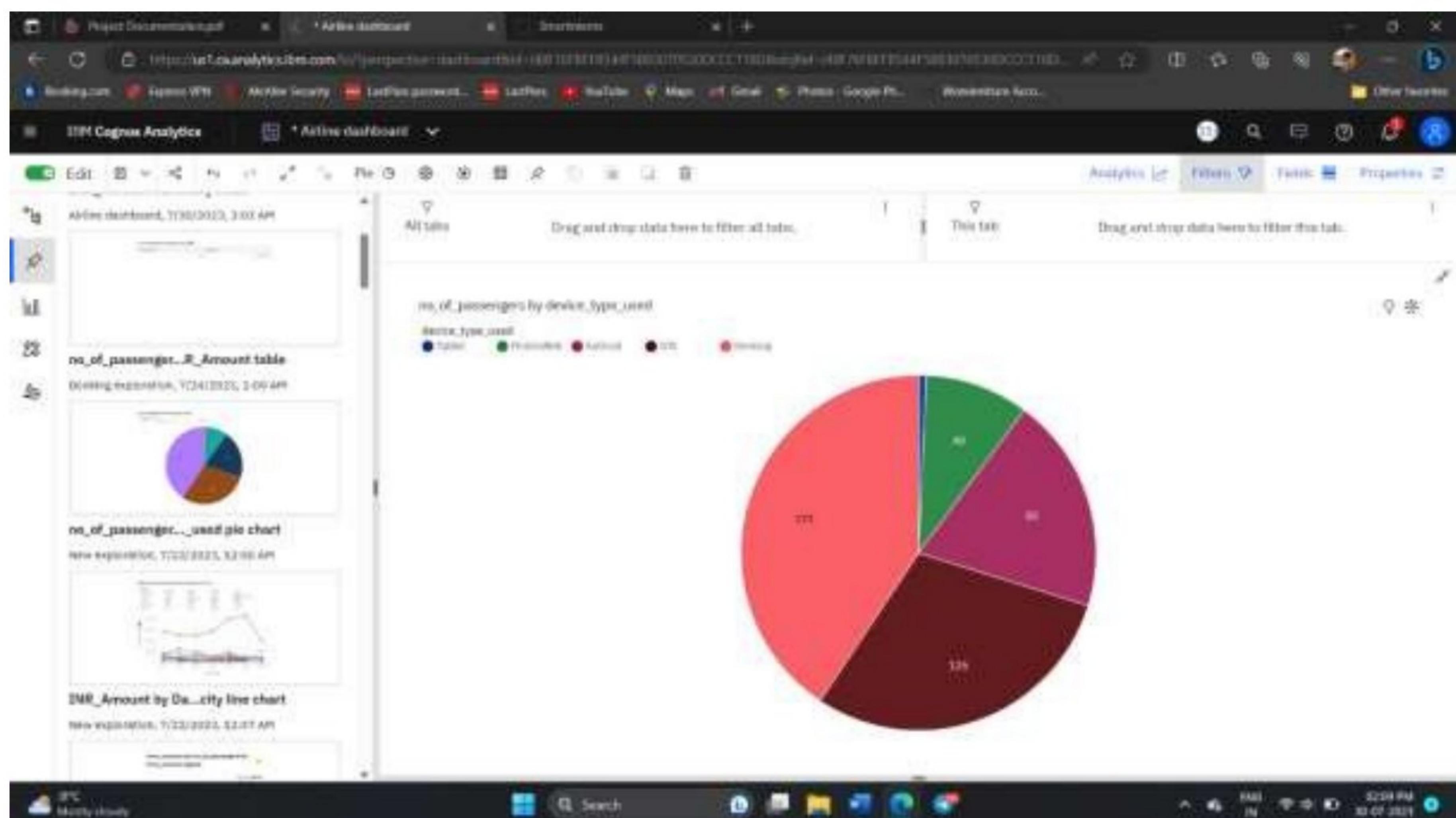
1. IBM cognos analytics Tool.
2. Flask.
3. Integrated Development Environment (IDE)-Spyder.

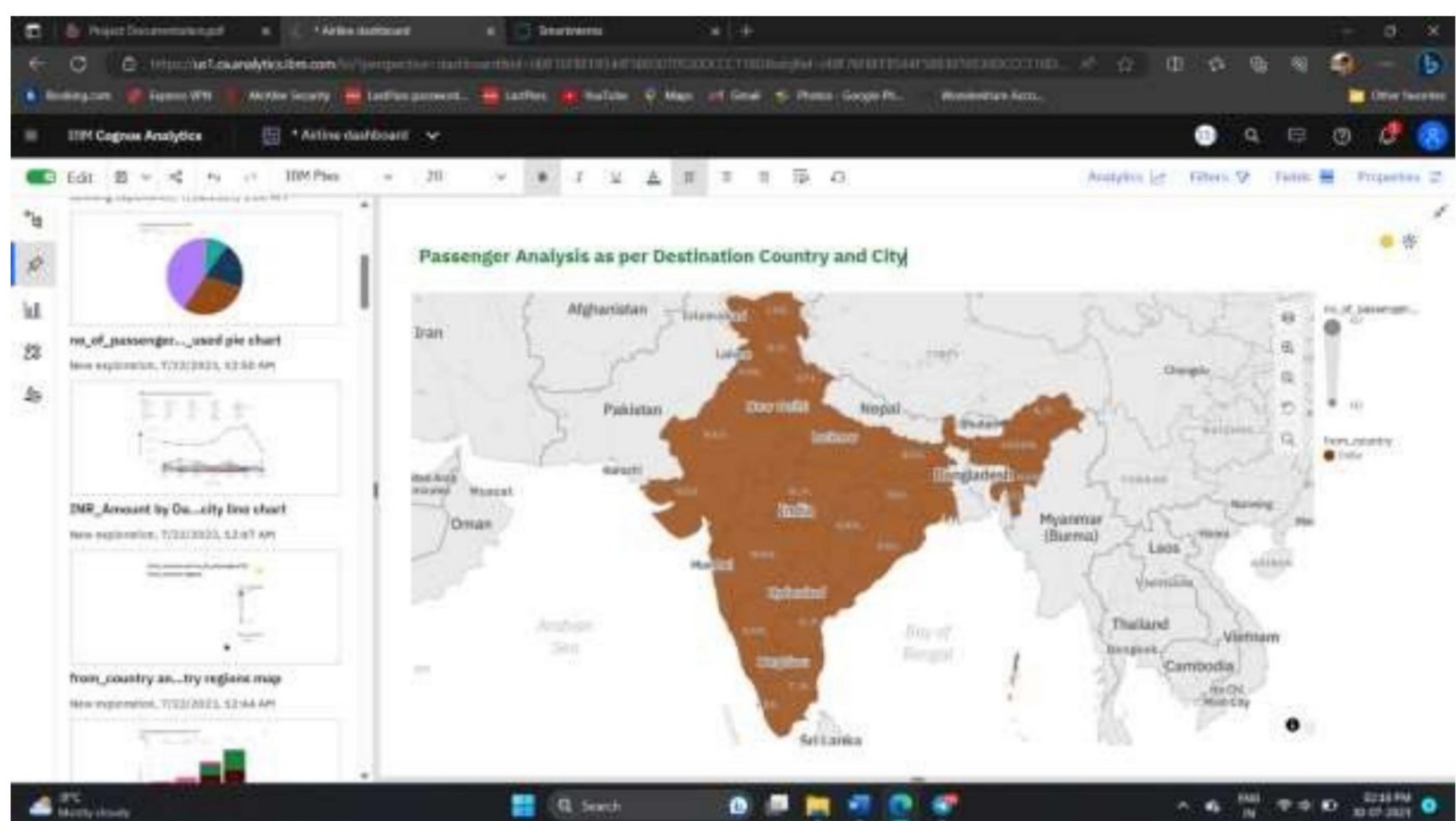
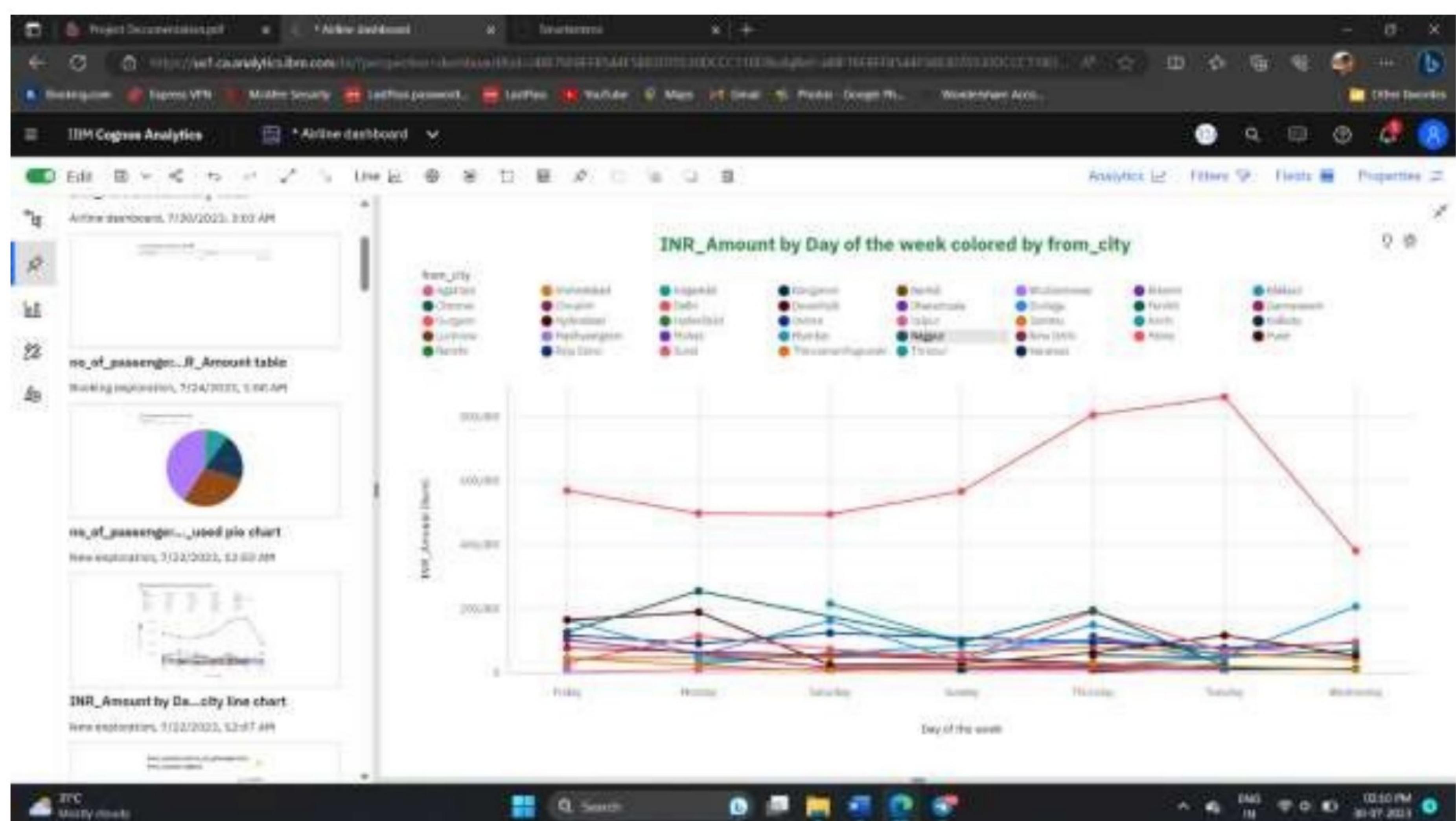
### Hardware Requirements:-

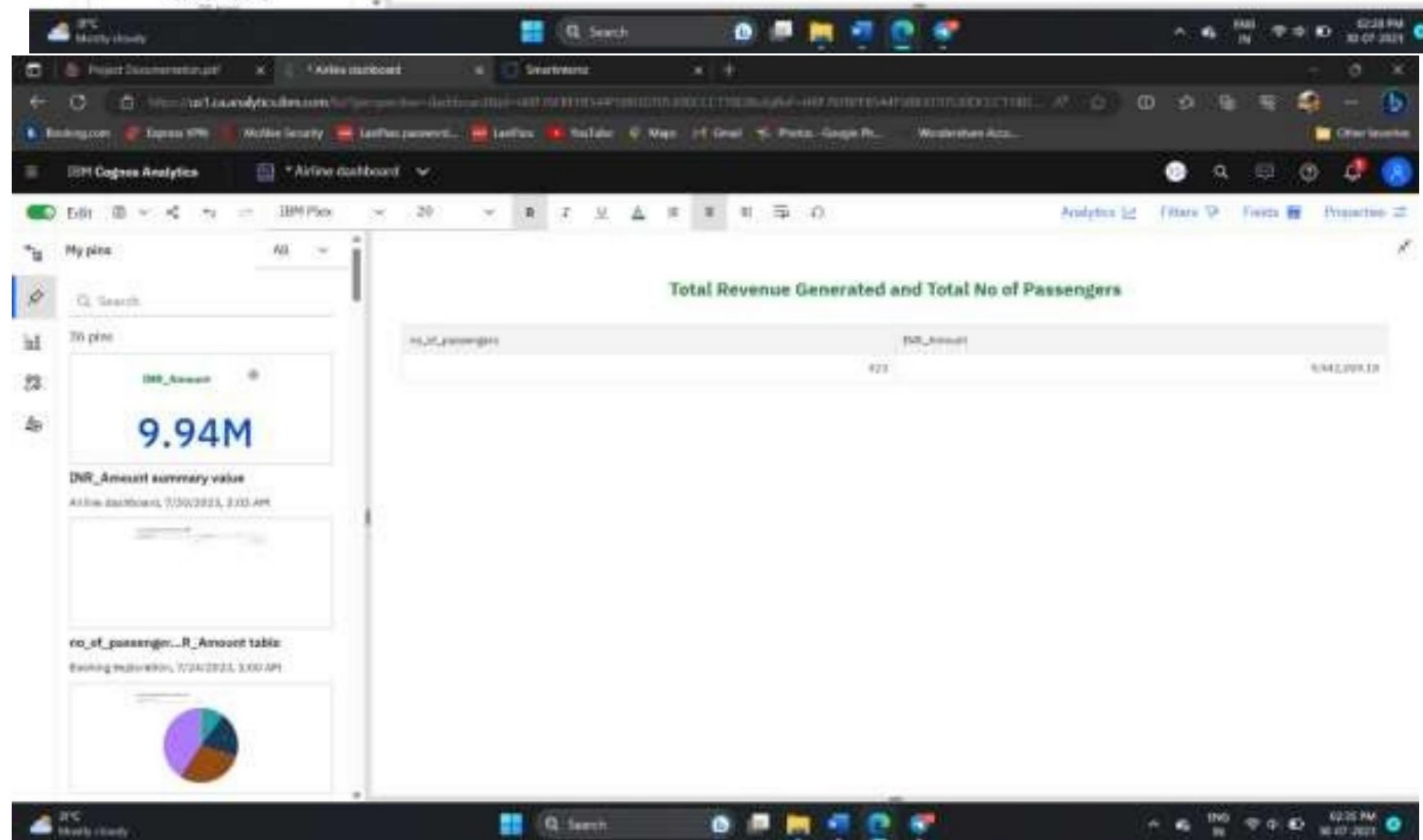
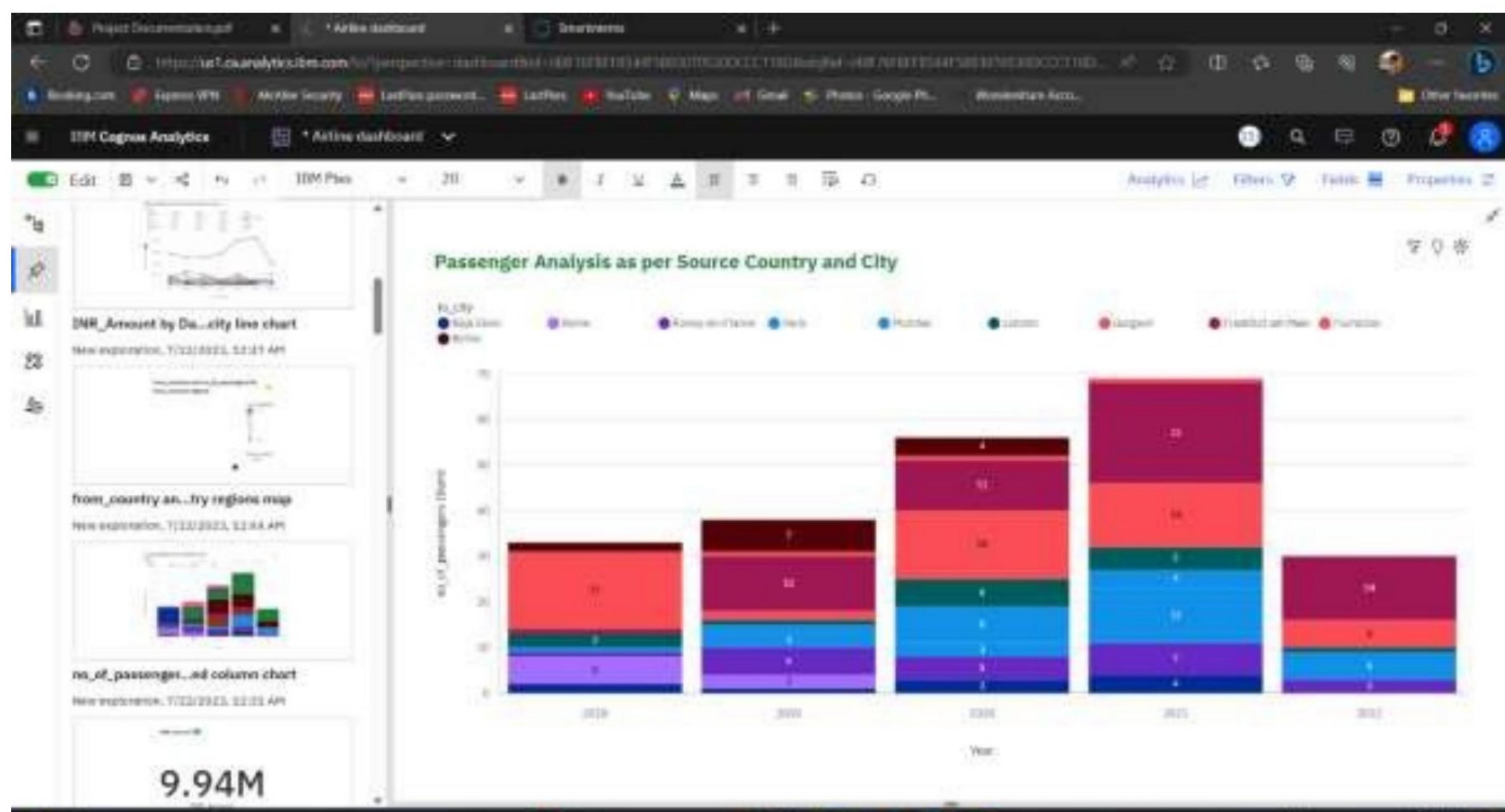
Minimum System Requirements(RAM-4GB,Quad core Processor Or above)

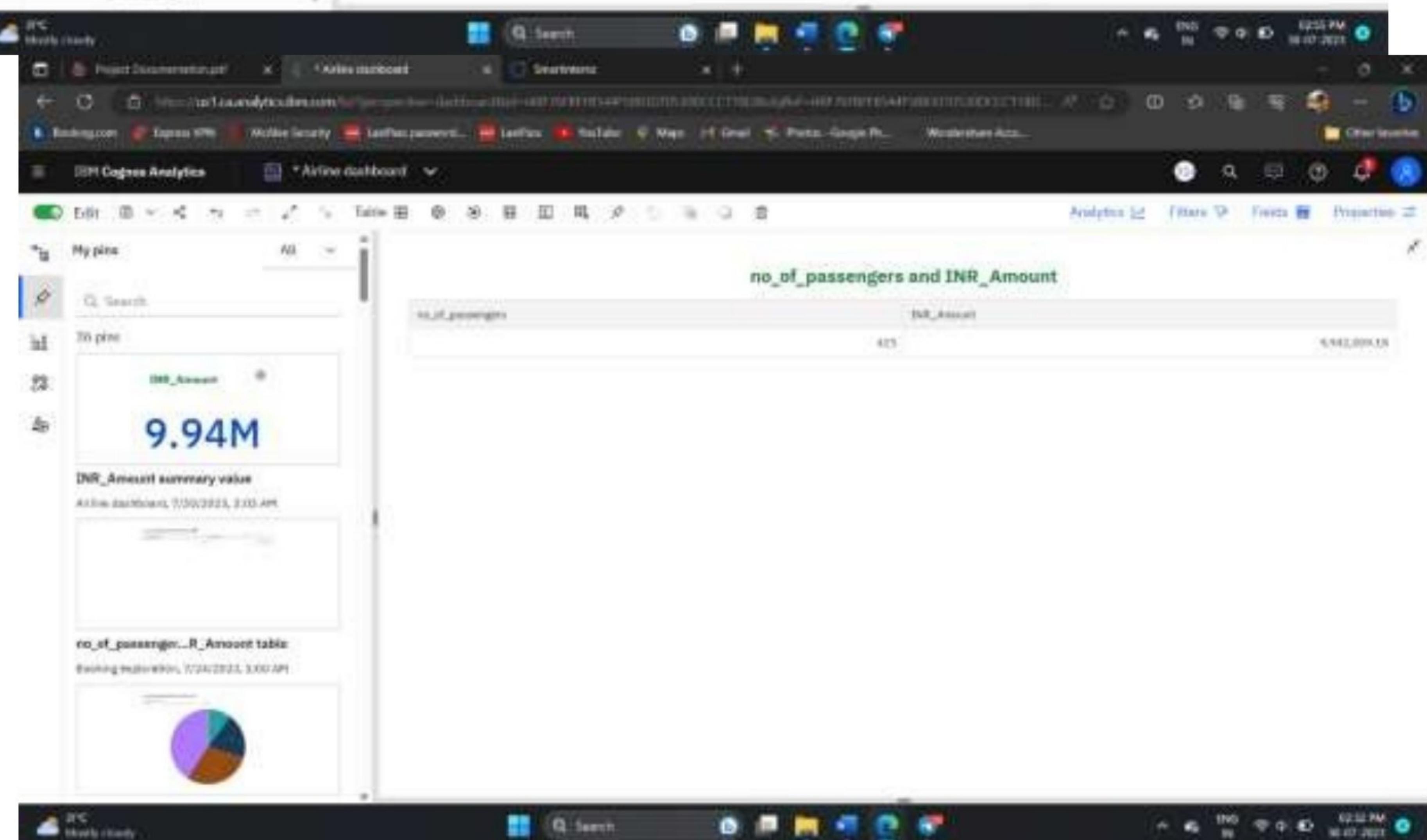
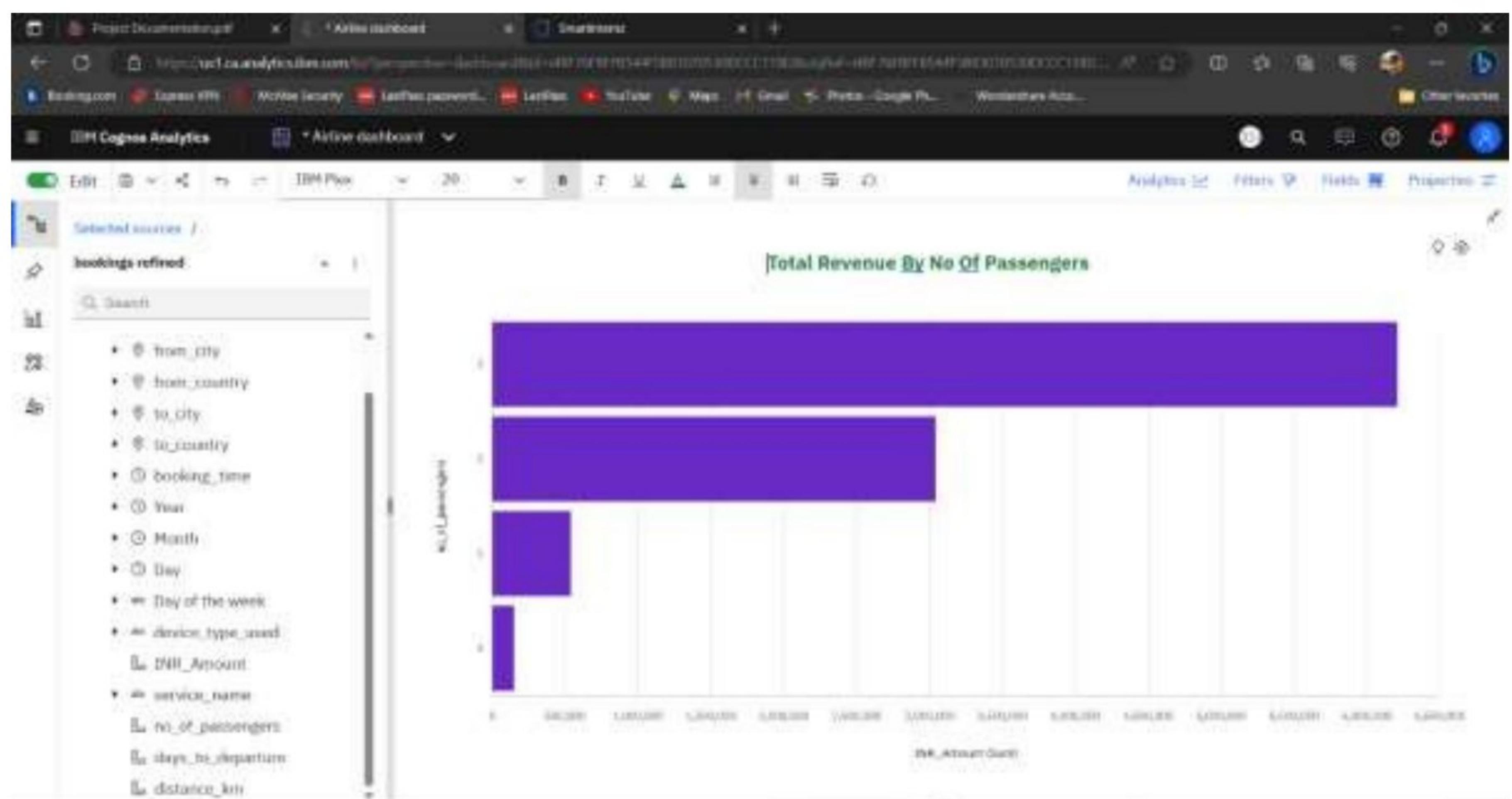
### 4. RESULT:-

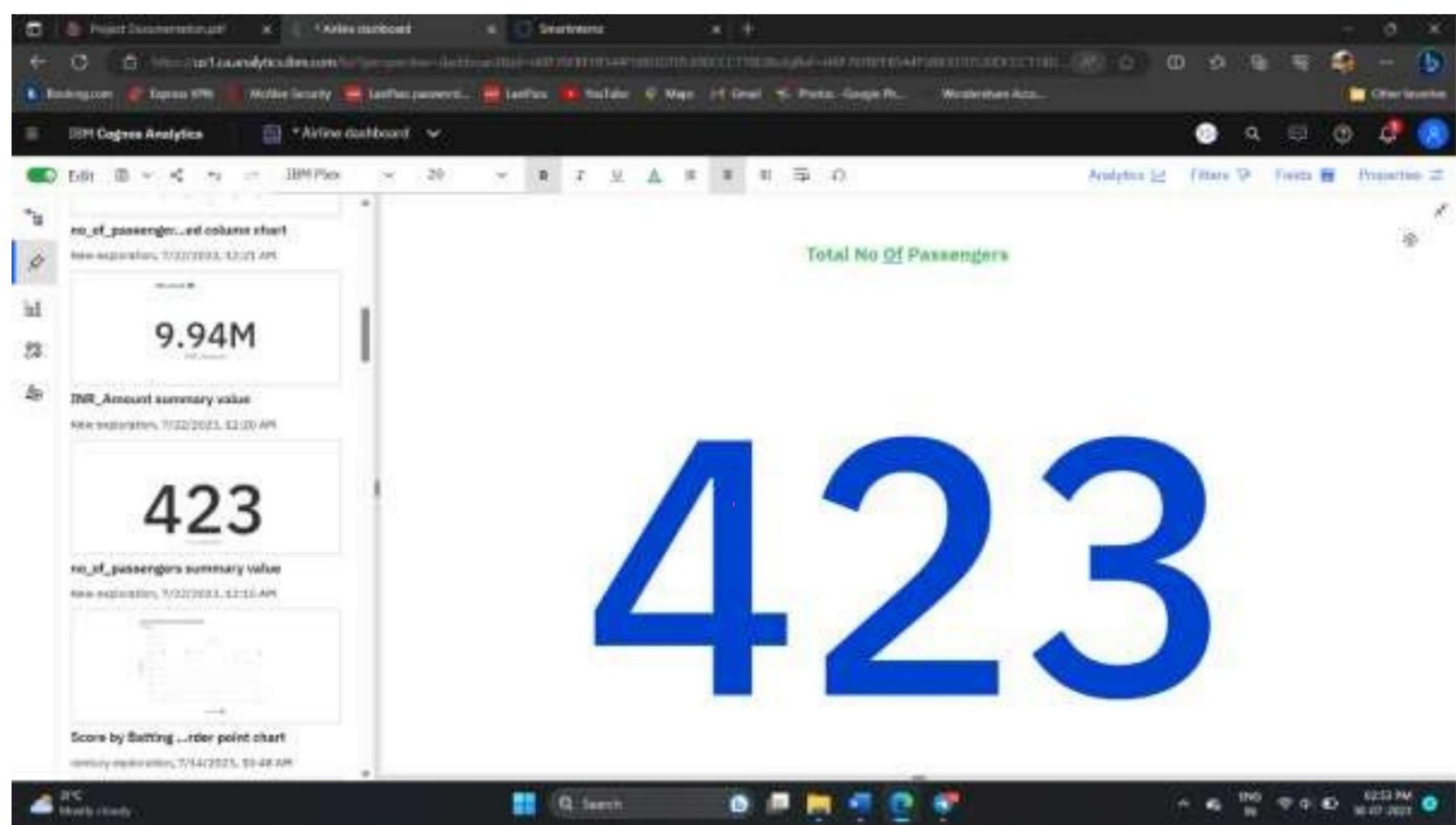
#### DATA VISUALIZATIONS:-



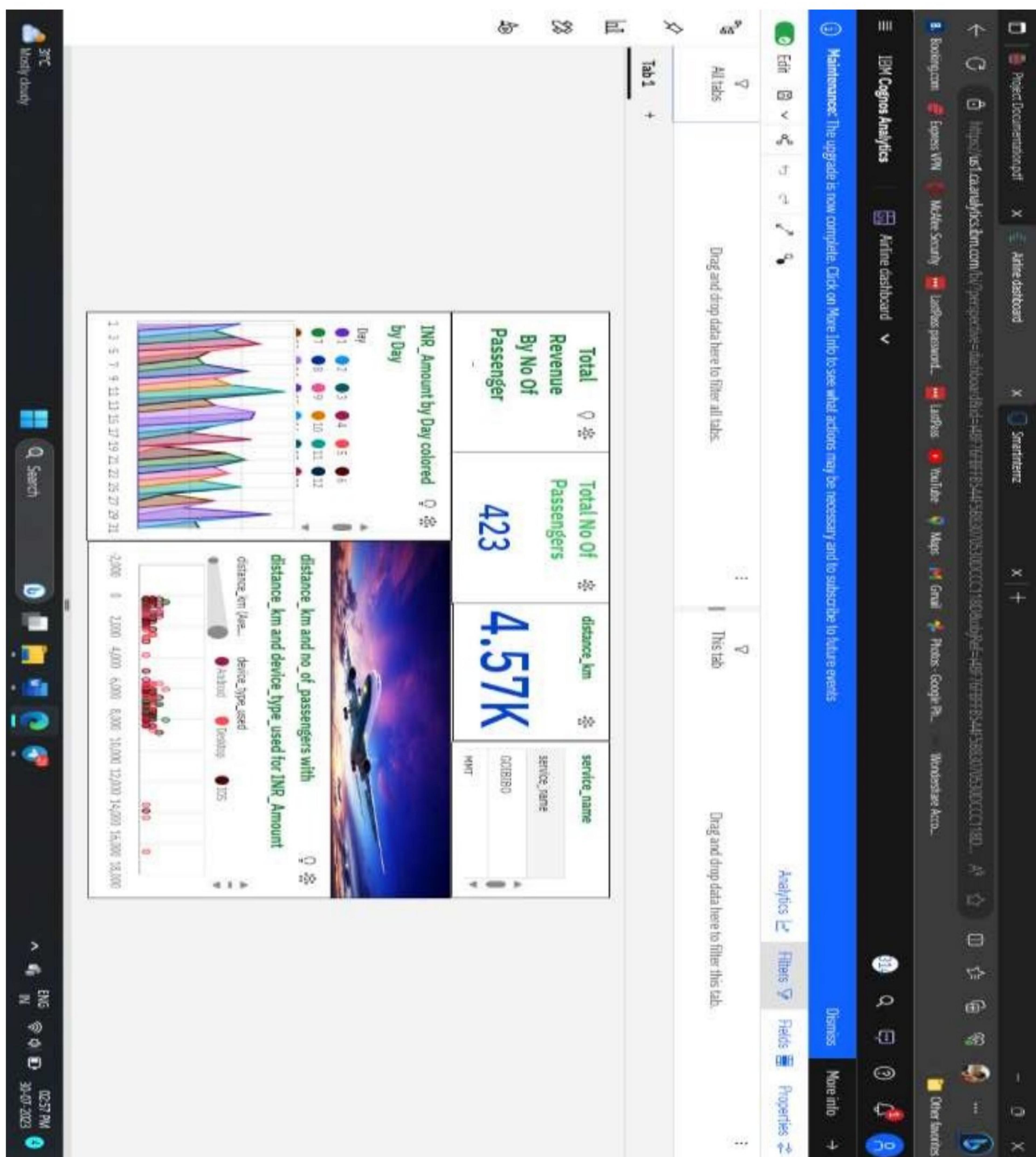




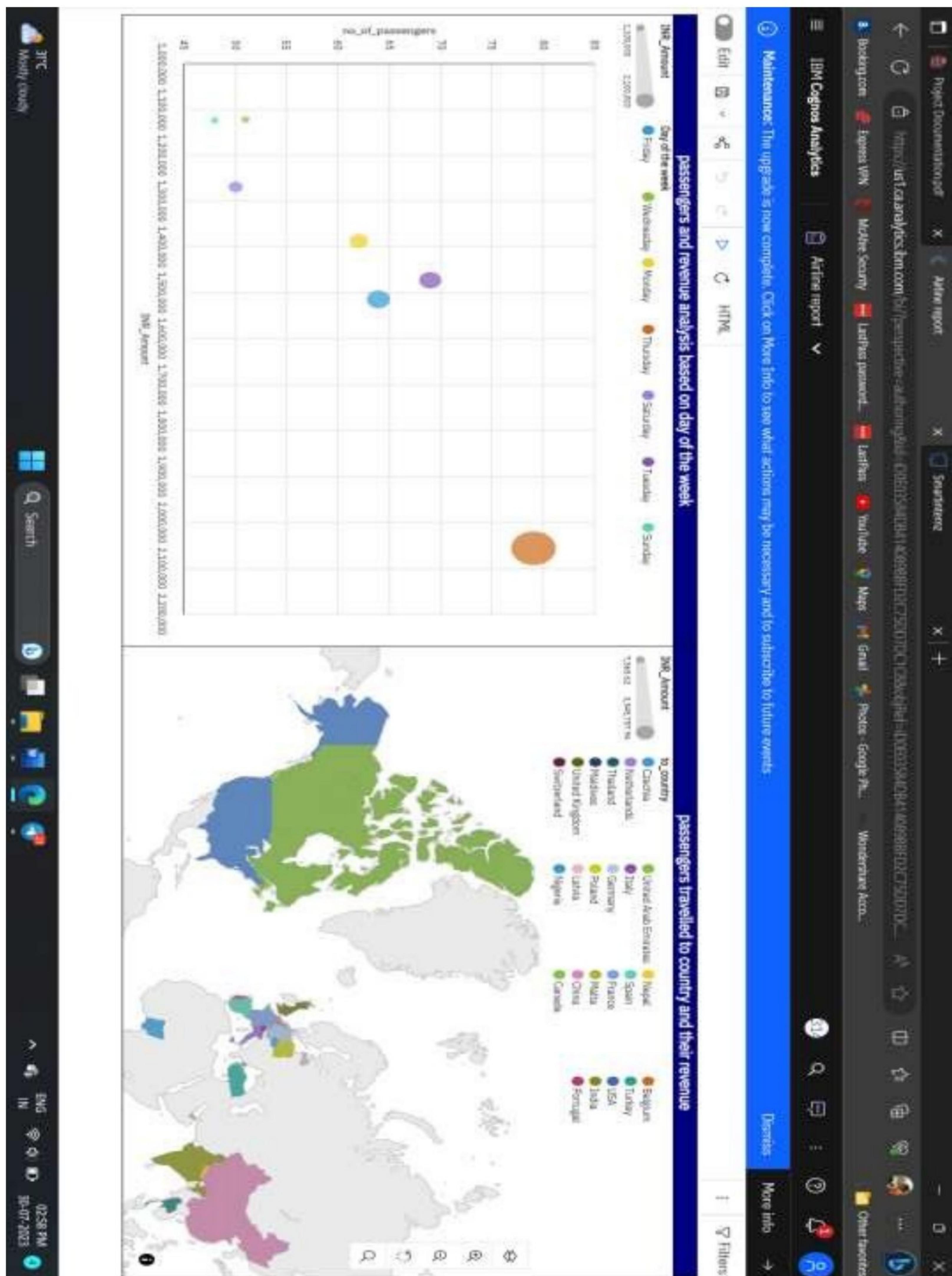




## MEDICAL CARE COSTS DASHBOARD:-



# AIRLINE REPORT



## TRAVEL AGGREGATOR SLIDE STORY

All scenes Drag and drop data here to filter all scenes.

This scene Drag and drop data here

Analytics

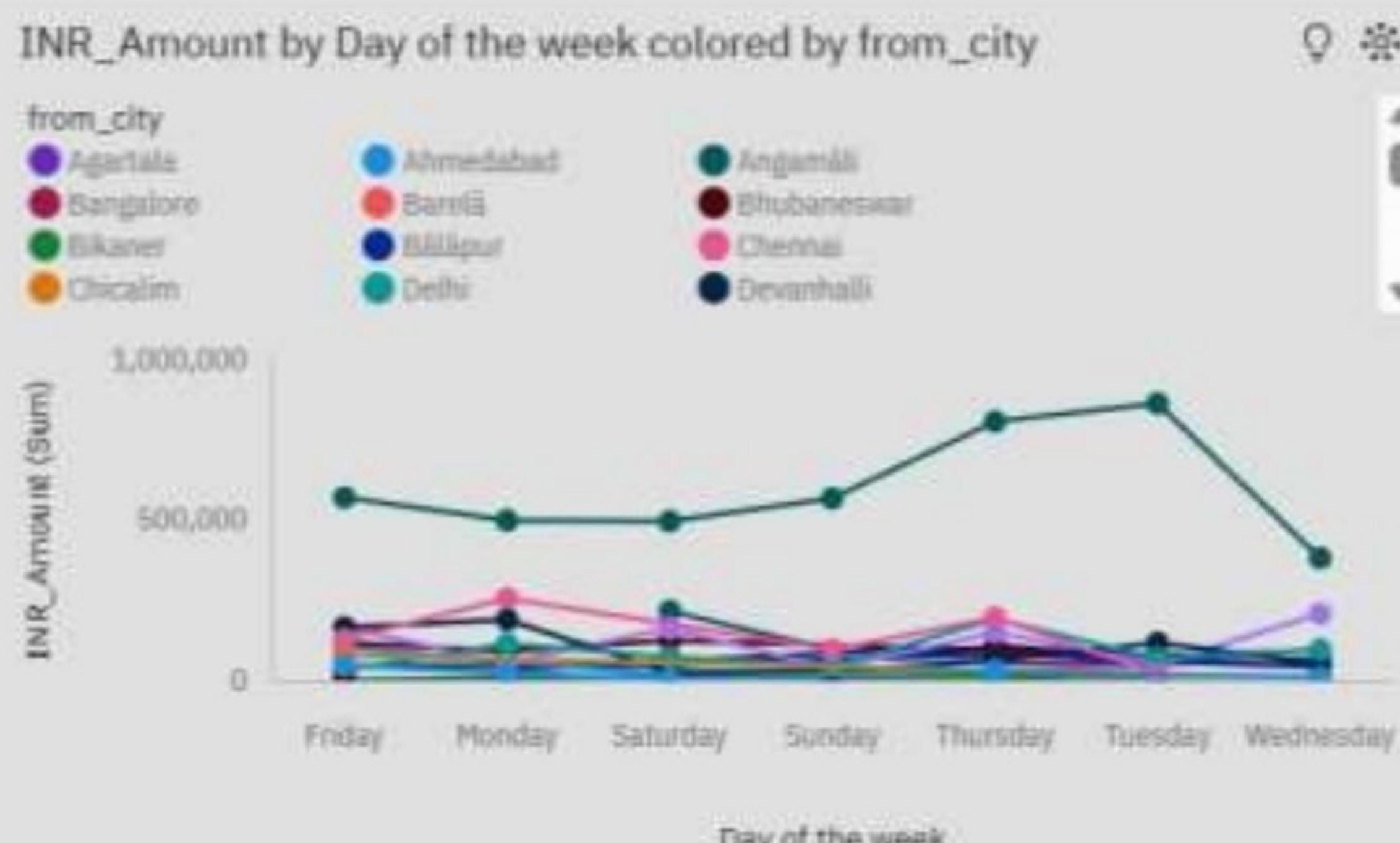


Travel Aggregator Analysis Story Board

## Revenue according to Day of the Week

- Day of the week Thursday has the highest total INR\_Amount due to booking\_time 2021-03-04T21:50:13.
- from\_city Gurgaon has the highest total INR\_Amount due to booking\_time 2021-03-04T21:50:13.
- INR\_Amount is unusually high when from\_city is Gurgaon, Mumbai, Chennai and Devanhalli.

INR\_Amount by Day of the week colored by from\_city



The chart displays the total INR\_Amount (Sum) for each day of the week, categorized by the city from which the bookings originated. The Y-axis represents the amount in INR, ranging from 0 to 1,000,000. The X-axis lists the days of the week: Friday, Monday, Saturday, Sunday, Thursday, Tuesday, and Wednesday. The legend identifies the cities corresponding to the colors of the data series:

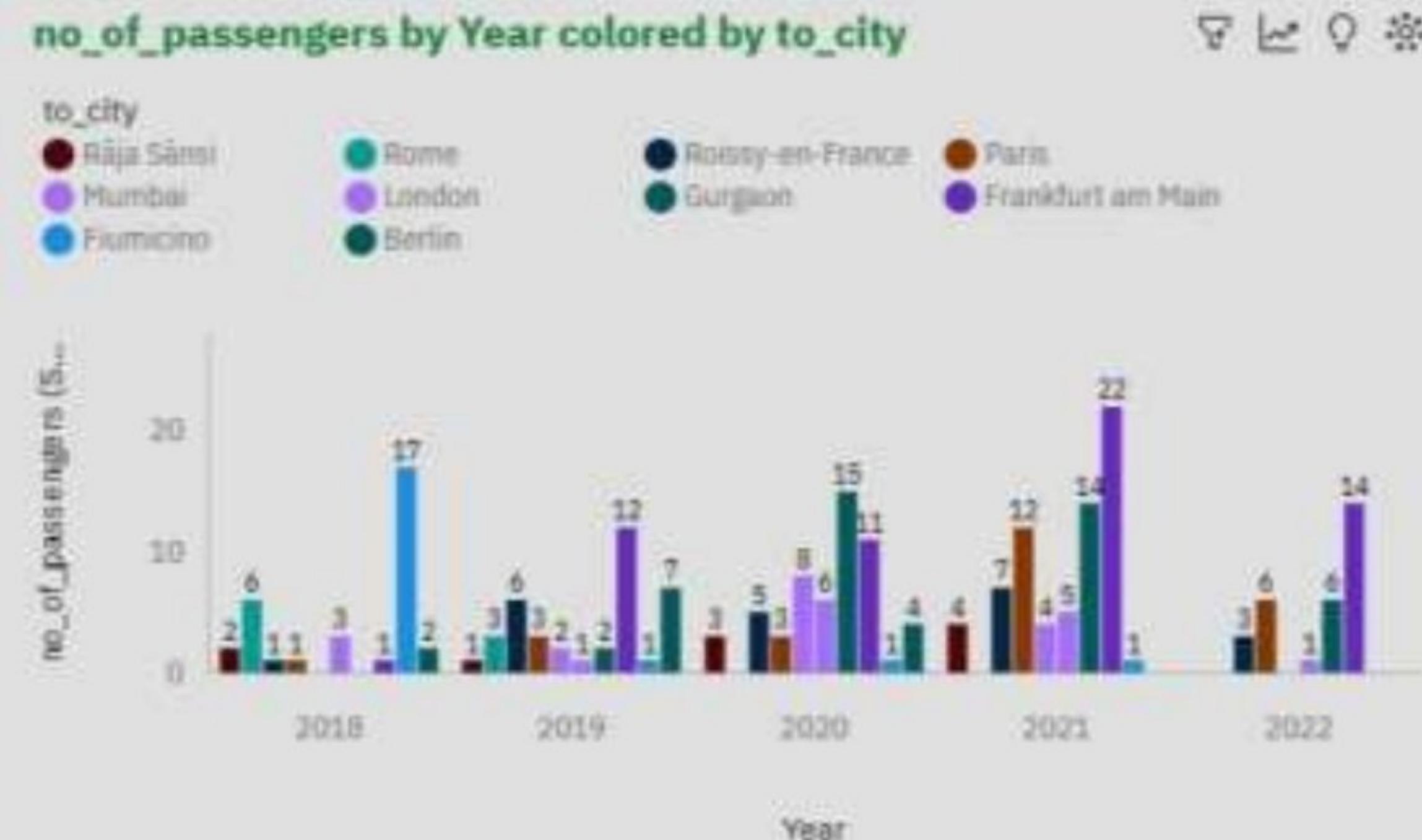
from_city	Color
Agartala	Purple
Bangalore	Maroon
Bikaner	Green
Chennai	Pink
Devanhalli	Dark Blue
Ahmedabad	Cyan
Bengaluru	Red
Bilaspur	Dark Blue
Delhi	Cyan
Angamali	Teal
Ghubaneswar	Dark Maroon

Approximate Data Points:

Day of the week	Agartala (Purple)	Bangalore (Maroon)	Bikaner (Green)	Chennai (Pink)	Devanhalli (Dark Blue)	Ahmedabad (Cyan)	Bengaluru (Red)	Bilaspur (Dark Blue)	Delhi (Cyan)	Angamali (Teal)	Ghubaneswar (Dark Maroon)
Friday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Monday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Saturday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Sunday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Thursday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Tuesday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000
Wednesday	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000

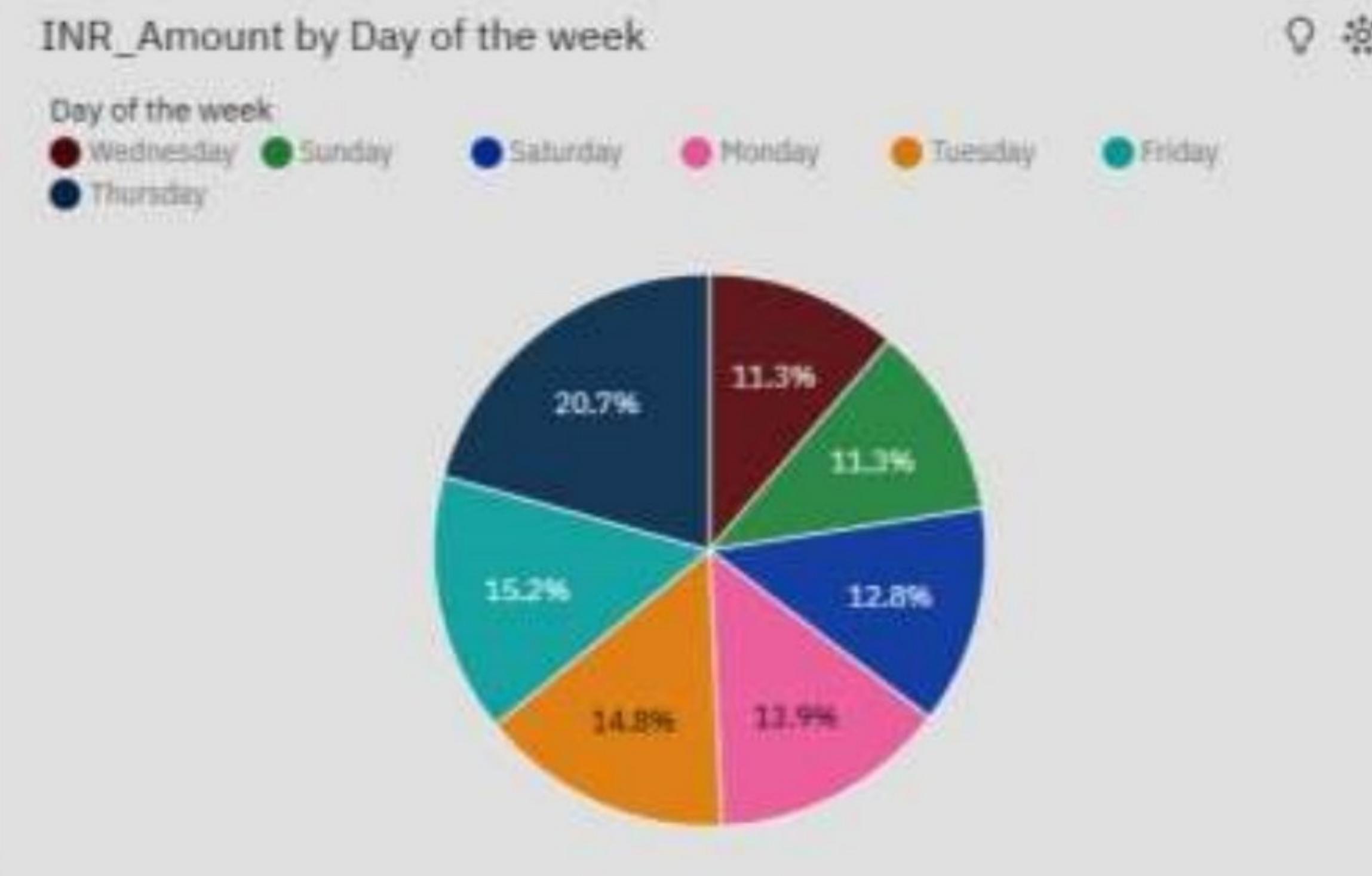
## no\_of\_passengers by Year colored by to\_city

- no\_of\_passengers is unusually high in 2021.
- no\_of\_passengers is unusually high when to\_city is Frankfurt am Main.
- Based on the current forecasting, no\_of\_passengers may reach 85.59 by Year 2023.

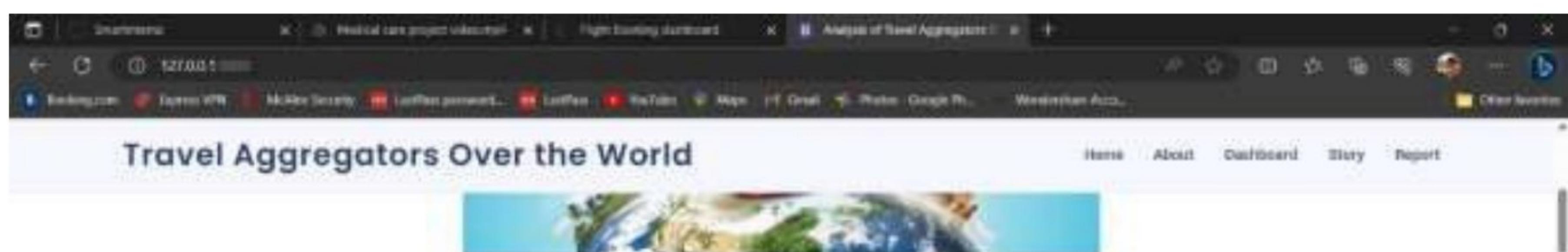


## INR\_Amount by Day of the week

- Day of the week Thursday has the highest total INR\_Amount due to booking\_time 2021-03-04T21:50:13.
- Saturday has a INR\_Amount of almost 217 thousand for booking\_time 2021-12-11T12:40:09.
- Across all day of the weeks, the sum of INR\_Amount is over 9.9 million.



## WEB INTEGRATION



Travel Aggregators Over the World

Story

Revenue according to Day of the Week

Travel Aggregator Analysis Story Board

A screenshot of a web browser window titled "Travel Aggregators Over the World". The main content area is titled "Story" and features a large image of a person in a colorful costume, followed by a chart titled "Revenue according to Day of the Week" and a table titled "Travel Aggregator Analysis Story Board". The browser's address bar shows the URL "http://127.0.0.1:8000/story/". The taskbar at the bottom of the screen displays various icons and the date "03-07-2021".

Travel Aggregators Over the World

Dashboard

INR\_Amount: 9.94M

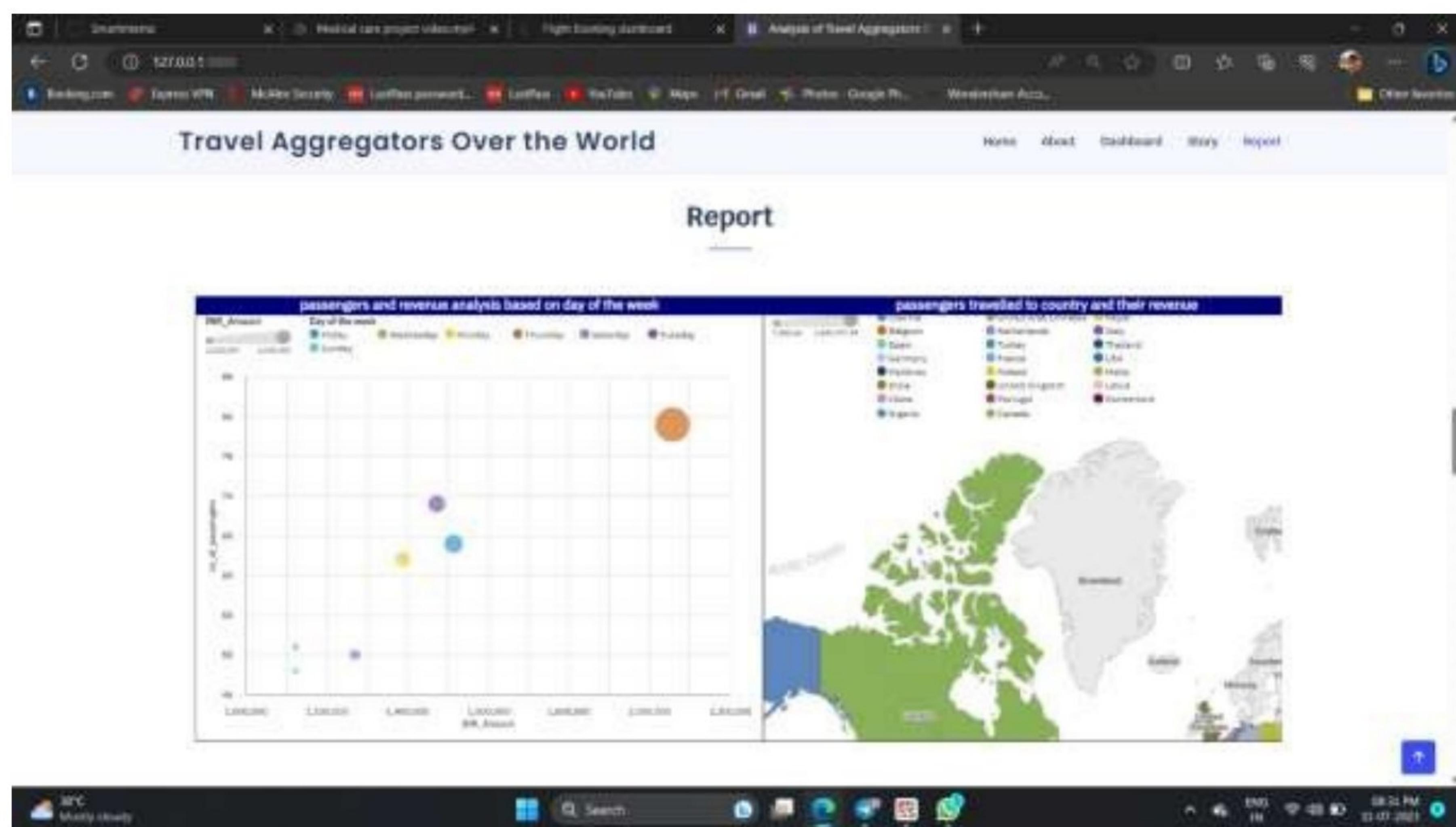
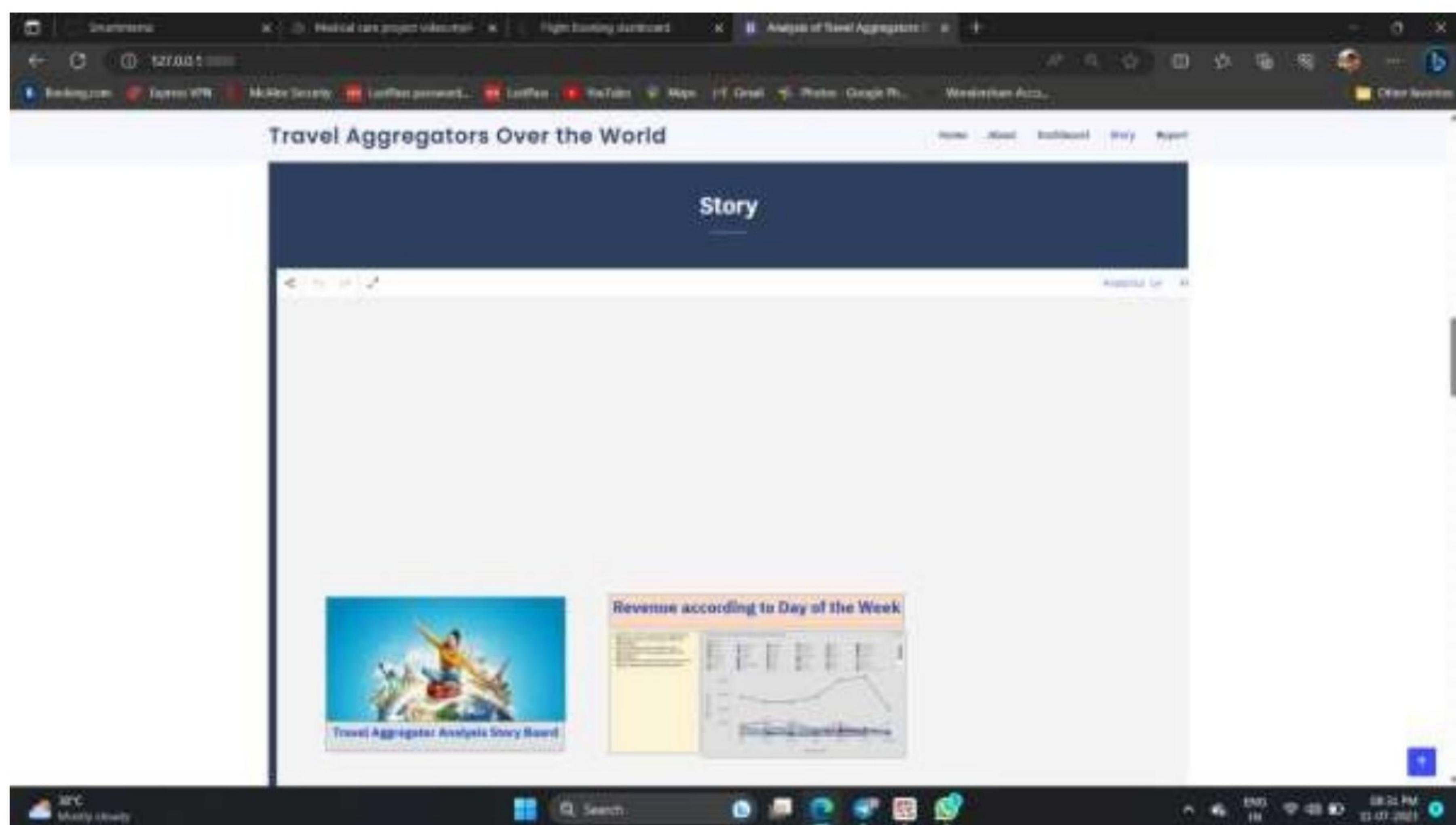
no\_of\_passengers: 423

distance\_km: 4.57K

city\_name: Delhi, New

INR\_Amount by City colored by City

A screenshot of a web browser window titled "Travel Aggregators Over the World". The main content area is titled "Dashboard" and displays four large numerical values: INR\_Amount (9.94M), no\_of\_passengers (423), distance\_km (4.57K), and city\_name (Delhi, New). Below these values are two charts: "INR\_Amount by City colored by City" and "distance\_km and no\_of\_passengers with distance\_km and distance\_km colored by INR\_Amount". The browser's address bar shows the URL "http://127.0.0.1:8000/dashboard/". The taskbar at the bottom of the screen displays various icons and the date "03-07-2021".



## **5. ADVANTAGES**

1. Market Insights
2. Identify Competitors' Strengths and Weaknesses
3. Benchmarking Performance
4. Strategic Decision Making
5. Identify Market Opportunities and Gaps
6. Competitive Pricing Strategies

## **6. DISADVANTAGES**

1. Incomplete Information
2. Bias and Subjectivity
3. Time and Resource Intensive
4. Dynamic Market Changes
5. Focus on Short-Term Tactics

## **7. APPLICATIONS**

The competitive analysis of leading travel aggregators has various practical applications for businesses, investors, and industry stakeholders.

1. Business Strategy Formulation
2. Market Entry and Expansion Planning

3. Product and Service Improvement
4. Pricing and Promotion Strategies
5. Investment Decisions
6. Partnership and Collaboration Opportunities
7. Identifying Niche Markets
8. Risk Assessment and Mitigation
9. Talent Acquisition and HR Strategies
10. Innovation and Technology Adoption
11. Brand Positioning and Differentiation:
12. Monitoring Competitor Moves

## **7. CONCLUSION**

In conclusion, the competitive analysis of leading travel aggregators provides valuable insights into the dynamic landscape of the online travel aggregation industry. Through a systematic examination of key players, their strategies, strengths, weaknesses, and market positioning, this analysis offers a comprehensive understanding of the competitive landscape and market trends.

## 8.FUTURE SCOPE

The future scope of competitive analysis of leading travel aggregators is promising, as the travel industry continues to evolve and adapt to changing consumer preferences, technological advancements, and market dynamics.

The future scope of competitive analysis of leading travel aggregators is characterized by continuous innovation, technological advancements, customer-centric strategies, and a focus on sustainability.

**-:PROJECT REPORT:-**