

COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

1.INTRODUCTION

1.1 PROJECT OVERVIEW :

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.

1.2 PURPOSE :

A travel aggregator is a website that finds travel offers and prices across multiple sources and aggregates them all in one place. This helps users find the best prices out of all the results the aggregator has found. It is easy for consumers to know that they are booking at the lowest price possible.

2.LITERATURE SURVEY

2.1 EXISTING PROBLEM :

Inconsistent customer service. 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.

2.2 REFERENCES :

www.goibibo.com

www.makemytrip.com

www.sotcindia.com

www.tripadvisor.in

www.yatra.com

www.expedia.com.in

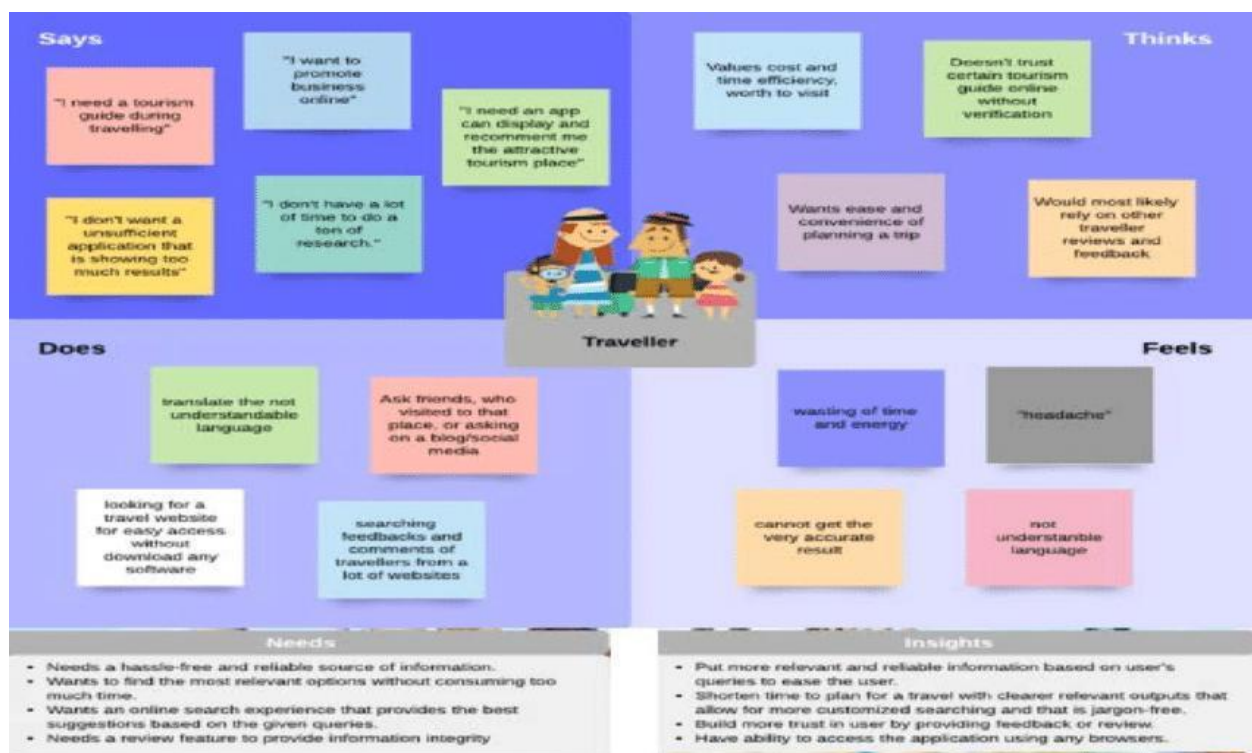
www.booking.com

2.3 PROBLEM STATEMENT DEFINITION :

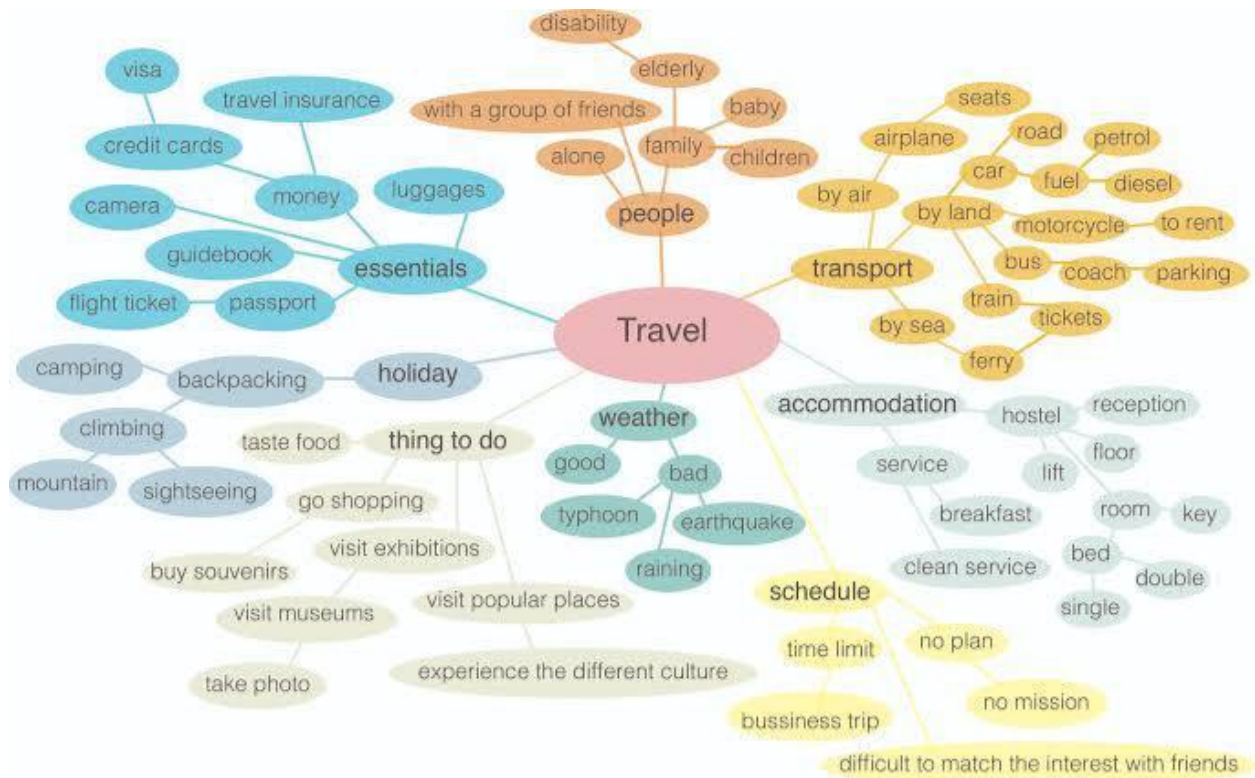
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3.IDEATION AND PROPOSED SOLUTION

3.1 EMPATHY MAP CANVAS :



3.2 IDEATION AND BRAINSTORMING :



4.REQUIREMENT ANALYSIS

4.1 FUNCTIONAL REQUIREMENTS :

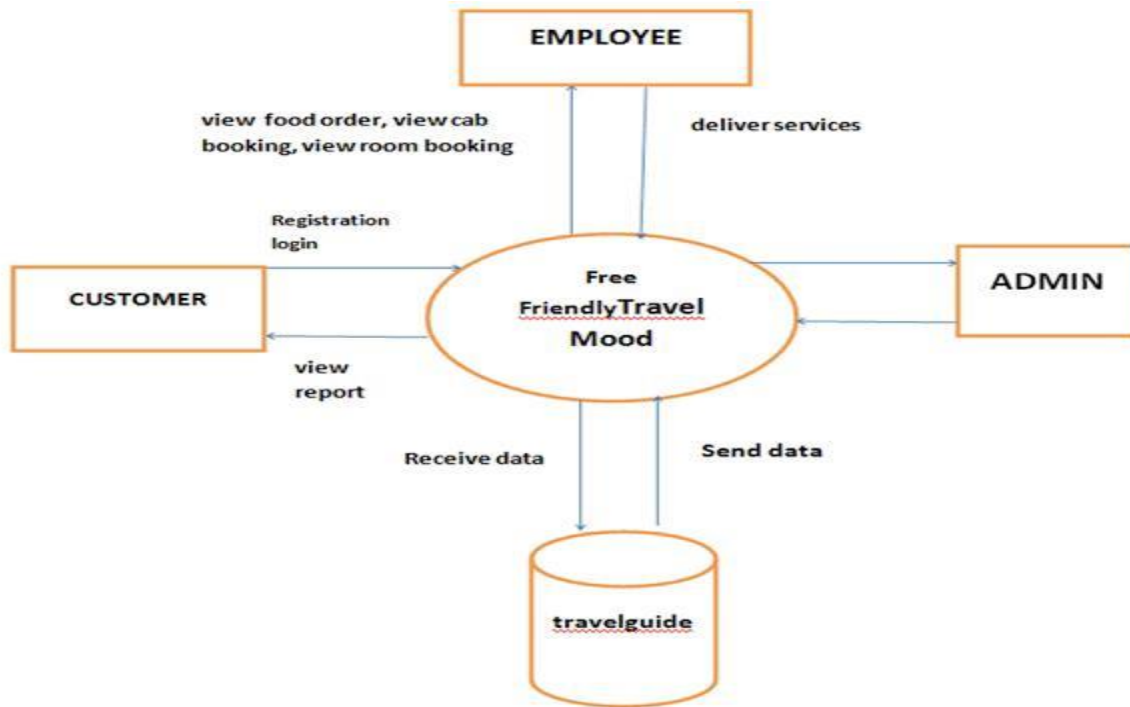
- 1.Admin Requirements
- 2.End User Requirements
- 3.System Requirements

4.2 NON FUNCTIONAL REQUIREMENTS :

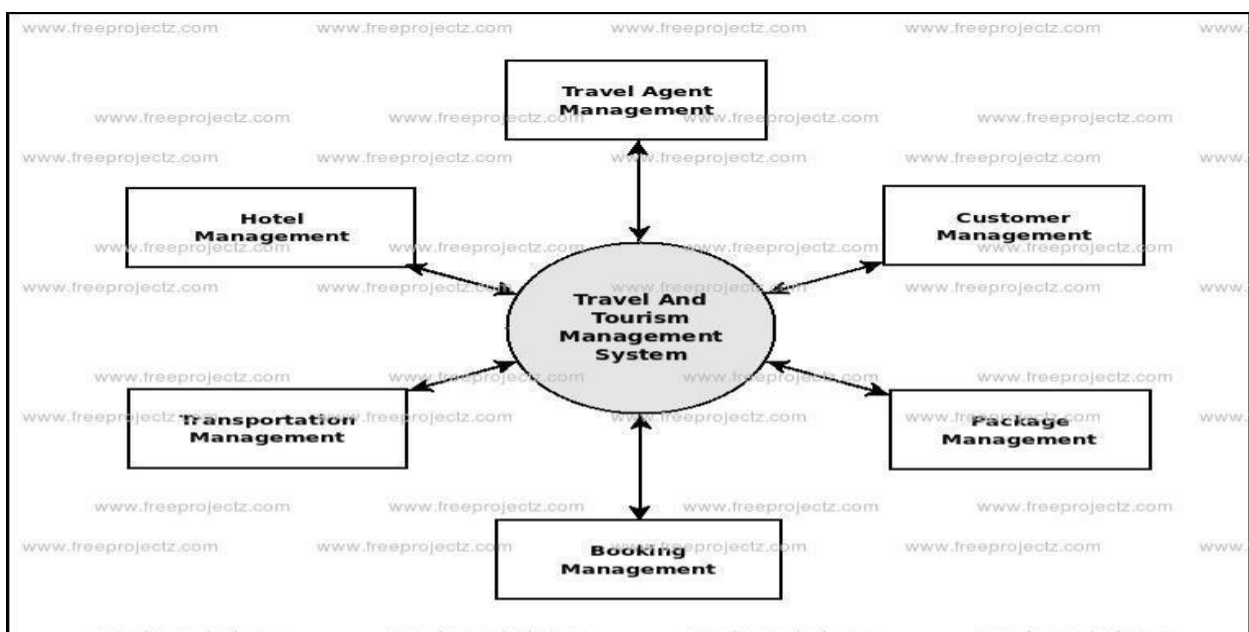
- 1.Database Security
- 2.Reservations Requirement
- 3.Reliability Requirement
- 4.Usability Requirement
- 5.Availability
- 6.Efficiency Requirement

5.PROJECT DESIGN

5.1 DATA FLOW DIAGRAM AND USER STORIES :

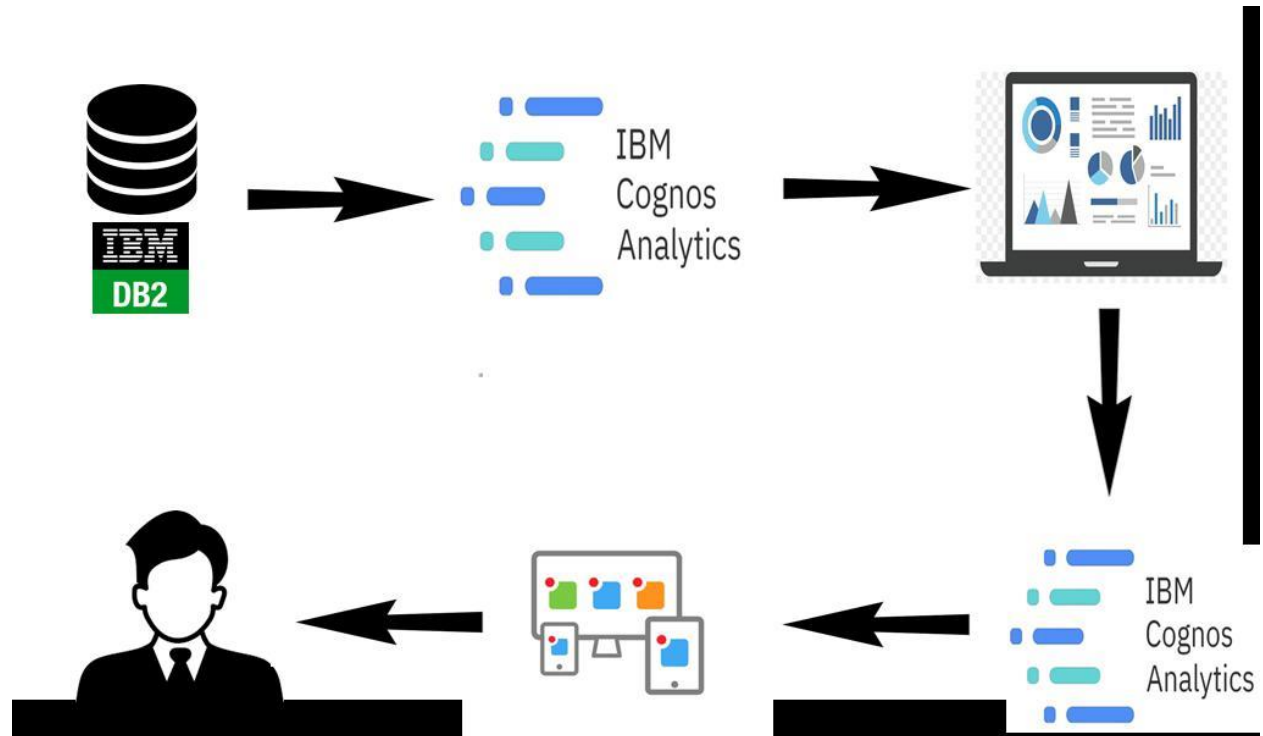


5.2 SOLUTION ARCHITECTURE :



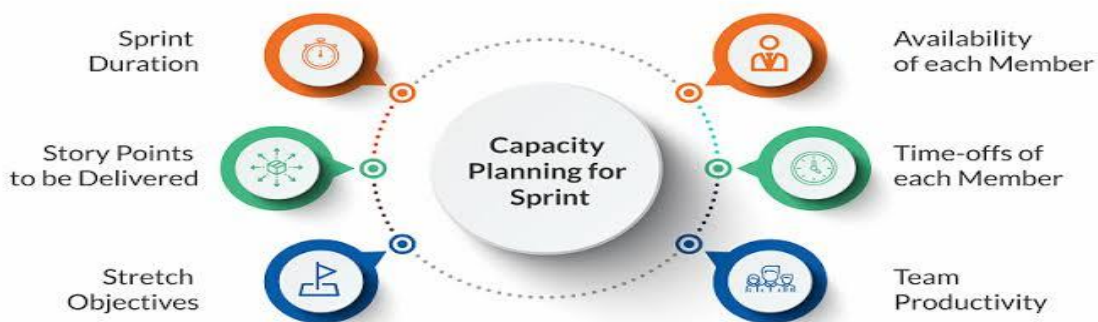
6.PROJECT PLANNING AND SCHEDULING

6.1 TECHNICAL ARCHITECTURE :

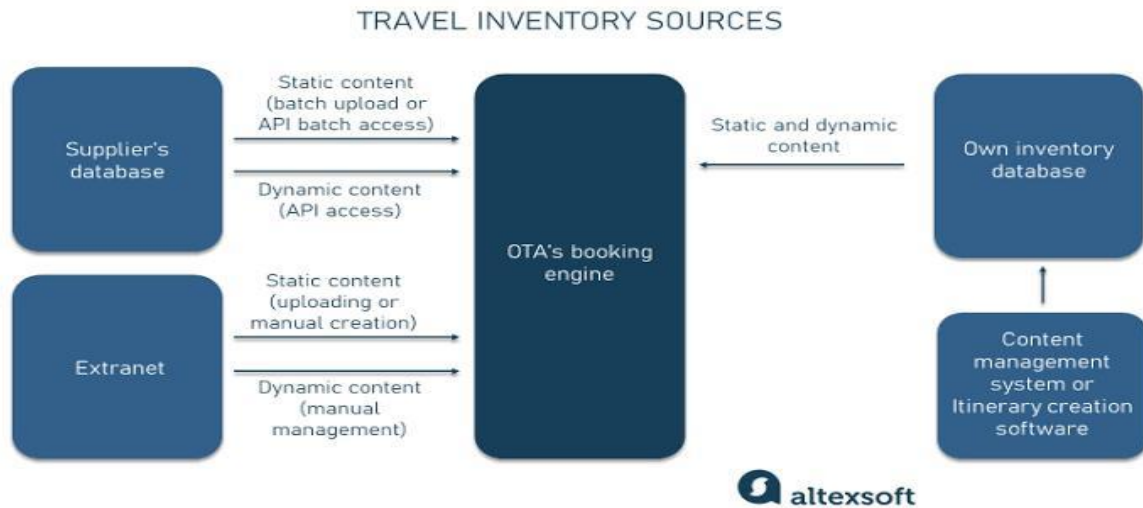


6.2 SPRINT PLANNING AND ESTIMATION :

Sprint planning is an event in scrum that defines what can be delivered in the upcoming sprint and how that work will be achieved.



6.3 SPRINT DELIVERY SCHEDULE :

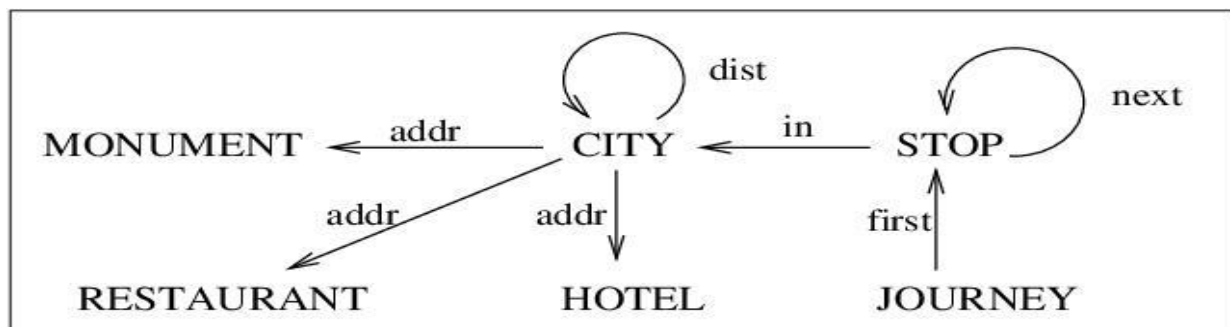


7.CODING AND SOLUTIONING

7.1 FEATURES :

1. Responsive & Mobile-Friendly Design
2. Smart Booking Process
3. Clear and Structured Website Navigation
4. Booking Details & Email Notification
5. Story
6. Report

7.2 DATABASE SCHEMA :



Nodes: Document Types

Edges: Link Types

8.PERFORMANCE TESTING

8.1 PERFORMANCE METRICS :

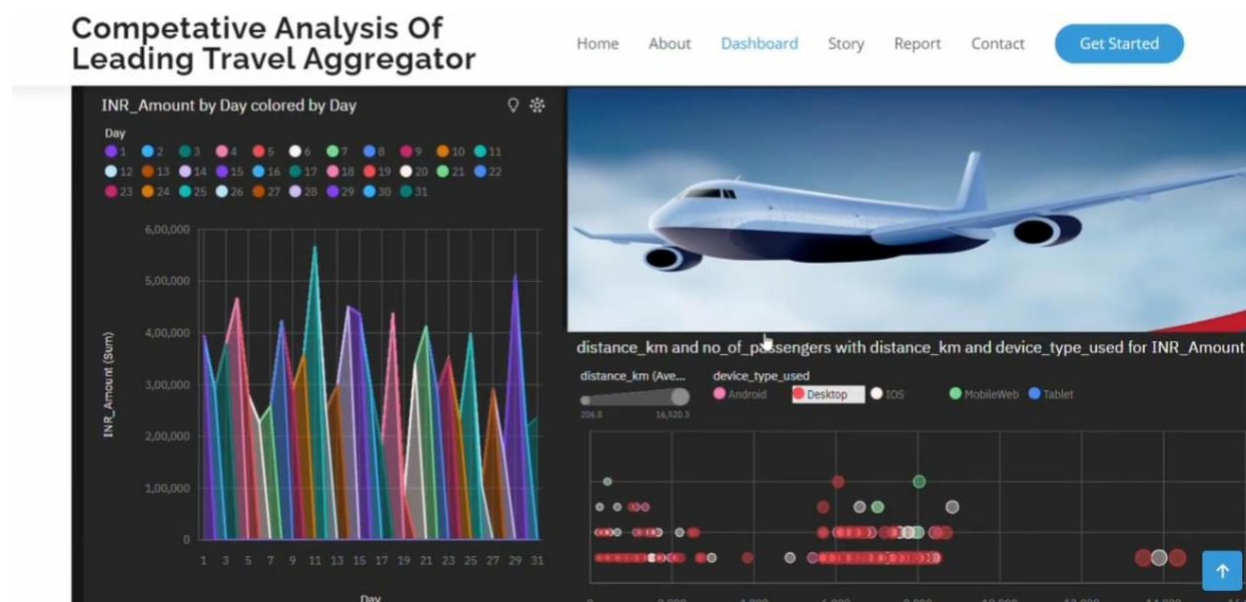
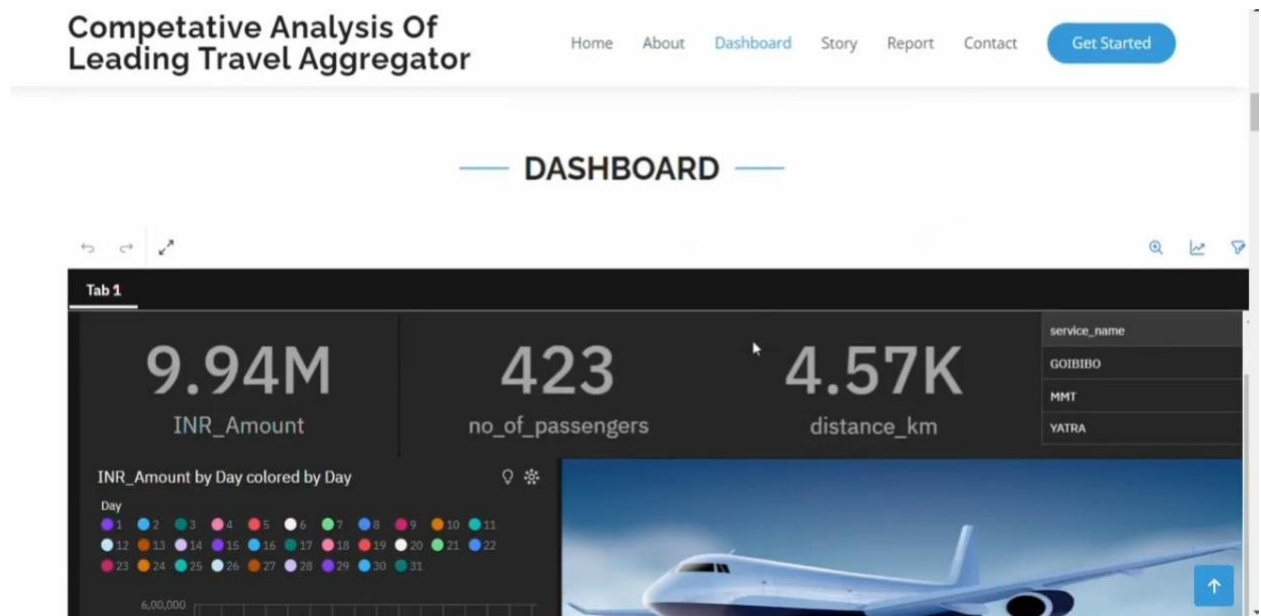
- Acquisition analytics
- Demand analytics
- Revenue analytics
- Supplier analytics
- Usability and product analytics

9.RESULTS

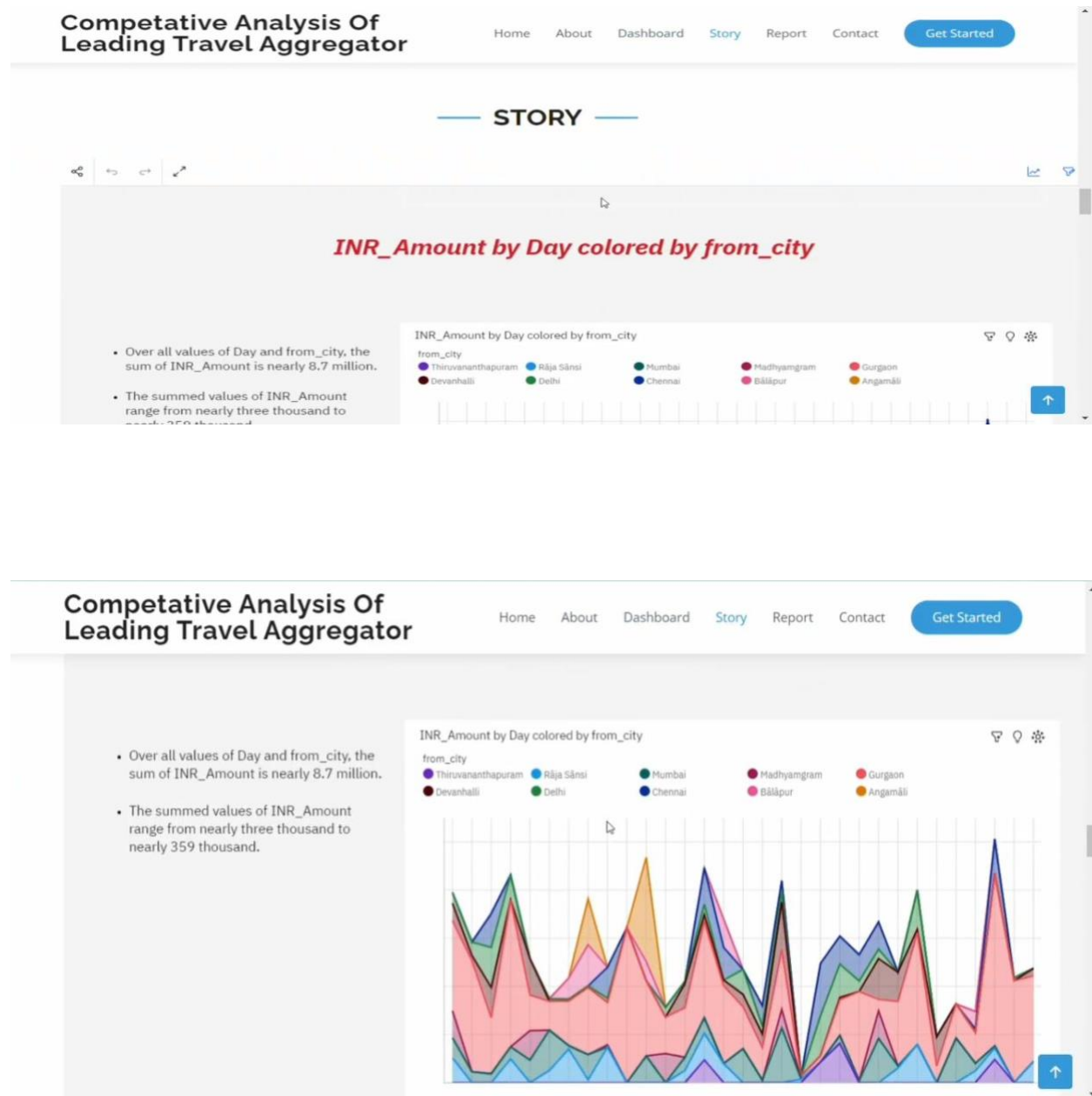
9.1OUTPUT SCREENSHOTS :



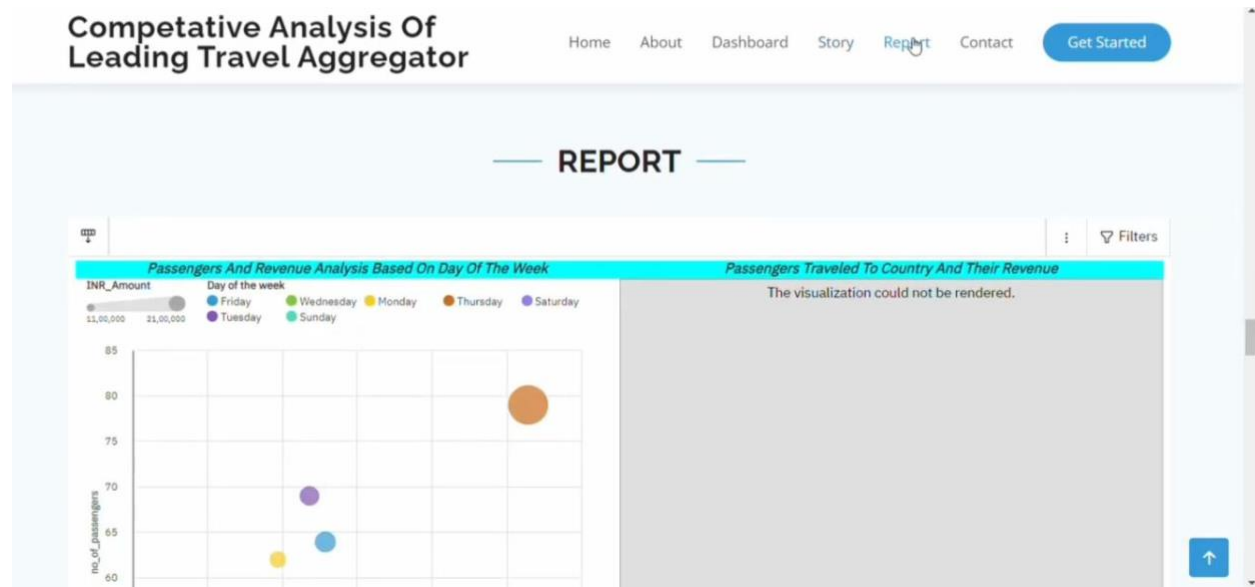
Dashboard :



Story :



Report :



10.ADVANTAGES AND DISADVANTAGES

ADVANTAGES :

- 1.Convenience and time-saving
- 2.Cost savings
- 3.Wide range of options
- 4.User reviews and ratings

DISADVANTAGES :

- 1.Lack of personalization
- 2.Hidden fees and additional costs
- 3.Inconsistent customer service
- 4.Data privacy concerns

SUBMITTED BY

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