Tripi

SHECODES

DEVC DEMO DAY

TEAM: SHECODES

ABOUT US

Ngan Ha - PM

Huy Vu – React Native

Cong Ngo – React Native

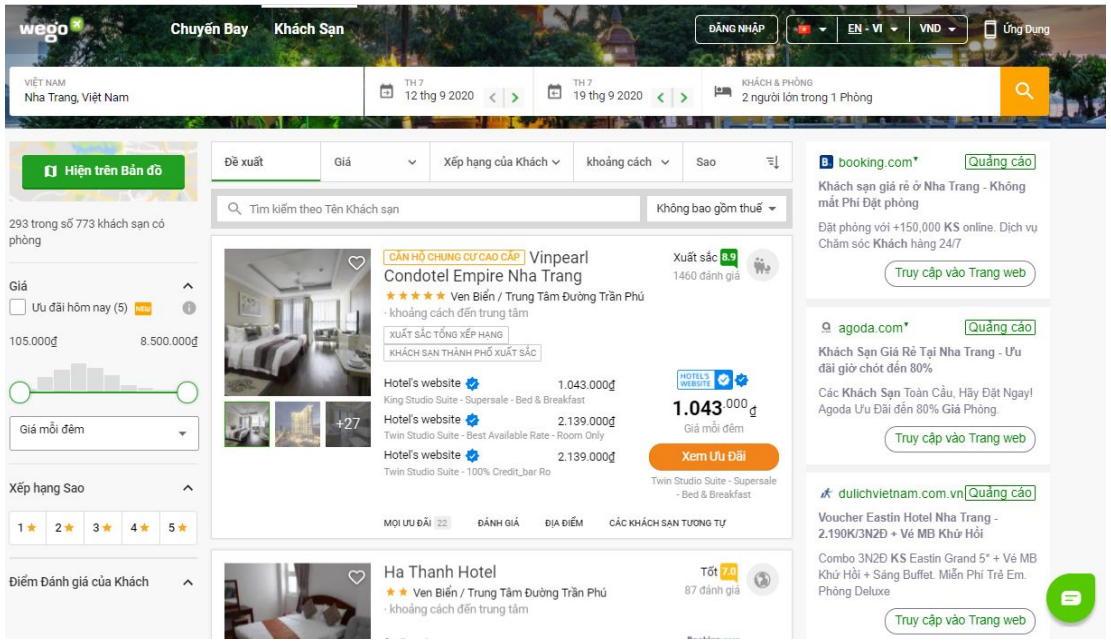
Vu Tung – Data Science

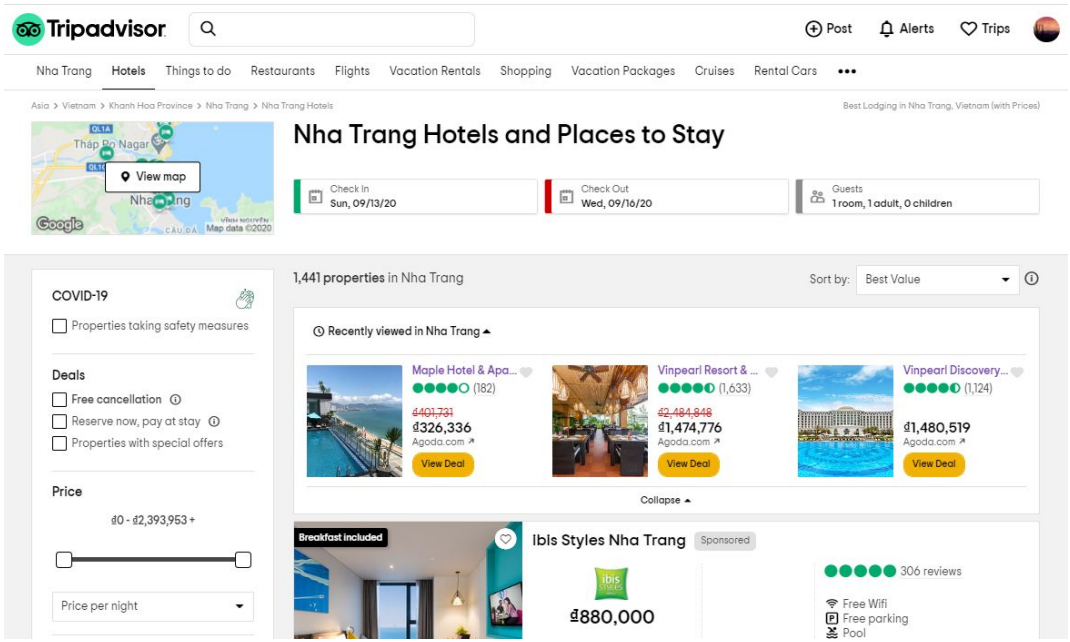
Nhi Tran – Data Science

Van Pham – Data Science

THE PROBLEM

HOTEL METASEARCH APP





INPUT

- ✔ Hotel info Tripi
- ✔ Hotel info từ các kênh OTA (Agoda, Booking, Traveloka, Expedia)
- ✔ Mapping hotel fromTripi - Agoda, Booking, Traveloka, Expedia
- ✔ API get price real time

OUTPUT

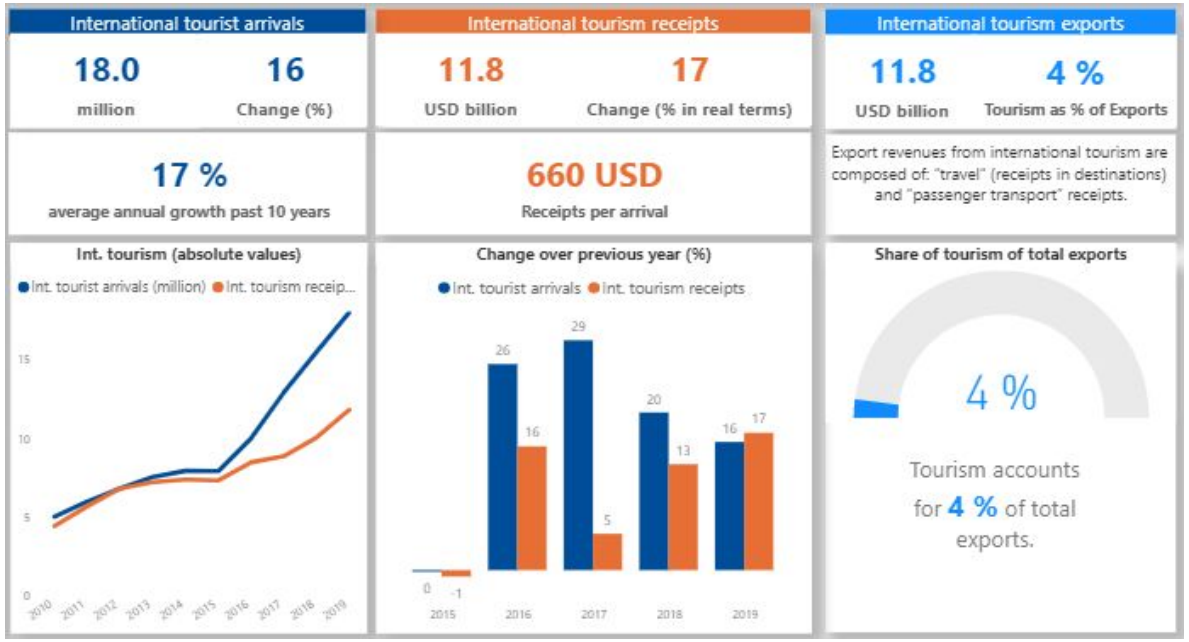
- ✔ Confirm mapping khách sạn Tripi - Agoda, Booking, Traveloka, Expedia
- ✔ Bộ tiêu chí lọc khách sạn và normalization các kênh
- ✔ Ranking khách sạn theo bộ tiêu chí lọc

THE QUESTIONS

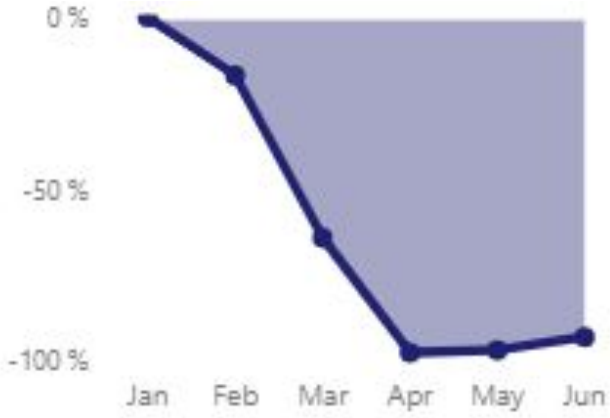
How to make users stay in our app while they can use website instead?

OUR SOLUTIONS

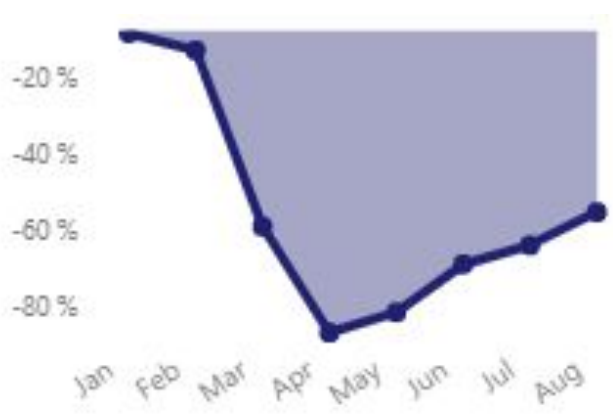
MARKET RESEARCH



Vietnam Tourism Market Overview (2019)



Int. Tourist Arrivals



Hotel Search

Hotel Bookings

Source: UNWTO, 2020

OUR SOLUTIONS

Tripi

Hong Anh
Funny, enthusiastic, travel-lover

Age: 22
Location: Ha Noi
Income: 200M VND/year
Occupation: Account Executive
Education: BS in Business Administration

CUSTOMER PORTRAIT

> Travel is the one thing that truly matter in my life. It's my goal of making money.

Travels 3-4 times/year
Usually takes 1-2 months to schedule for a trip
Couldn't make use of loyalty programs due to some reasons:
- Inadequate points
- Voucher expires

BOOKING JOURNEY

1 → 2 → 3

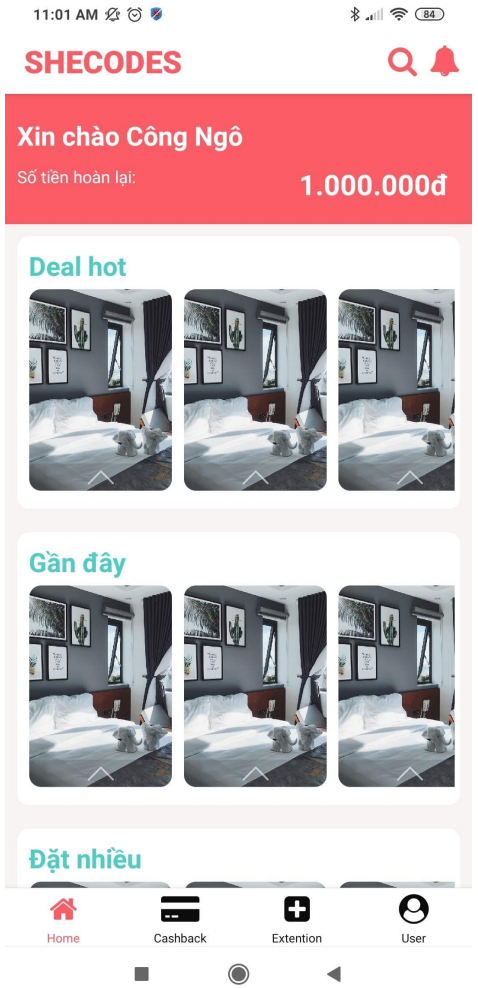
Flight booking:
- Search for flight ticket on Skyscanner, Traveloka
- Hunt discount flight ticket: Vietjet, follow travel bloggers

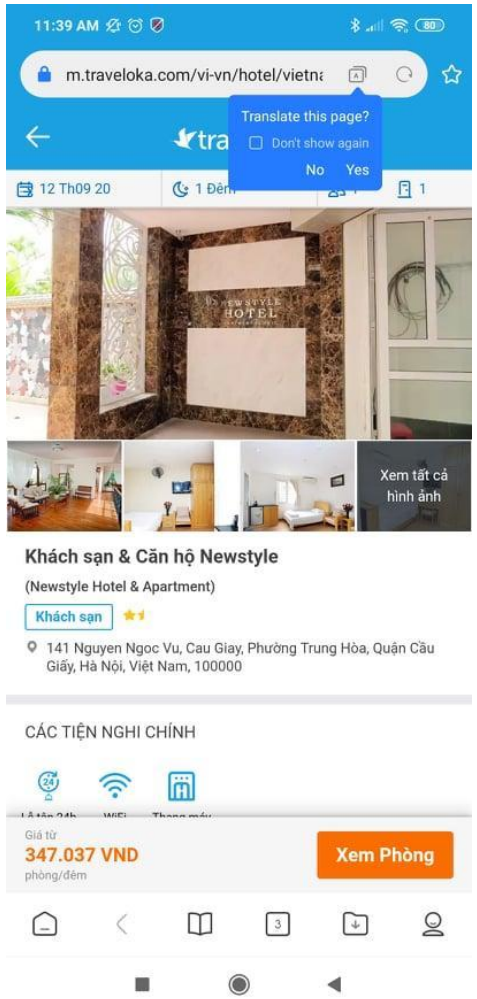
Hotel booking:
- Search on Booking, Agoda, Airbnb
- Priority: Location > Price > Quality

Activity planning:
- Search on travel blog
- Adventurer

OUR SOLUTIONS

THE ANSWER





A hotel metasearch app which allow user search for hotel, compare hotel price between OTAs, book hotel and **receive cash back** for each transactions.

OUR SOLUTIONS

WHY CASH BACK?

Cash back is a model which money are paid back to customers in cash after they make a purchase from a retailer.

SHOP BACK

ShopBack: a Singapore-based pioneering cashback and discovery platform startup
Besides Vietnam, it is also present in Singapore, Malaysia, the Philippines, Indonesia, Taiwan, Thailand, Australia, and South Korea.
Since 2019: acquired over **150 merchants** and around **800,000 users**

OUR SOLUTION

WHY CASH BACK?

CASH BACK		LOYALTY POINTS
- Simple rewards - Flexibility - No expiry!	*VS.*	- Can be complicated - Limited points transfer options

23:47
19%
SHECODES
Số tiền hoàn lại
1.000.000đ
Dành cho bạn
Xem nhiều
Gần đây
Home
Cashback
User

OUR SOLUTIONS

DATA SCIENCE - Ranking System (Why?)

WITH USERS

Hong Anh
Funny, enthusiastic, travel-lover

(1) Customers have little time to choose the most suitable hotels.

WITH HOTELS

Hotel Bookings

(2) The COVID-19 makes hotel bookings' numbers drop.

(3) The high-quality hotels stay unknown.

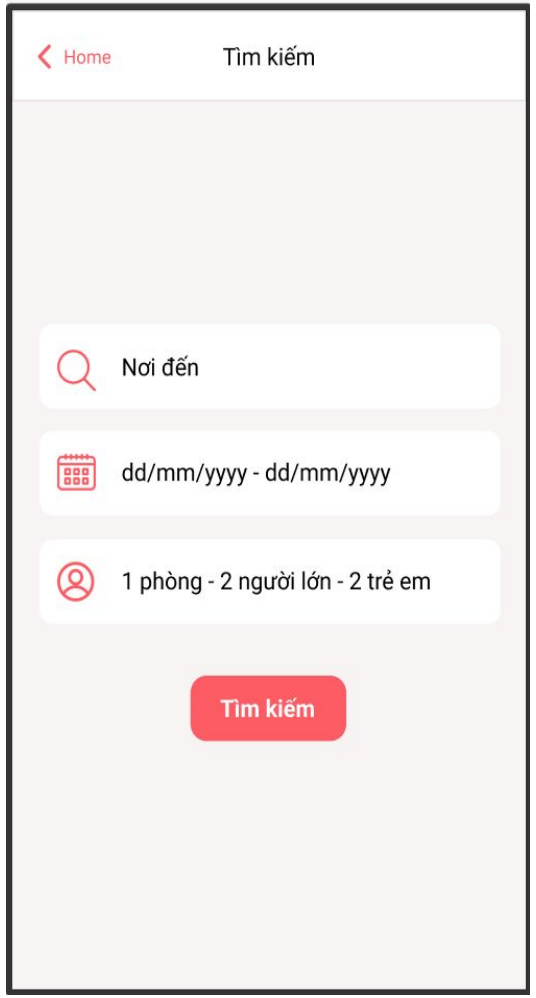
Our Ranking System is built to solve these 3 problems!

Source: UNWTO, 2020

OUR SOLUTIONS

DATA SCIENCE - Ranking System (How?)

WITH USERS



Step 1: Filter list hotels according to **user's needs**:

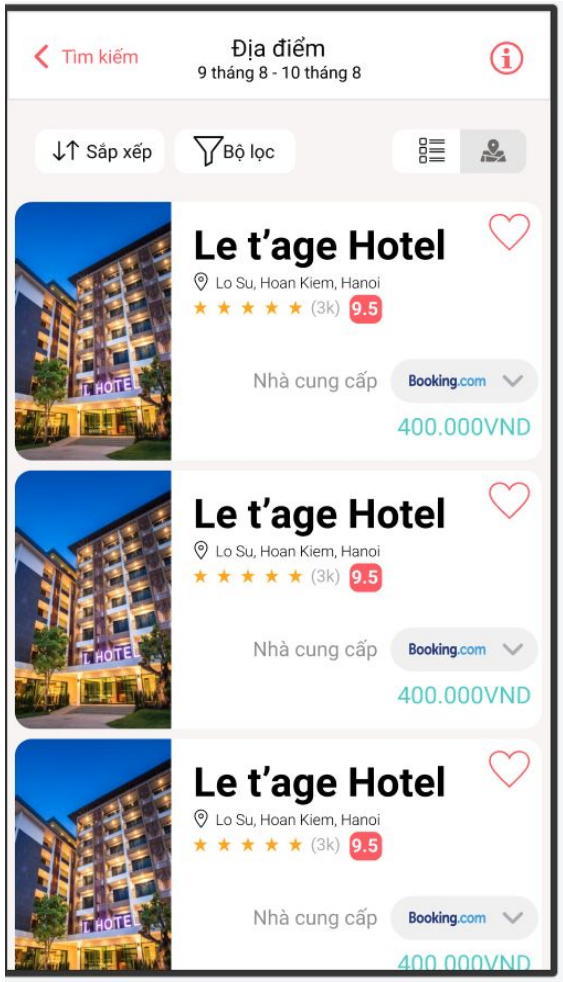
(1) Location

(2) Date of arriving & leaving

(3) Number of rooms & people

=> Help users choose the most optimized hotels in the shortest time.

WITH HOTELS



Step 2: Rank hotels according to **overall_score**.

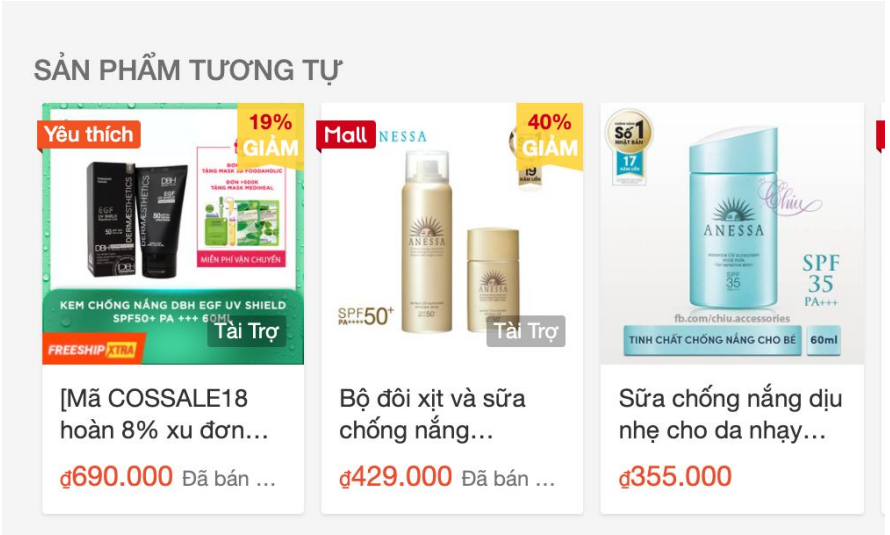
Overall score is calculated by **8 metrics**: Cleanliness score, Meal score, Location score, Room score, Value score, Facility score, Sleep Quality score, Service score

=> Help high-quality hotels be known!

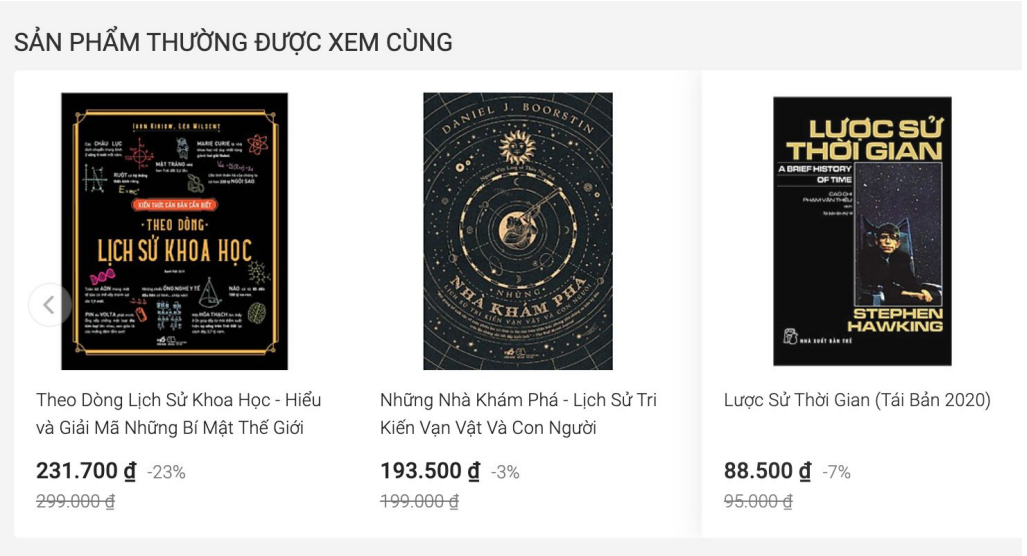
OUR SOLUTIONS

DATA SCIENCE - Recommendation System (Why?)

SHOPEE



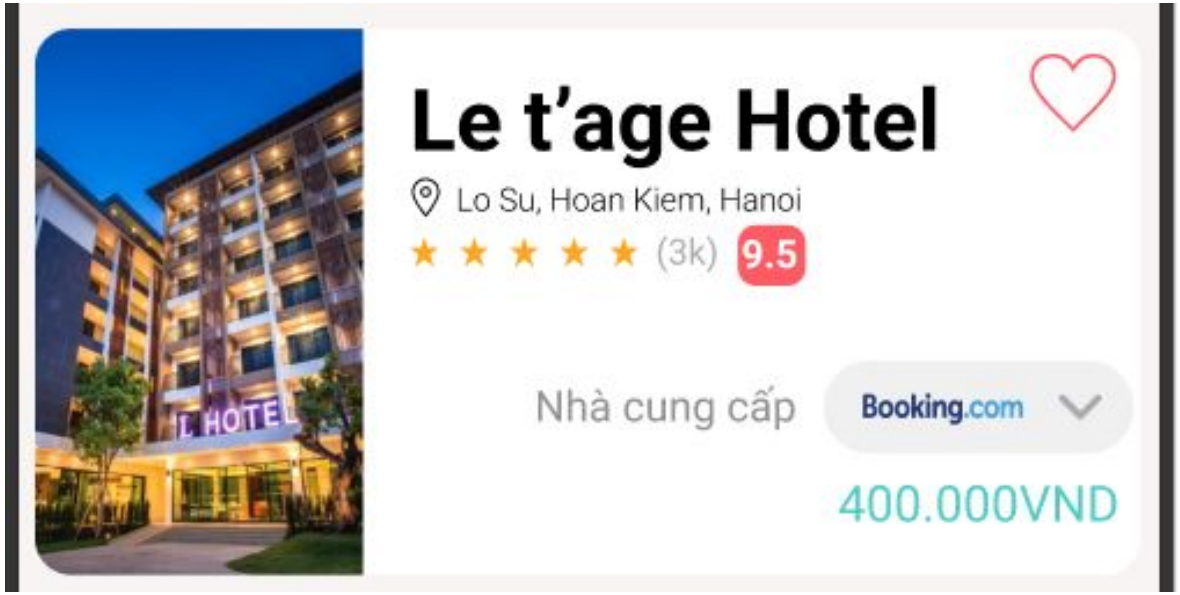
TIKI



"SIMILAR HOTELS" recommendation: When user clicks in hotel A, our system will suggest similar hotels (in the same cluster).

OUR SOLUTIONS

DATA SCIENCE - Recommendation System (How?)



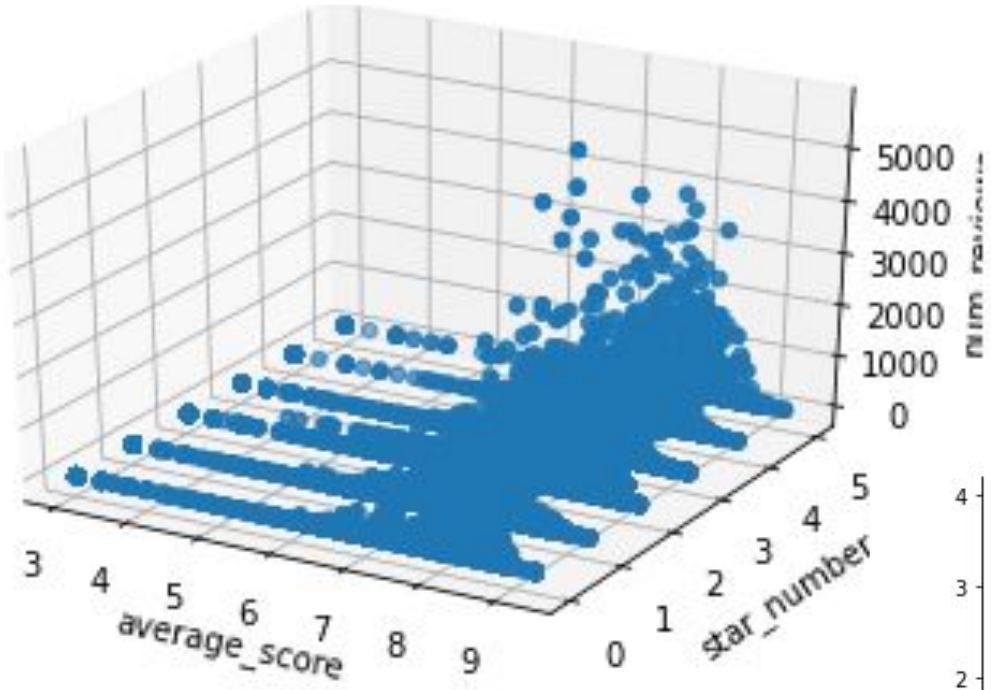
There are 4 main points users will look at to decide whether they will click or not!

(1) Overall Score
(2) Number of stars
(3) Number of reviews
(4) Location

Our recommendation will depend on these 4 deciding points to classify hotels into "K" clusters!

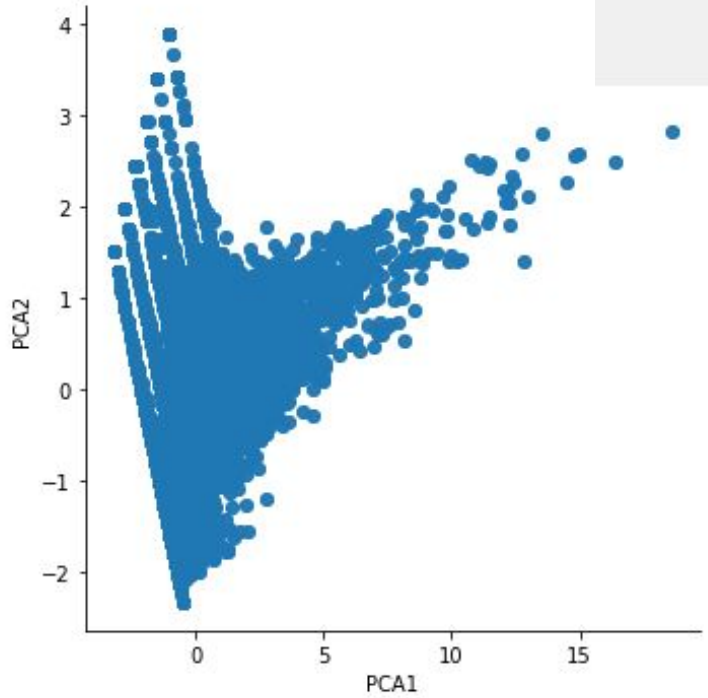
OUR SOLUTIONS

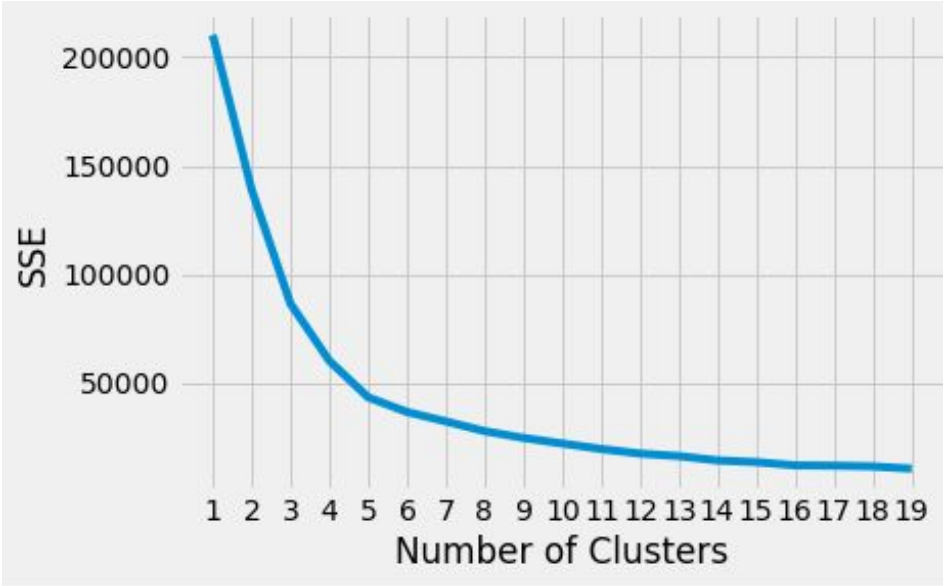
DATA SCIENCE



(1) Visualize 3 variables in 3D to get an overview of point location

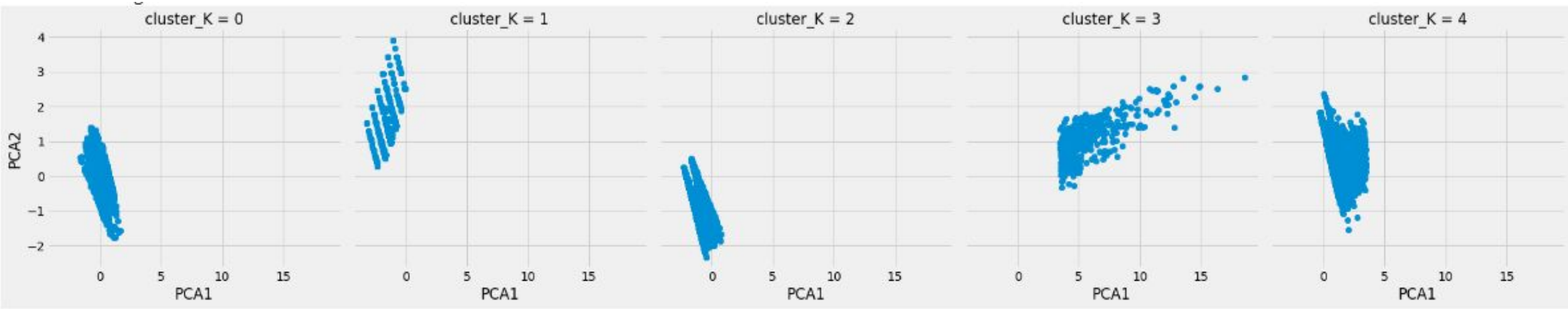
(2) Standardize a dataset and Reduce dimension using PCA



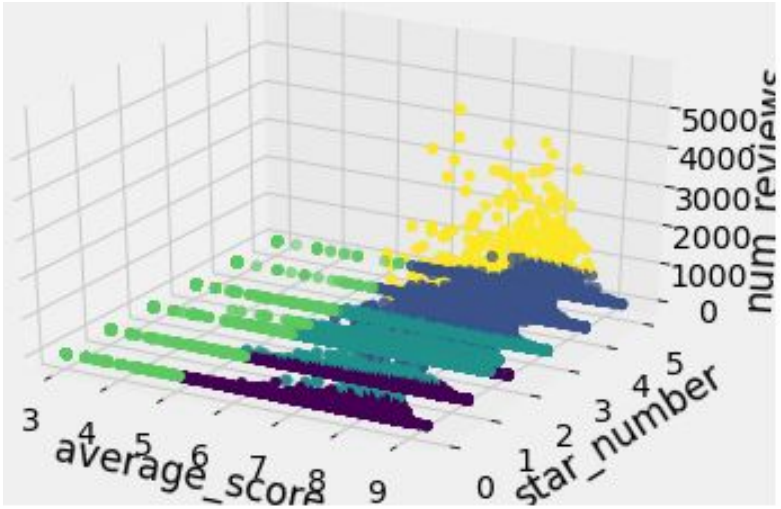


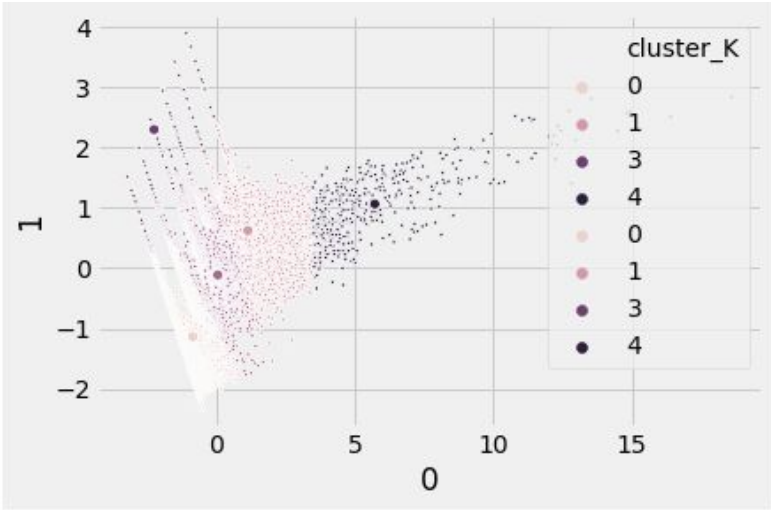
(3) Use SSE to figure out the number of clusters → 5

DATA SCIENCE - Recommendation System (Our journey to find the most suitable k)



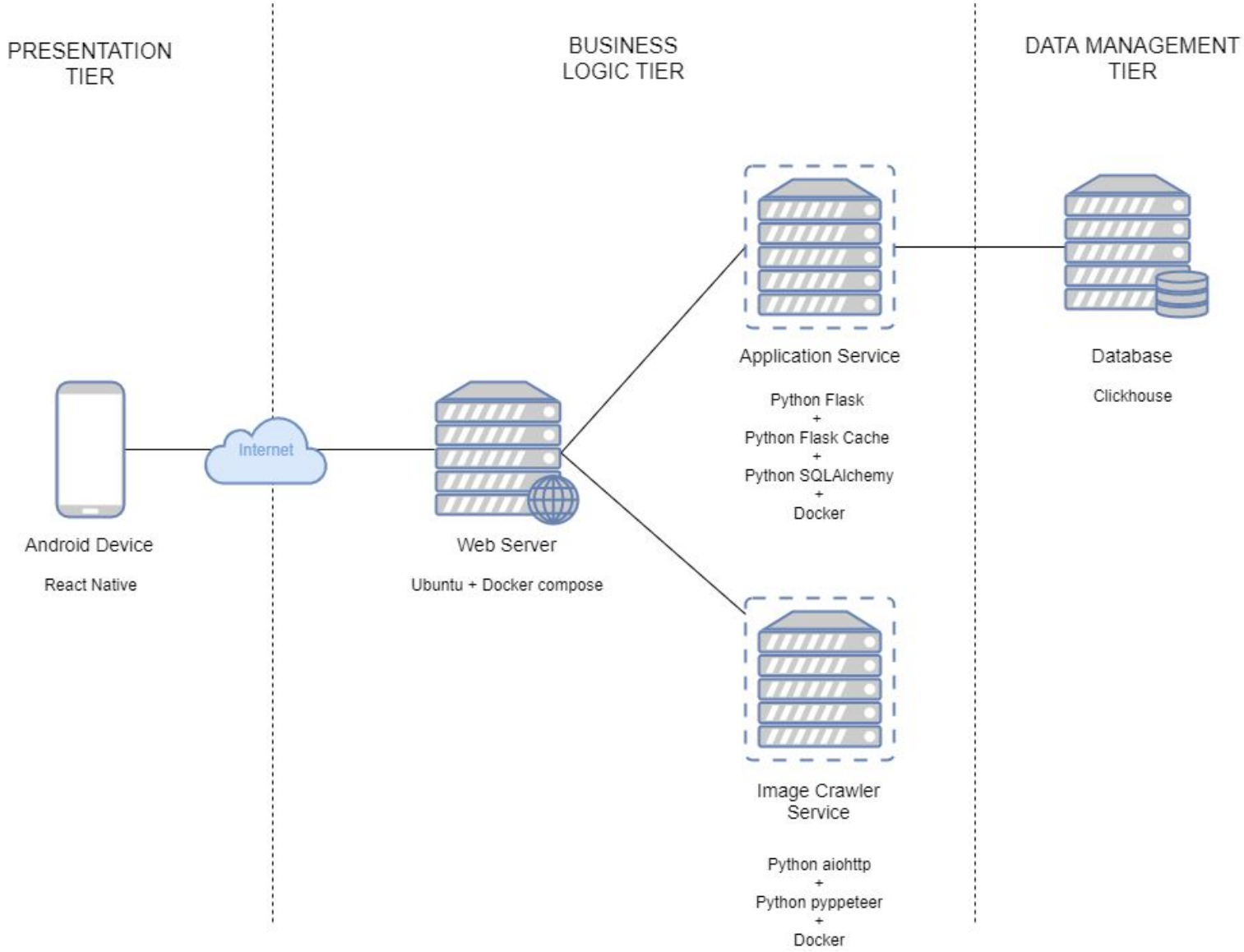
K = 5





OUR SOLUTIONS

BACK END



FUTURE PLAN

BUSINESS SIDE

- Cash back: business strategy, marketing strategy,
- Expand the business into flight ticket, transportation services, restaurant, entertainment places entrance ticket,...
- Build travel-lover community

TECHNOLOGY SIDE

- Recommendation system: Using NLP to classify hotels according to their description and reviews.
- Optimize UI & UX by interviewing more potential customers.

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