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**Business Model Description**

Our business model for this database provides consumers with travel information and rates on, flights, hotels, rental cars and other travel services by offering information collected from travel suppliers and travel agencies; similar to the Kayak website. Our more streamlined business model for this database creates users to track airline and travel costs that fits their budget in a more efficient manner.

The key stakeholders would be the many flight companies, hotel chains, and vehicle rental companies, and travel websites that have teamed up with our service (eg. Delta, United, Hyatt, Marriott, Hertz, Expedia). The users benefitting from this database will be primarily be traveling customers looking to purchase airline tickets, hotels stays, and rental services. This database will allow customers to search for the best possible prices for booking tickets and stays showing them all of the most competitive prices across the market. This guarantees customers can always find the lowest prices and ensures that the airline companies and hotels don't have any vacant spots unfilled.

The data in the Hayak database does not only process transactions and store information, it also allows us to view and quickly analyze some data, which would be further analyzed for high-level regards in a potential OLAP. Through putting together all the data for flight, hotel and rental services; we are able to analyze trends in how much customers fly, stay, or rent and who (and where) are those people. Our stakeholders take advantage of our database as they are able to access these trends and will be able to make decisions as far as how they market to specific groups of people on specific places, decisions on their pricing, decisions on what is most popular to prioritize and decisions on international expansions and potential scaling out of their company (and our system). For the customer, it is also a benefit as our partnerships with our stakeholders further expand advertising and search results for products that fit more their needs. Retrieving those vacant spots, which will be available at the customer at a lower price (without escaping high quality services) makes it a win-win situation for all parties involved.