



SKYSCANNER
IN COLLABORATION WITH
UNIVERSITAT POLITÈCNICA DE
CATALUNYA (UPC) – BARCELONATECH

FINAL DEGREE PROJECT

Skyscanner Heatmap

Skyscanner's data domain representation

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Abstract

FACULTAT D'INFORMÀTICA DE BARCELONA (FIB)
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Computer Engineering Degree

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by Fèlix Arribas

In the last century, the world has become a smaller place. Communications now are way much easy and faster than fifty years ago. Back then, you could talk through a fix phone, but you were not able to send any kind of media, like photos, videos, etc. Only the best technology was able to do that. Since the smart phone revolution in 2007 almost everybody can communicate (text messages, sending images, live videos, etc) in less than a second.

But the internet, phones and communications are not the only thing that made the world a smaller place. Traveling helped too. In 1918 visiting another place was very difficult. If you wanted to go through the sea, you had to trip by boat. The fastest way to travel very far in a continent was by train, but not all places were connected with rails. Nowadays, all along with the internet revolution, anyone can travel to the other side of the world in less than a day by plane. Even for traveling inside the same country people use planes.

Is the air industry as efficient as it could? Are all airplane users satisfied with their purchases and possibilities? *Skyscanner* provides an easy to use tool to search cheap flights from any airport to another. Sadly, user does not always find what he/she wants, not because *Skyscanner* does not provide all the information. Some routes between two airports do not exists, even people search for them a lot. Some flights are too busy and very expensive.

This project wants to help solving this problem providing a heat map to explore differences and similarities between what users search, finds and actually buys and what airlines provides. Being able to compare between specific dates to guess user behavior; compare two airports or cities to invest in airports that are growing faster and have more future expectations, etc.

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