



Skyscanner Heatmap

Skyscanner's data comparison

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Context



Skyscanner



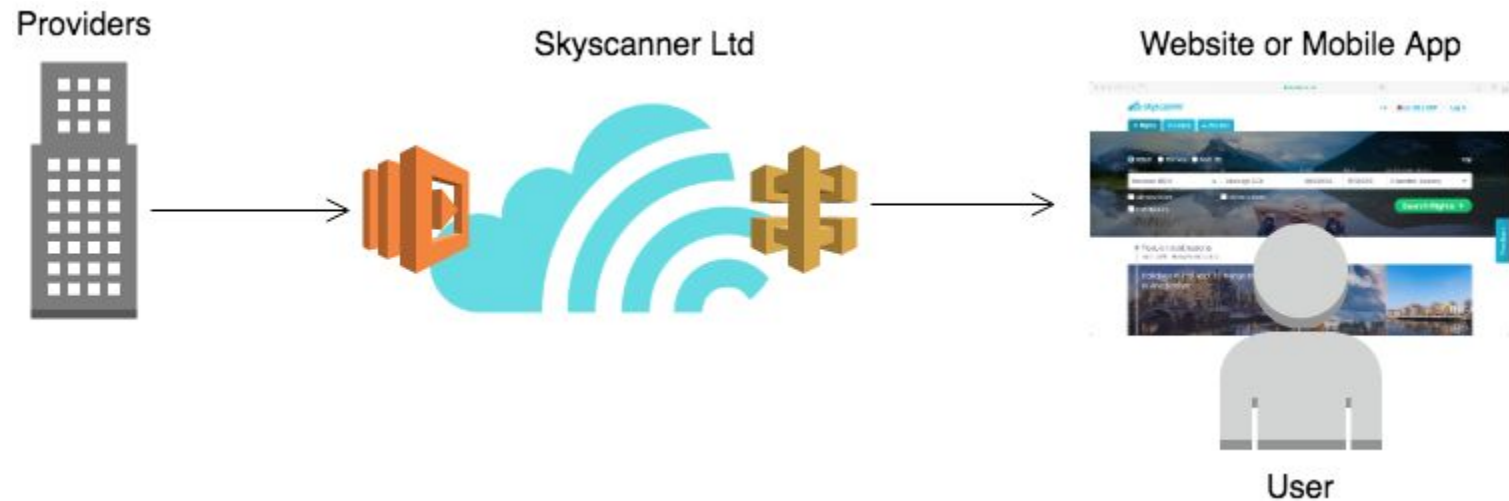
Marketplace Engine Tribe



DeLorean Squad

Marketplace Engine Tribe

Serves information to the user



Data Tribe

Collect data from user's activity

Providers



Skyscanner Ltd



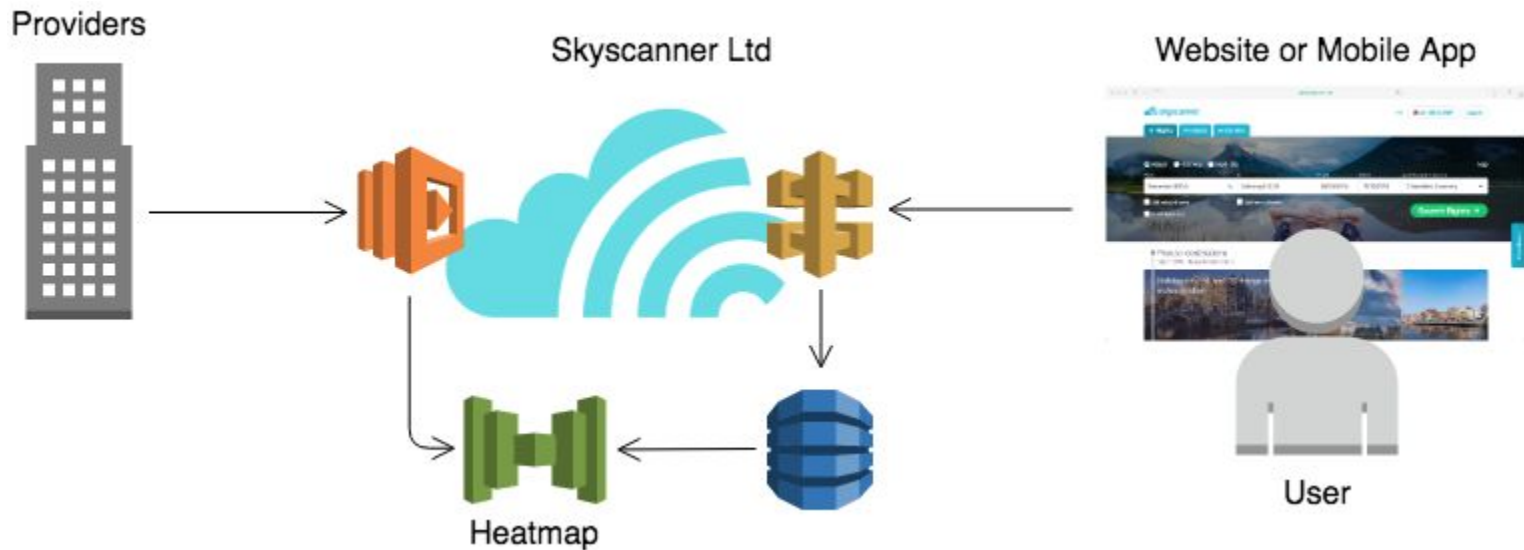
Website or Mobile App



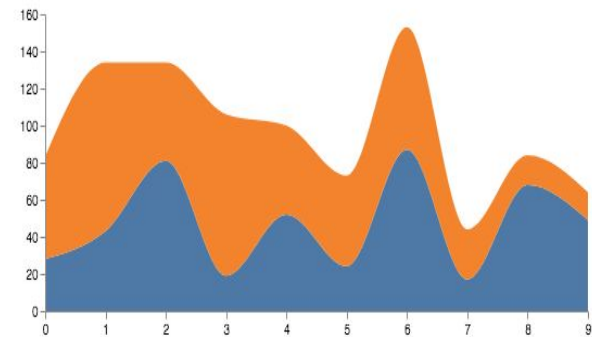
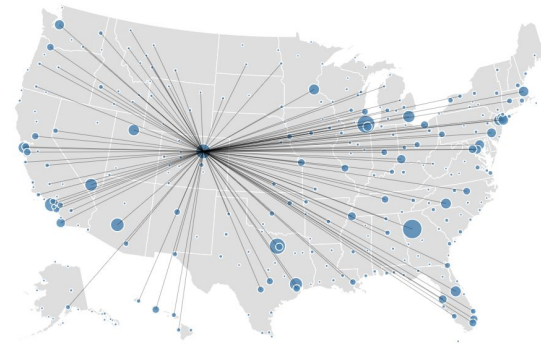
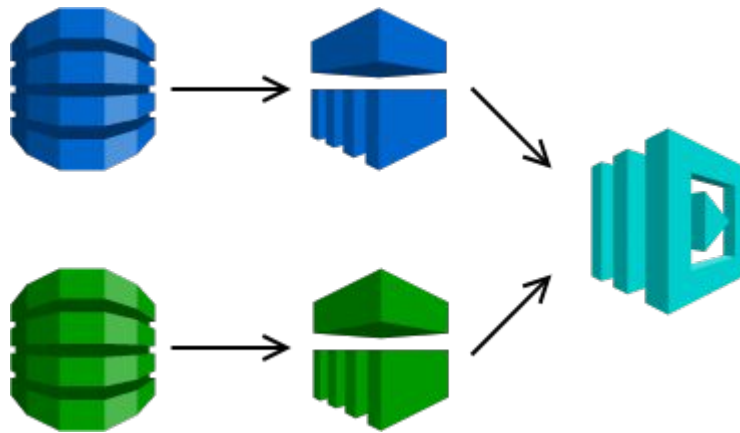
User

Heatmap

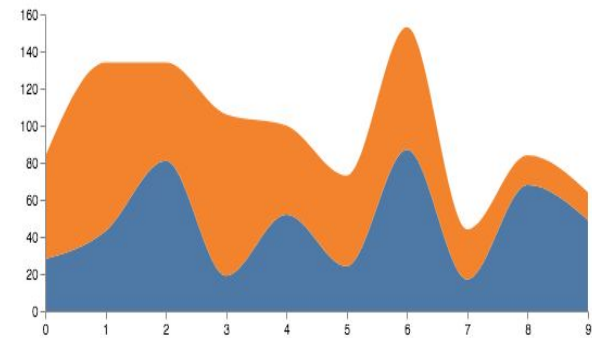
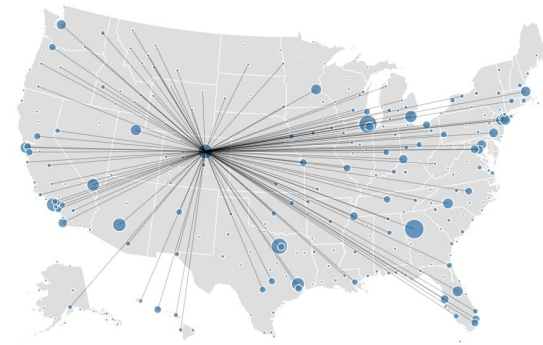
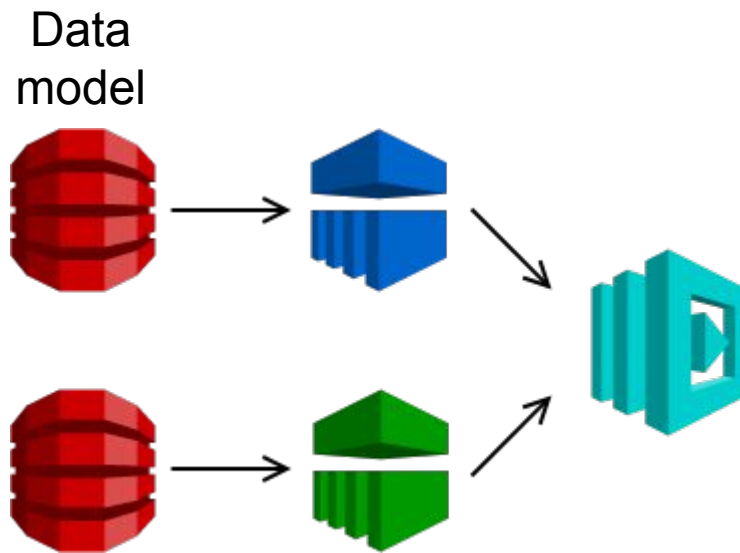
*Comparison of user demand and flights offered,
enabling finding over-requested routes or airports*



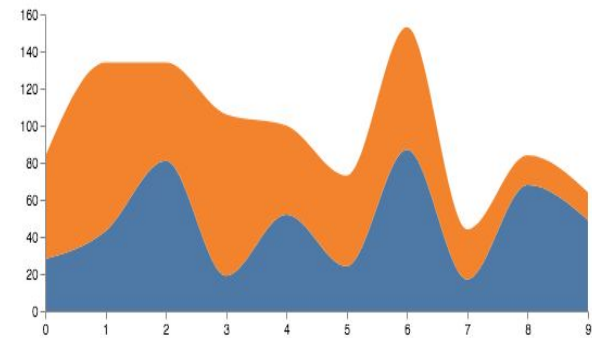
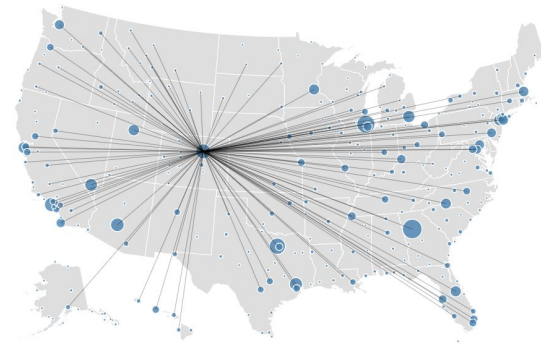
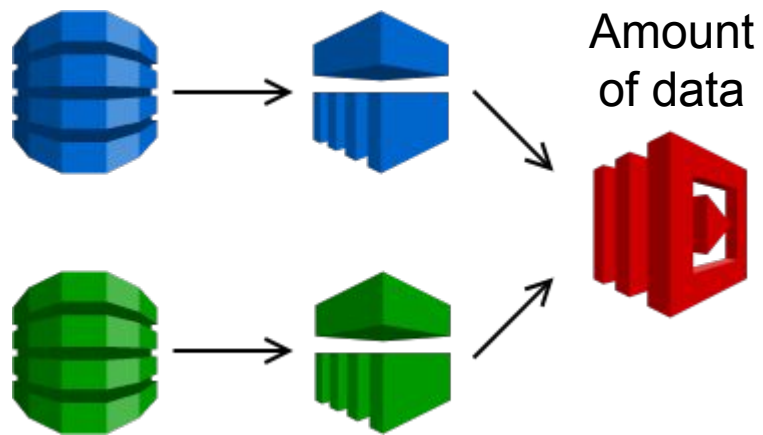
Scope of the project



Risks



Risks

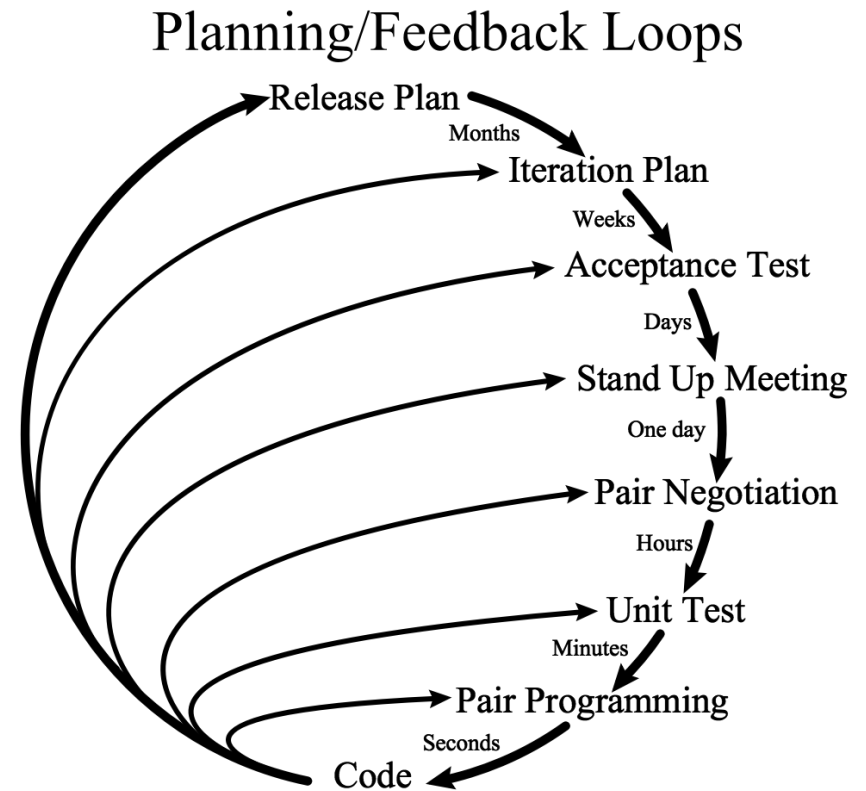


Extreme Programming

Short development cycles

Early, concrete and continuous feedback

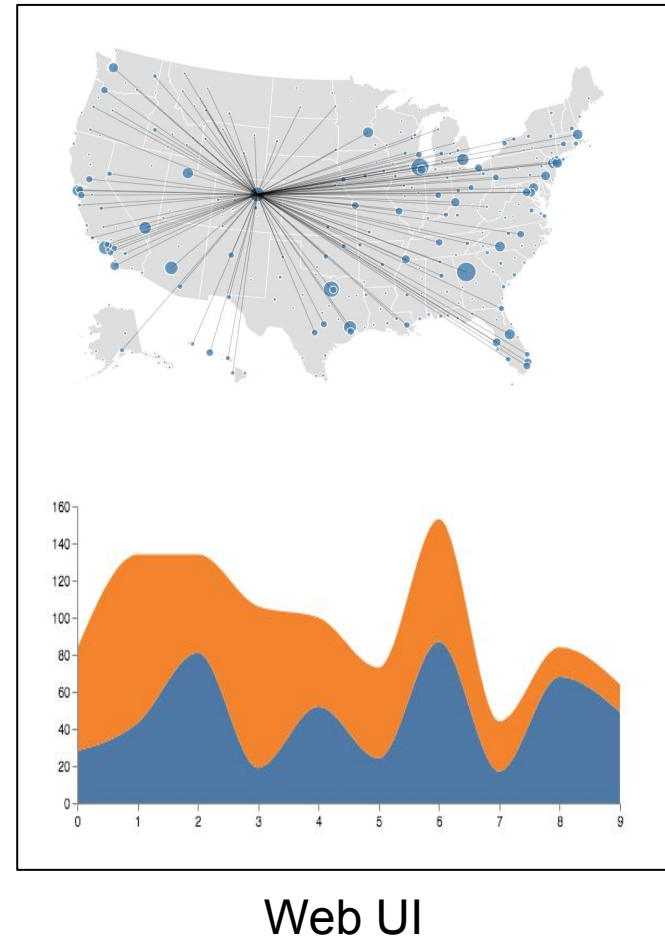
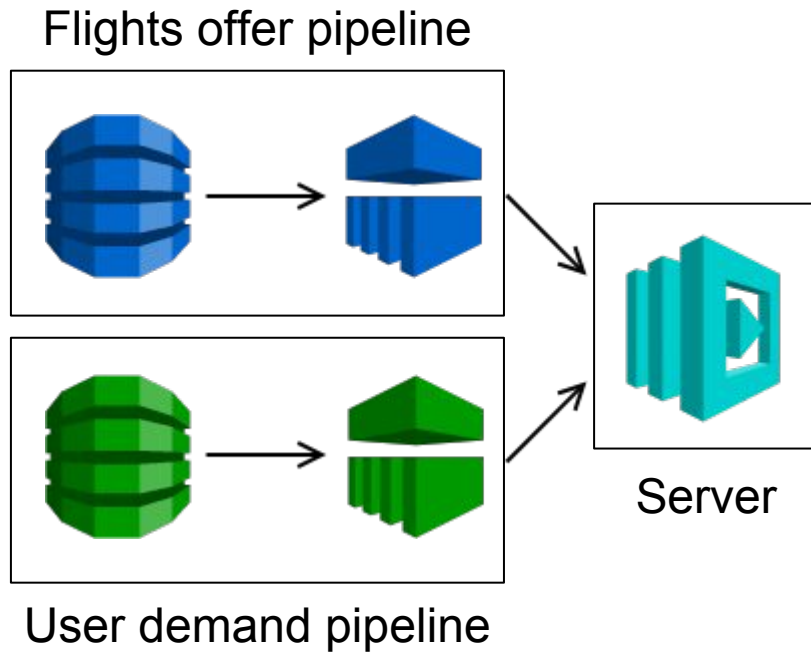
Incremental approach



Stakeholders

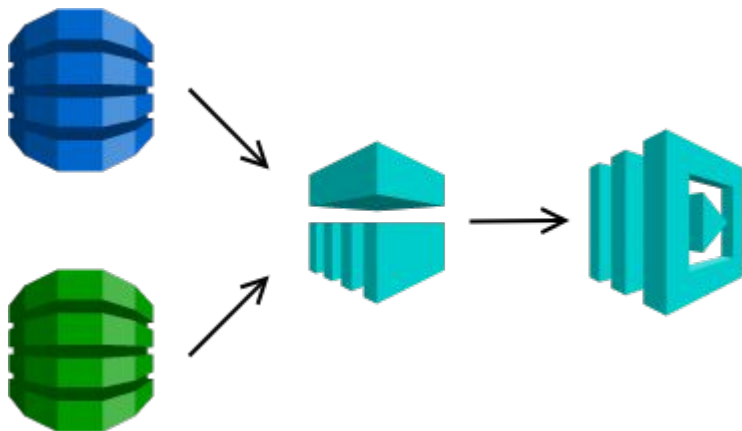
- DeLorean Squad
 - Product Owner
 - Squad Lead
- Marketing Automation Squad
- Data Tribe
- Other Skyscanner Developers
- OAG
- Providers
- Traveler

Project planning

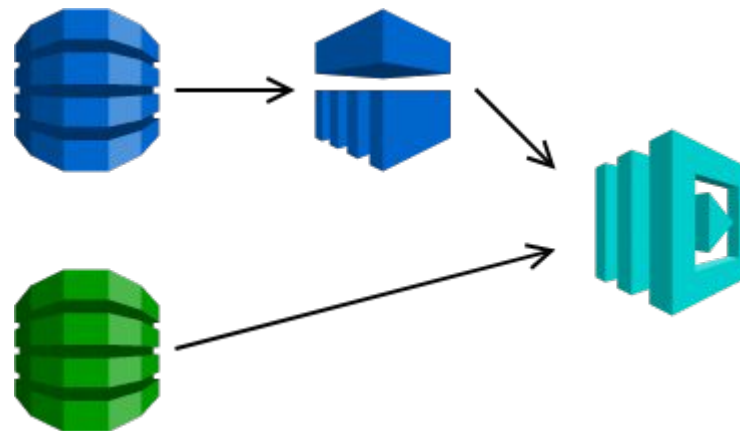


Alternative plans

Merge two pipelines



Read from user data



Budget

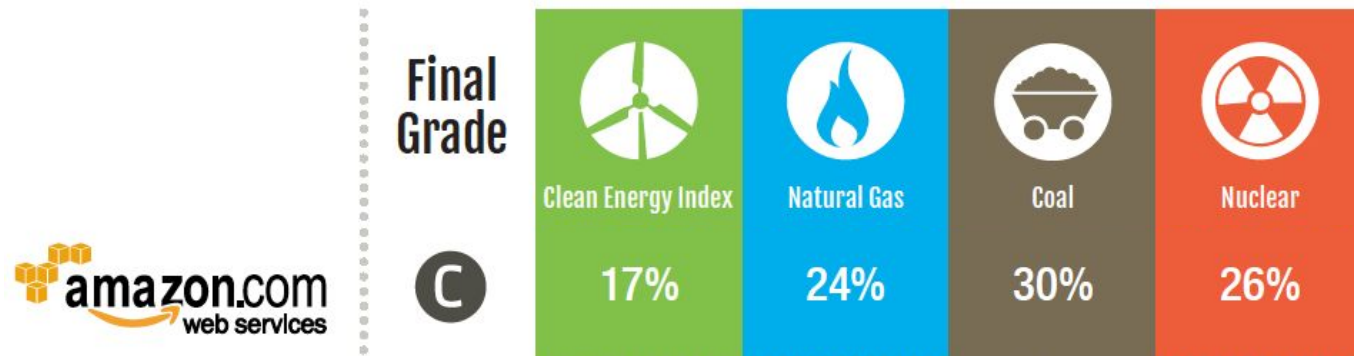
Concept	Price per unit	Units	Amortization	Total £
Salary	28 (taxes included)	575 h		16100
MacBook Pro	1700	1	life cycle 8 years	210
JetBrains License	230	1	1 year per developer	130
AWS S3	0.023	50 TB		1150
AWS	EC2	575 h		213.325
Screen	200	2	life cycle 4 years	100
Office	Unknown	1		Unknown
TOTAL				17903.325

Sustainability

Economical: Sell to providers?

Social: What do providers do with the Heatmap's data?

Environmental: AWS not the best Cloud Machine



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