KNOWLEDGE INSTITUTE OF TECHNOLOGY

COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS

DATA ANALYTICS

MENTOR NAME: Mr.Gopikumaran B.Tech,M.E.,

TEAM ID: NM2023TMID01831

TEAM:

SANJEV K.M (611220104129)

SATHISH KUMAR K (611220104133)

SRI PRASANNA D (611220104152)

YASMIN BANU R (611220104172)

OBJECTIVE

- To analyses the “Leading Travel Aggregators” using IBM Cognos.
- The purpose of this research would be to better understand the user experience using travel aggregators, identify pain areas in the booking process, and make recommendations for improving the user interface and search capabilities to better fulfil the requirements and expectations of users.

ABSTRACT

- 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 analyzing 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.

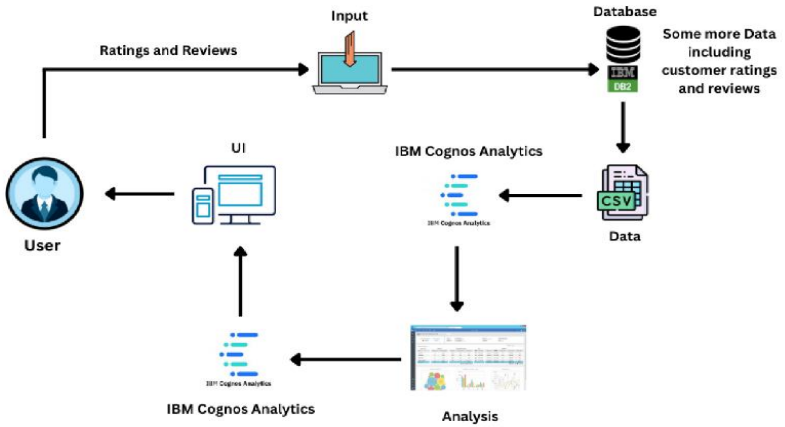
PROBLEM STATEMENT

- The problem at hand is the need for a travel aggregator platform that effectively addresses the challenges faced by travelers in planning and booking their trips. Traditional travel booking methods involve visiting multiple websites or contacting various agents, which can be time-consuming, inefficient, and overwhelming. This fragmented approach often leads to information overload, difficulty in comparing options, and higher costs. Thus, there is a pressing need for a travel aggregator that consolidates travel-related information from multiple sources, such as airlines, hotels, car rental services, and activities, into a single platform.

Solution

- The solution to the problem is the development and implementation of a travel aggregator platform. This platform will serve as a centralized hub for travelers, offering a wide range of travel-related services and information. The aggregator will integrate data from various airlines, hotels, car rental services, and activity providers, ensuring that users have access to comprehensive and up-to-date options.
- This aggregator should offer comprehensive search and comparison functionalities, transparent pricing, user-friendly interfaces, personalized recommendations, and secure booking processes. By providing a one-stop solution for travelers, the travel aggregator aims to simplify and streamline the travel planning experience, save time and effort, enable better decision-making, and enhance overall customer satisfaction.

Solution architecture



TOOLS USED

- HARDWARE REQUIREMENS

  Processor : Intel Core i3

  RAM : 8 GB

  Hard Disk : 500 GB

- SOFTWARE REQUIREMENTS

  Operating System : Windows

  Language : HTML, CSS, JavaScript, Python

  Program – Tool : Visual Studio Code

  Web Framework : Flask

- TOOL REQUIREMENTS

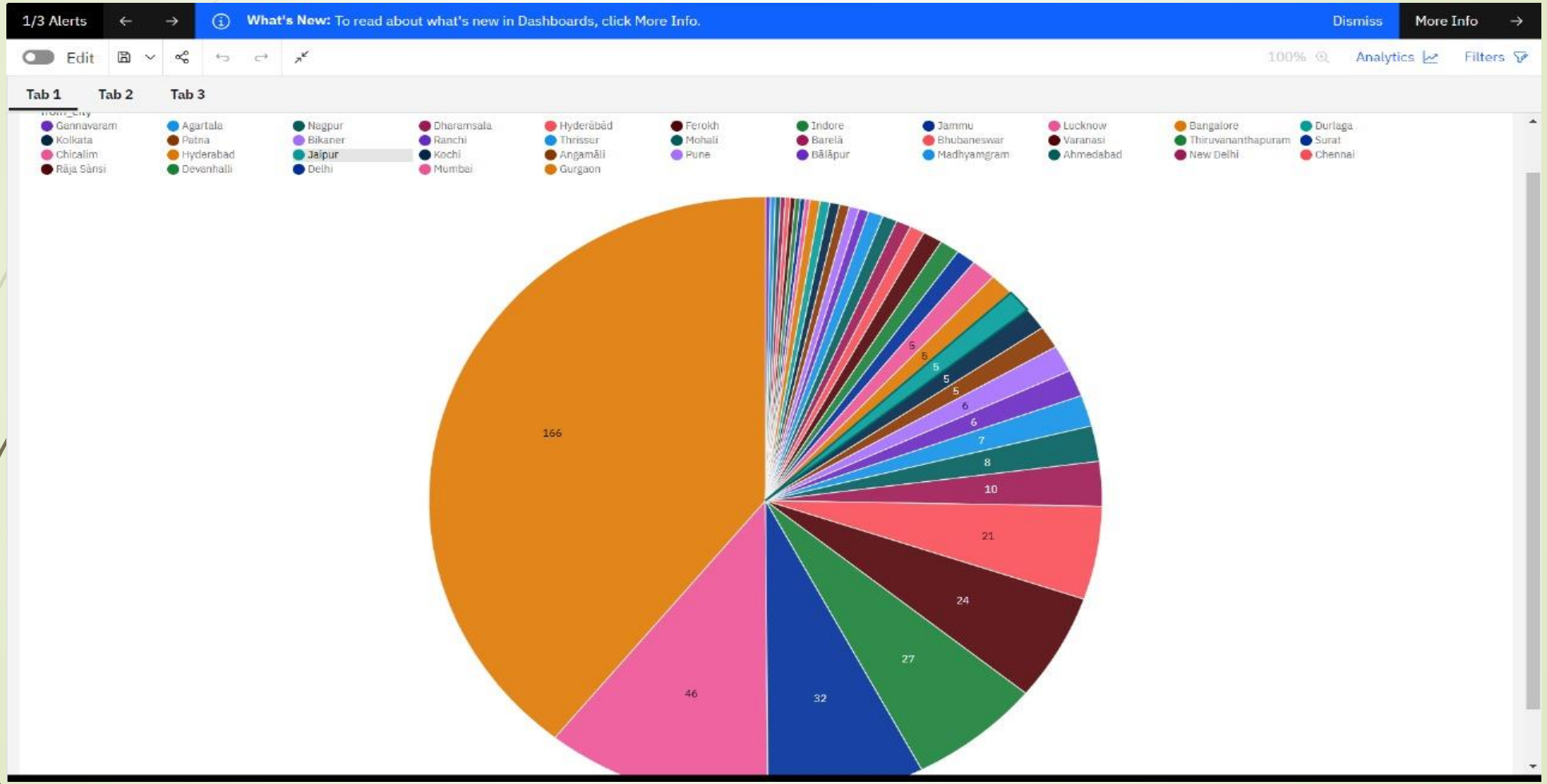
  Operating System : Windows 10

  Disk Space : 256 MB

  Processor : Intel atom processor

  Version : 3.6.2

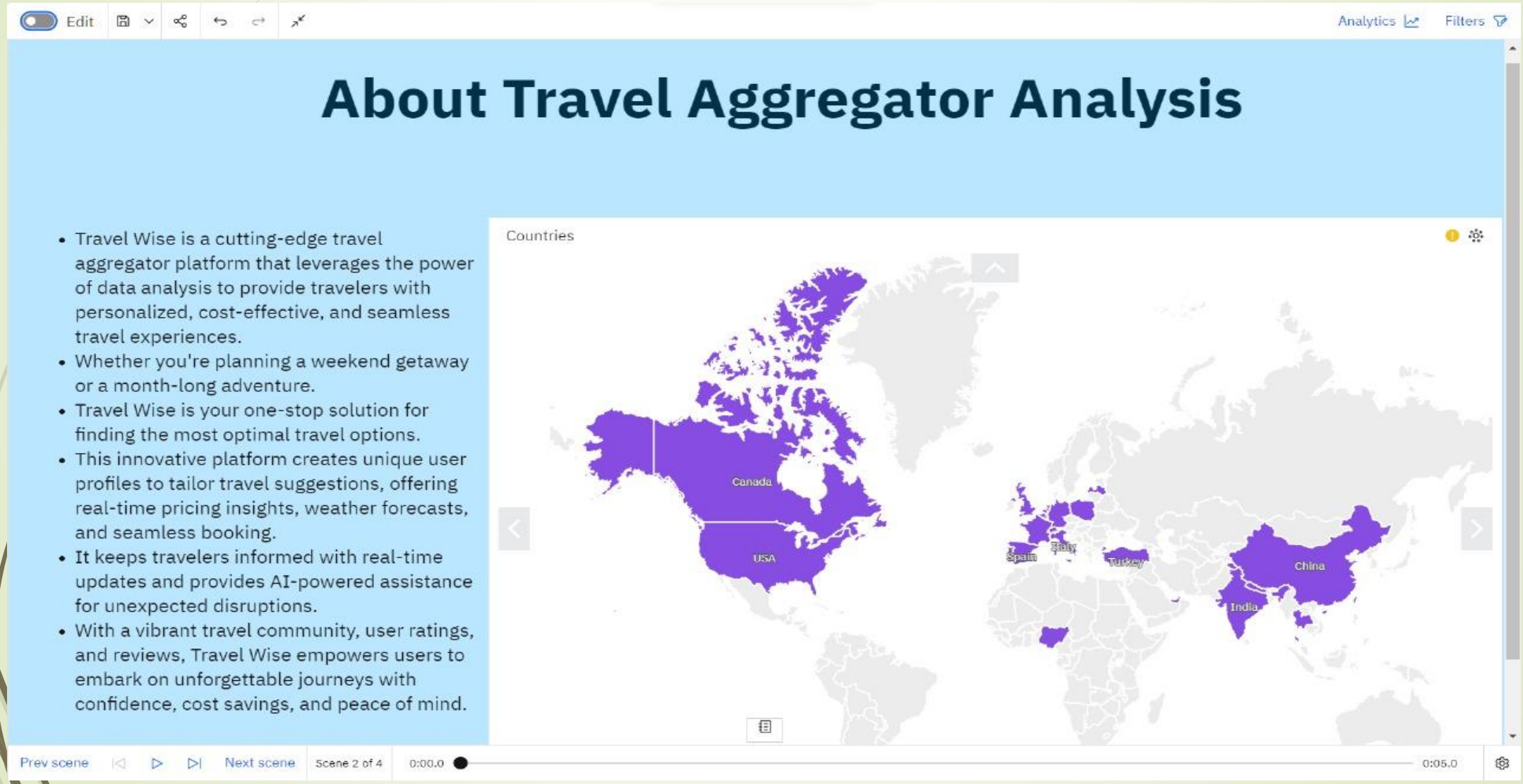
Dashboard


1/3 Alerts
What's New: To read about what's new in Dashboards, click More Info.
Dismiss
More Info
Edit
100%
Analytics
Filters
Tab 1
Tab 2
Tab 3
Gannavaram
Agartala
Nagpur
Dharamsala
Hyderābād
Ferokh
Indore
Jammu
Lucknow
Bangalore
Durlaga
Kolkata
Patna
Bikaner
Ranchi
Thrissur
Mohali
Barelā
Bhubaneswar
Varanasi
Thiruvananthapuram
Surat
Chicalim
Hyderabad
Jaipur
Kochi
Angamāli
Pune
Bālāpur
Madhyamgram
Ahmedabad
New Delhi
Chennai
Rāja Sānsi
Devanhalli
Delhi
Mumbai
Gurgaon
166
46
32
27
24
21
10
8
7
6
6
5
5
5
5

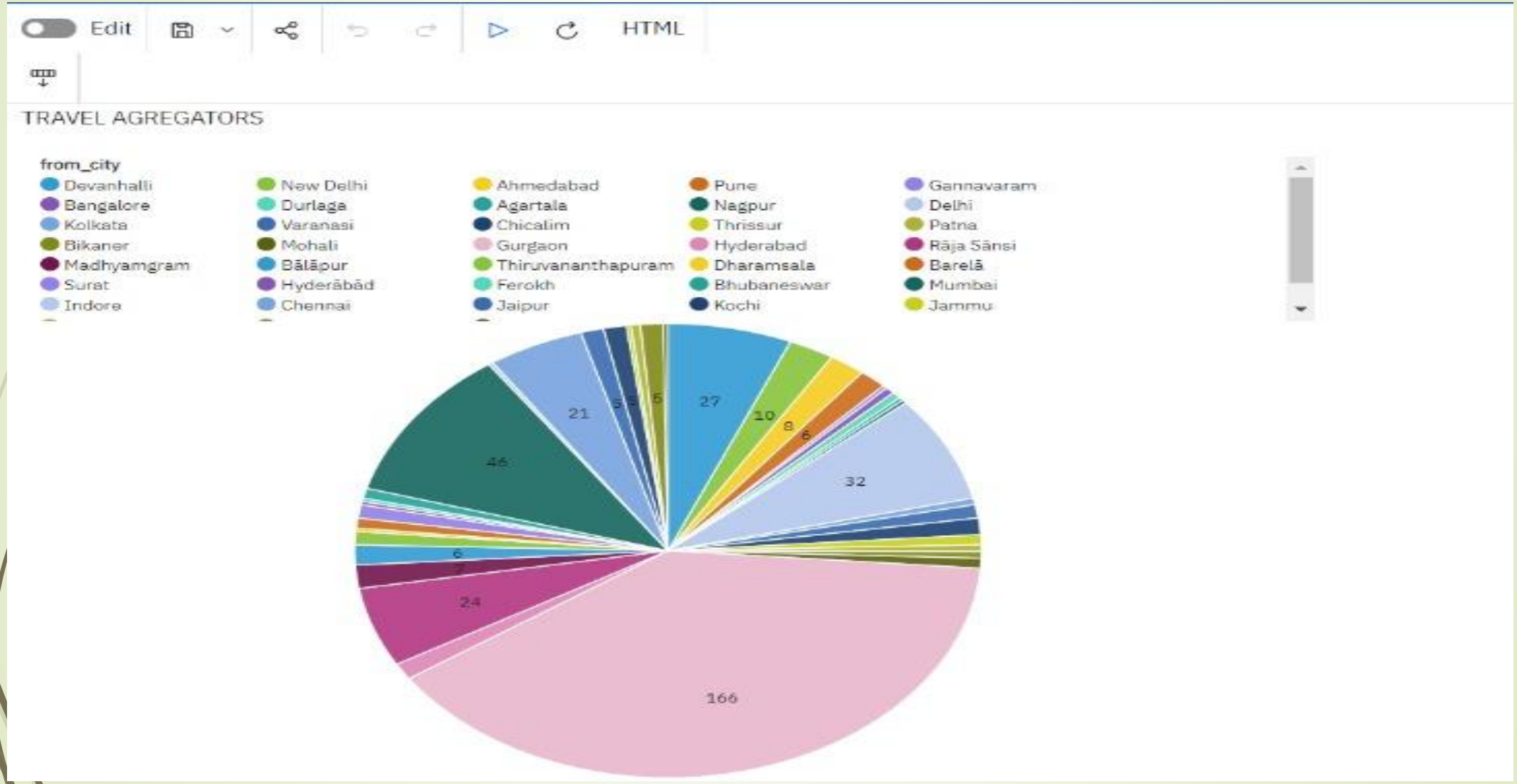
Story


Edit
Analytics
Filters
Press Esc to exit full screen
Travel Aggregator Analysis
TIME TO TRAVEL
Prev scene
Next scene
Scene 1 of 4
0:00.0
0:05.0

STORY


Edit
Analytics
Filters
About Travel Aggregator Analysis
Travel Wise is a cutting-edge travel aggregator platform that leverages the power of data analysis to provide travelers with personalized, cost-effective, and seamless travel experiences.
Whether you're planning a weekend getaway or a month-long adventure.
Travel Wise is your one-stop solution for finding the most optimal travel options.
This innovative platform creates unique user profiles to tailor travel suggestions, offering real-time pricing insights, weather forecasts, and seamless booking.
It keeps travelers informed with real-time updates and provides AI-powered assistance for unexpected disruptions.
With a vibrant travel community, user ratings, and reviews, Travel Wise empowers users to embark on unforgettable journeys with confidence, cost savings, and peace of mind.
Countries
Canada
USA
Spain
Italy
Turkey
China
India
Prev scene
Next scene
Scene 2 of 4
0:00.0
0:05.0

REPORT


Edit
HTML
TRAVEL AGREGATORS
from_city
Devanhalli
Bangalore
Kolkata
Bikaner
Madhyamgram
Surat
Indore
New Delhi
Durlaga
Varanasi
Mohali
Bālāpur
Hyderābād
Chennai
Ahmedabad
Agartala
Chicalim
Gurgaon
Thiruvananthapuram
Ferokh
Jaipur
Pune
Nagpur
Thrissur
Hyderabad
Dharamsala
Bhubaneswar
Kochi
Gannavaram
Delhi
Patna
Rāja Sānsi
Barelā
Mumbai
Jammu
27
10
8
6
32
166
24
46
21

THANK YOU