Report

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Overview

More Indians are now booking tickets and hotels online than ever before. Nothing can beat the comfort of being able to plan a trip from the comfort of your home. You can check out the prices and compare them to get the best out of the deal. A company that holds a major share in the Indian online travel industry is MakeMyTrip. Since 2000, MakeMyTrip is helping millions of Indians book railway tickets, airlines tickets, bus tickets, reserve hotel rooms, and buy holiday packages. Founded in 2000 and headquartered in Gurugram, Haryana, MakeMyTrip is one of the most popular and dependable Indian travel company that helps the people of India avail of online travel services that includes airline tickets, domestic and international holiday packages, reservations of hotels, railways, and bus tickets.

Company Highlights

- Headquarters: Gurugram
- Founder: Deep Kalra, Keyur Joshi, Rajesh Magow, Sachin Bhatia (resigned as Co-founder and CMO)
- Sector: Travel tech
- Founded: 2000
- Total Funding: $748mm (March 2022)
- Website: https://www.makemytrip.com/

In this project, you are required to do

- Exploratory Data Analysis
- Understanding what type content is available in different hotels and its review
- No. of hotels present in different location.
- Hotel Business are too much volatile business they can be depends upon different factors like rating of the hotel, facilities, location and many more.
- The main objective behind this project to visualization and analyse MakeMyTrip dataset to discover various factors that govern the booking and insight the management so that they can perform various campaigns to boost the business.

Attribute Information

> There are 20046 rows and 33 columns in our Hotels on MakeMyTrip dataset.

1. area   : Name of place
2. city   : Name of City
3. country   : Country Name
4. crawl_date   : Date and Time
5. highlight_value   : Facilities
6. hotel_overview   : Hotel Details
7. hotel_star_rating   : Hotel Rating (5-star max)
8. image_urls   : Hotel Image link
9. in_your_room   : Appliances in Room
10. is_value_plus   :
11. latitude   : Location
12. longitude   : Location
13. mmt_holidayiq_review_count : Holiday time Review
14. mmt_location_rating   : Location Rating
15. mmt_review_count   : Review Count
16. mmt_review_rating   : Rating
17. mmt_review_score   Review Score
18. mmt_traveller_type_review_count   : Types of Review Count(i.e., family, single, couples)
19. mmt_tripadvisor_count   : Trip Advisor Count
20. pageurl   : Hotel Link
21. property_address   : Hotel Address
22. property_id   : Hotel Id
23. property_name   : Hotel Name
24. property_type   : Type of Hotels (Resort, Lodge, etc.)
25. qts   :
26. query_time_stamp   : Time
27. room_types   : Types of Room
28. site_review_count   : Hotel Site Reviews
29. site_review_rating   : Hotel Site Rating
30. sitename   : Site Name
31. state   : State (Location)
32. traveller_rating   : Traveller Rating
33. uniq_id   : Unique Id