

Competitive

Analysis

of

Leading

Travel

Aggregators.....

Project Report :-

Introduction :-

This project aims to compare and evaluate the strengths and weaknesses of the top travel aggregator websites in the market.

> Overview :-

A competitive analysis of leading travel aggregators involves examining and comparing key aspects of these platforms to understand their strengths, weaknesses. Here's a brief description of what such an analysis may involve:

• User interface and experience :-

Assess the ease of use, website design, and mobile app functionality to determine which aggregator offers a more seamless and user-friendly experience.

• Travel Inventory :-

Compare the range of travel services offered by each aggregator, such as flight options, hotel choices, car rentals, vacation packages, and other travel-related offerings.

• Customer Support :-

Examine the quality and responsiveness of customer support services to understand how well each aggregator assists users with their travel-related queries or issues.

➤ Purpose :-

The use of competitive analysis for leading travel aggregators serves several purposes :-

• Identifying Market Opportunities :-

By understanding the strengths and weaknesses of competitors, travel aggregators can identify gaps in the market and areas where they can differentiate themselves to attract more customers.

• Improving User Experience :-

Analyzing competitor's user interfaces and experiences can provide valuable insights into best practices and help travel aggregators enhance their own platforms for better usability and customer satisfaction.

LITERATURE SURVEY :-

• Data Availability :- Existing Problem :-

Obtaining accurate and up-to-date data from various travel aggregators can be challenging as these platforms constantly update their offerings, prices, and promotions:

• Changing Landscape :-

The travel industry is dynamic, and the competitive landscape can change rapidly due to mergers, acquisitions, or new entrants. This can make it difficult to maintain an updated analysis.

• Data Privacy :-

Some travel aggregators may have data privacy policies that restrict the sharing of certain information, making it challenging to access comprehensive data for analysis.

➤ Proposed Solution :-

• Real-time Data Monitoring :-

Implement a system to continuously monitor and collect data from travel aggregator websites to ensure the analysis is based on the most recent information.

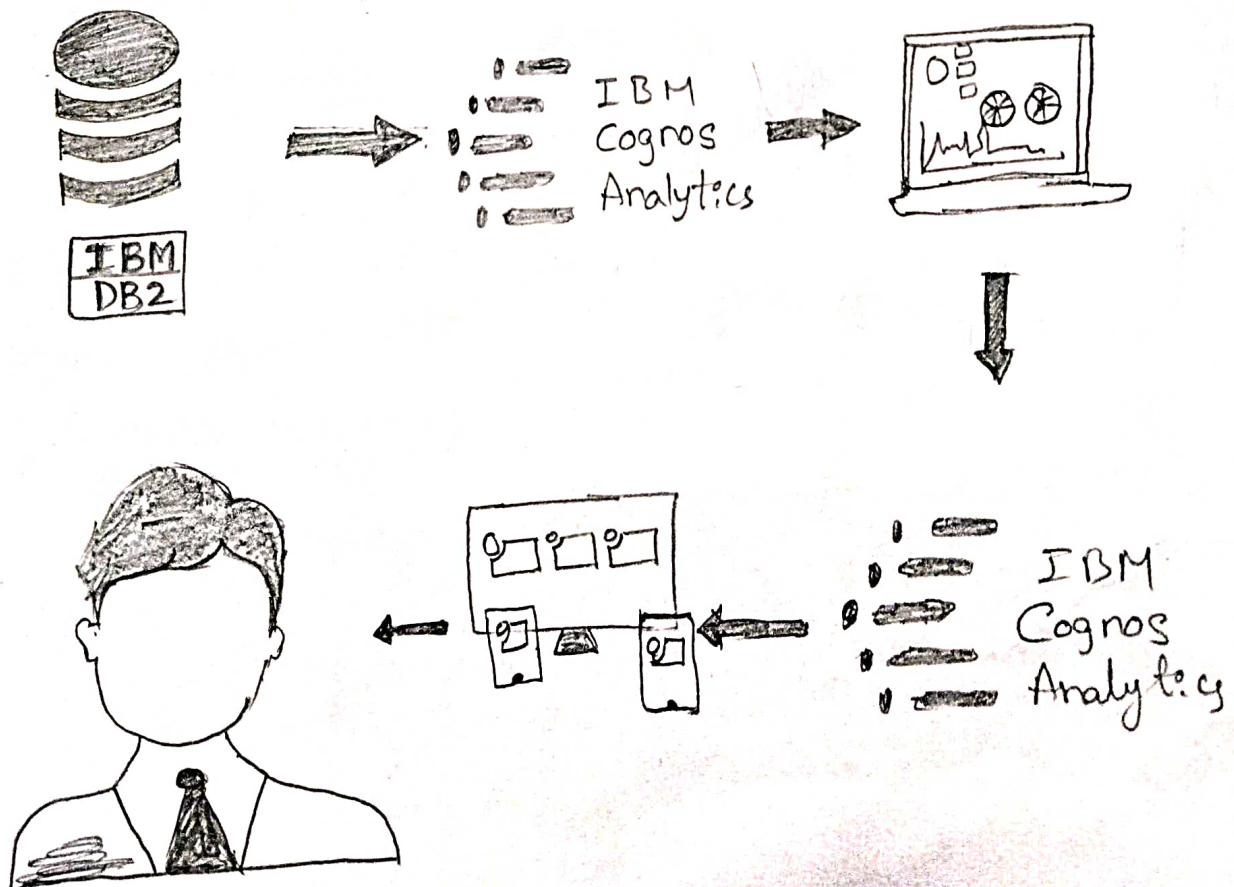
- collaborations and Data Sharing:-

Seek collaborations with travel aggregators to gain access to more comprehensive and accurate data for analysis, ensuring compliance with data privacy regulations.

- Standardized Metrics:-

Develop standardized Metrics to compare travel aggregators, considering factors like User Satisfaction, Search accuracy, transparency of pricing, and customer support quality.

THEORETICAL ANALYSIS:-



```

<!DOCTYPE html>
<!-- saved from url=(0039)file:///F:/internship/Bikin/index.html# -->
<html lang="en"><head><meta http-equiv="Content-Type" content="text/html;
charset=UTF-8">

    <meta content="width=device-width, initial-scale=1.0" name="viewport">

    <title>Literacy Rate</title>
    <meta content="" name="description">
    <meta content="" name="keywords">

    <!-- Favicons -->
    <link href="file:///F:/internship/Bikin/assets/img/favicon.png" rel="icon">
    <link href="file:///F:/internship/Bikin/assets/img/apple-touch-icon.png"
rel="apple-touch-icon">

    <!-- Google Fonts -->
    <link href="./Competitive Analysis of Leading Travel Aggregators_files/css"
rel="stylesheet">

    <!-- Vendor CSS Files -->
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/aos.css" rel="stylesheet">
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/bootstrap.min.css" rel="stylesheet">
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/bootstrap-icons.css" rel="stylesheet">
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/boxicons.min.css" rel="stylesheet">
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/glightbox.min.css" rel="stylesheet">
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/swiper-bundle.min.css" rel="stylesheet">

    <!-- Template Main CSS File -->
    <link href="./Competitive Analysis of Leading Travel
Aggregators_files/style.css" rel="stylesheet">

    <!-- =====
    * Template Name: Bikin
    * Updated: Jul 27 2023 with Bootstrap v5.3.1
    * Template URL: https://bootstrapmade.com/bikin-free-simple-landing-page-
template/
    * Author: BootstrapMade.com
    * License: https://bootstrapmade.com/license/
    ===== -->
</head>

```



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<body data-aos-easing="ease-in-out" data-aos-duration="1000" data-aos-
delay="0">

  <!-- ===== Header ===== -->
  <header id="header" class="fixed-top">
    <div class="container d-flex align-items-center justify-content-between">

      <h1 class="logo"><a
href="file:///F:/internship/Bikin/index.html">Competitive Analysis of Leading
Travel Aggregators </a></h1>
      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo"></a>-->

      <nav id="navbar" class="navbar">
        <ul>
          <li><a class="nav-link scrollto"
href="file:///F:/internship/Bikin/index.html#hero">Home</a></li>
          <li><a class="nav-link scrollto"
href="file:///F:/internship/Bikin/index.html#about">About</a></li>
          <li><a class="nav-link scrollto active"
href="file:///F:/internship/Bikin/index.html#dashboard">Dashboard</a></li>
          <li><a class="nav-link scrollto"
href="file:///F:/internship/Bikin/index.html#story">Story</a></li>
          <li><a class="nav-link scrollto"
href="file:///F:/internship/Bikin/index.html#report">Report</a></li>

          <i class="bi bi-list mobile-nav-toggle"></i>
        </ul></nav><!-- .navbar -->

      </div>
    </header><!-- End Header -->

    <!-- ===== Hero Section ===== -->
    <section id="hero" class="d-flex align-items-center">

      <div class="container d-flex flex-column align-items-center justify-
content-center aos-init aos-animate" data-aos="fade-up">
        <h1>Analysis of Leading Travel Aggregators</h1>

        <a href="file:///F:/internship/Bikin/index.html#about" class="btn-get-
started scrollto">Get Started</a>

        
      </div>
    </section>
  </body>

```

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</section><!-- End Hero -->

<main id="main">

    <!-- ===== About Section ===== -->

    <!-- End About Section -->

    <!-- ===== Clients Section ===== -->

    <!-- ===== Features Section ===== -->
    <section id="dashboard" class="features aos-init aos-animate" data-
aos="fade-up">
        <div class="container">

            <div class="section-title">
                <h3>Dashboard</h3>
            </div>
            <iframe src="./Competitive Analysis of Leading Travel
Aggregators_files/saved_resource.html" width="1350" height="900"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

        </div>
    </section><!-- End Features Section -->

    <!-- ===== Services Section ===== -->
    <section id="story" class="services">
        <div class="container aos-init aos-animate" data-aos="fade-up">

            <div class="section-title">
                <h2>Story</h2>
            </div>

            <iframe src="./Competitive Analysis of Leading Travel
Aggregators_files/saved_resource(1).html" width="1350" height="900"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

```



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    </div>
</section><!-- End Services Section -->

<!-- ===== Portfolio Section ===== -->
<section id="report" class="portfolio">
    <div class="container aos-init aos-animate" data-aos="fade-up">

        <div class="section-title">
            <h2>Report</h2>

        </div>

        <iframe src="./Competitive Analysis of Leading Travel
Aggregators_files/saved_resource(2).html" width="1350" height="900"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

    </div>
</section><!-- End Portfolio Section -->

<!-- ===== Testimonials Section ===== -->

<!-- End Testimonials Section -->

<!-- ===== Team Section ===== -->
<!-- End Team Section -->

<!-- ===== Pricing Section ===== -->
<!-- End Pricing Section -->

<!-- ===== Frequently Asked Questions Section ===== -->
<!-- End Frequently Asked Questions Section -->

<!-- ===== Contact Section ===== -->
<section id="contact" class="contact section-bg">
    <div class="container aos-init aos-animate" data-aos="fade-up">

        <div class="section-title">
            <h2>Contact</h2>
            <p>Magna dolores commodi suscipit. Necessitatibus eius consequatur
ex aliquid fuga eum quidem. Sit sint consectetur velit. Quisquam quos quisquam
cupiditate. Et nemo qui impedit suscipit alias ea. Quia fugiat sit in iste
officiis commodi quidem hic quas.</p>
        </div>

        <div class="row">

```

```

<div class="col-lg-6">

  <div class="row">
    <div class="col-md-12">
      <div class="info-box">
        <i class="bx bx-map"></i>
        <h3>Our Address</h3>
        <p>A108 Adam Street, New York, NY 535022</p>
      </div>
    </div>
    <div class="col-md-6">
      <div class="info-box mt-4">
        <i class="bx bx-envelope"></i>
        <h3>Email Us</h3>
        <p>info@example.com<br>contact@example.com</p>
      </div>
    </div>
    <div class="col-md-6">
      <div class="info-box mt-4">
        <i class="bx bx-phone-call"></i>
        <h3>Call Us</h3>
        <p>+1 5589 55488 55<br>+1 6678 254445 41</p>
      </div>
    </div>
  </div>

  <div class="col-lg-6 mt-4 mt-md-0">
    <form action="file:///F:/internship/Bikin/forms/contact.php"
method="post" role="form" class="php-email-form">
      <div class="row">
        <div class="col-md-6 form-group">
          <input type="text" name="name" class="form-control"
id="name" placeholder="Your Name" required="">
        </div>
        <div class="col-md-6 form-group mt-3 mt-md-0">
          <input type="email" class="form-control" name="email"
id="email" placeholder="Your Email" required="">
        </div>
      </div>
      <div class="form-group mt-3">
        <input type="text" class="form-control" name="subject"
id="subject" placeholder="Subject" required="">
      </div>
    </div>
  </div>

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        <textarea class="form-control" name="message" rows="5"
placeholder="Message" required=""></textarea>
    </div>
    <div class="my-3">
        <div class="loading">Loading</div>
        <div class="error-message"></div>
        <div class="sent-message">Your message has been sent. Thank
you!</div>
    </div>
    <div class="text-center"><button type="submit">Send
Message</button></div>
</form>
</div>

</div>

</div>
</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ===== Footer ===== -->
<footer id="footer">

    <div class="footer-top">
        <div class="container">
            <div class="row">

                <div class="col-lg-3 col-md-6 footer-contact">
                    <h3>Bikin</h3>
                    <p>
                        A108 Adam Street <br>
                        New York, NY 535022<br>
                        United States <br><br>
                        <strong>Phone:</strong> +1 5589 55488 55<br>
                        <strong>Email:</strong> info@example.com<br>
                    </p>
                </div>

                <div class="col-lg-2 col-md-6 footer-links">
                    <h4>Useful Links</h4>
                    <ul>
                        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Home</a></li>
                        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">About us</a></li>
                        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Services</a></li>

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        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Terms of service</a></li>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Privacy policy</a></li>
    </ul>
</div>

<div class="col-lg-3 col-md-6 footer-links">
    <h4>Our Services</h4>
    <ul>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Web Design</a></li>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Web Development</a></li>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Product Management</a></li>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Marketing</a></li>
        <li><i class="bx bx-chevron-right"></i> <a
href="file:///F:/internship/Bikin/index.html#">Graphic Design</a></li>
    </ul>
</div>

<div class="col-lg-4 col-md-6 footer-newsletter">
    <h4>Join Our Newsletter</h4>
    <p>Tamen quem nulla quae legam multos aute sint culpa legam noster
magna</p>
    <form action="file:///F:/internship/Bikin/index.html"
method="post">
        <input type="email" name="email"><input type="submit"
value="Subscribe">
    </form>
</div>

</div>
</div>
</div>

<div class="container d-md-flex py-4">

    <div class="me-md-auto text-center text-md-start">
        <div class="copyright">
            © Copyright <strong><span>Bikin</span></strong>. All Rights Reserved
        </div>
        <div class="credits">
            <!-- All the links in the footer should remain intact. -->
            <!-- You can delete the links only if you purchased the pro version.
-->

```



```

        <!-- Licensing information: https://bootstrapmade.com/license/ -->
        <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/bikin-free-simple-landing-page-template/ -->
        Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
    </div>
</div>
<div class="social-links text-center text-md-right pt-3 pt-md-0">
    <a href="file:///F:/internship/Bikin/index.html#" class="twitter"><i
class="bx bxl-twitter"></i></a>
    <a href="file:///F:/internship/Bikin/index.html#" class="facebook"><i
class="bx bxl-facebook"></i></a>
    <a href="file:///F:/internship/Bikin/index.html#" class="instagram"><i
class="bx bxl-instagram"></i></a>
    <a href="file:///F:/internship/Bikin/index.html#" class="google-
plus"><i class="bx bxl-skype"></i></a>
    <a href="file:///F:/internship/Bikin/index.html#" class="linkedin"><i
class="bx bxl-linkedin"></i></a>
</div>
</div>
</footer><!-- End Footer -->

    <a href="file:///F:/internship/Bikin/index.html#" class="back-to-top d-flex
align-items-center justify-content-center active"><i class="bi bi-arrow-up-
short"></i></a>

<!-- Vendor JS Files -->
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/aos.js.download"></script>
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/bootstrap.bundle.min.js.download"></script>
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/glightbox.min.js.download"></script>
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/isotope.pkgd.min.js.download"></script>
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/swiper-bundle.min.js.download"></script>
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/validate.js.download"></script>

<!-- Template Main JS File -->
<script src="./Competitive Analysis of Leading Travel
Aggregators_files/main.js.download"></script>

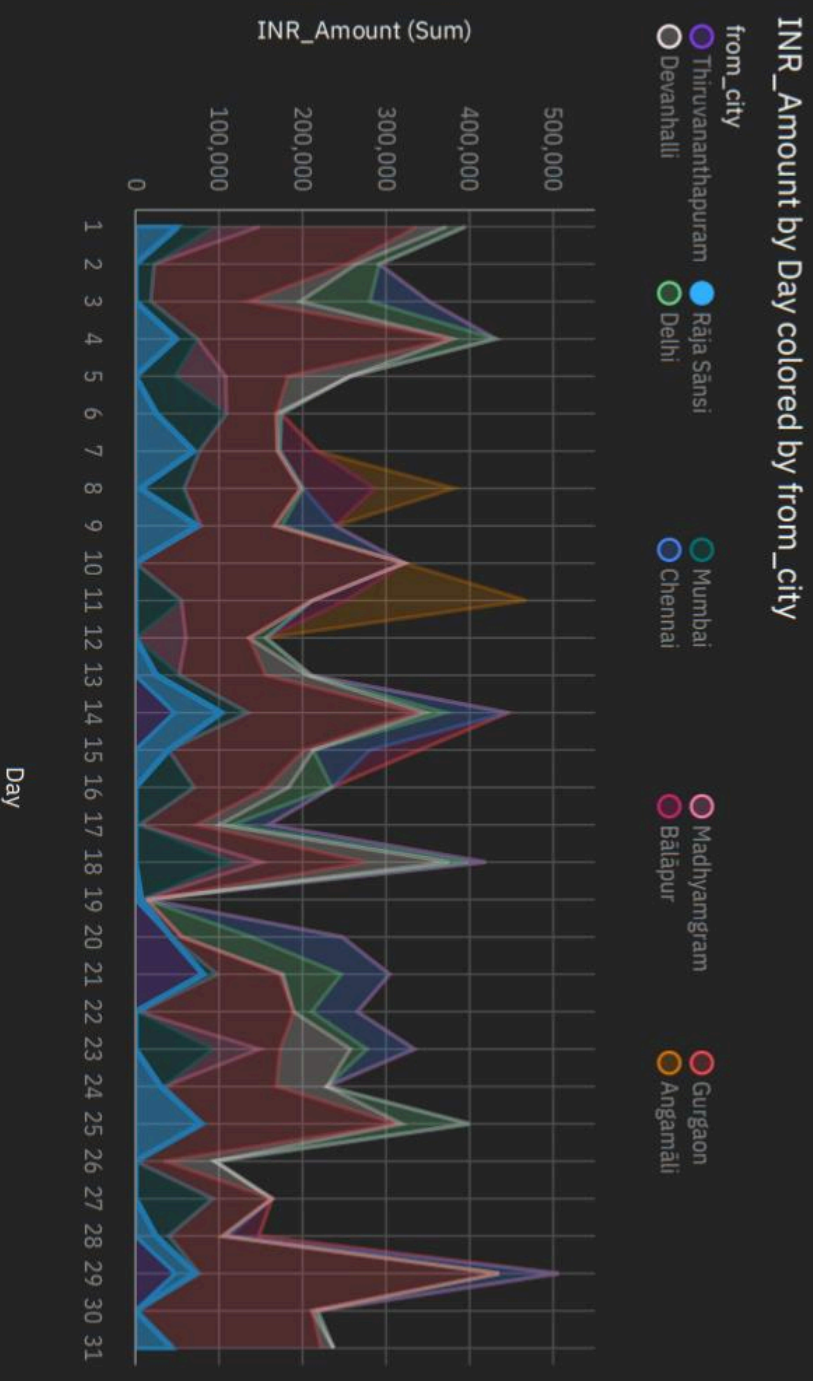
</body></html>

```

Travel Aggregators Analysis Story Board

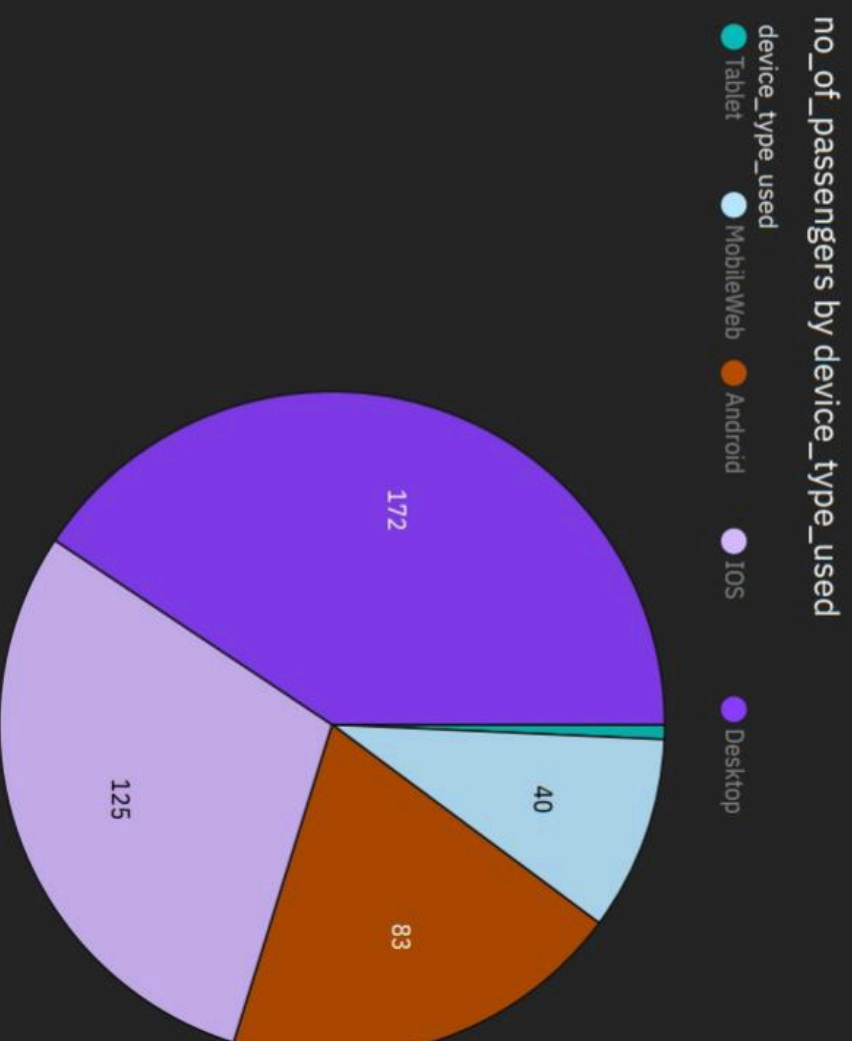
INR Amount by Day colored by from city

- Over all values of Day and from city, the sum of INR Amount is nearly 8.7 million.
- The summed values of INR Amount range from nearly three thousand to nearly 359 thousand.
- It is projected that by 38, Gurgaon will exceed Mumbai in INR Amount by almost 89 thousand



No of passengers by their device type used

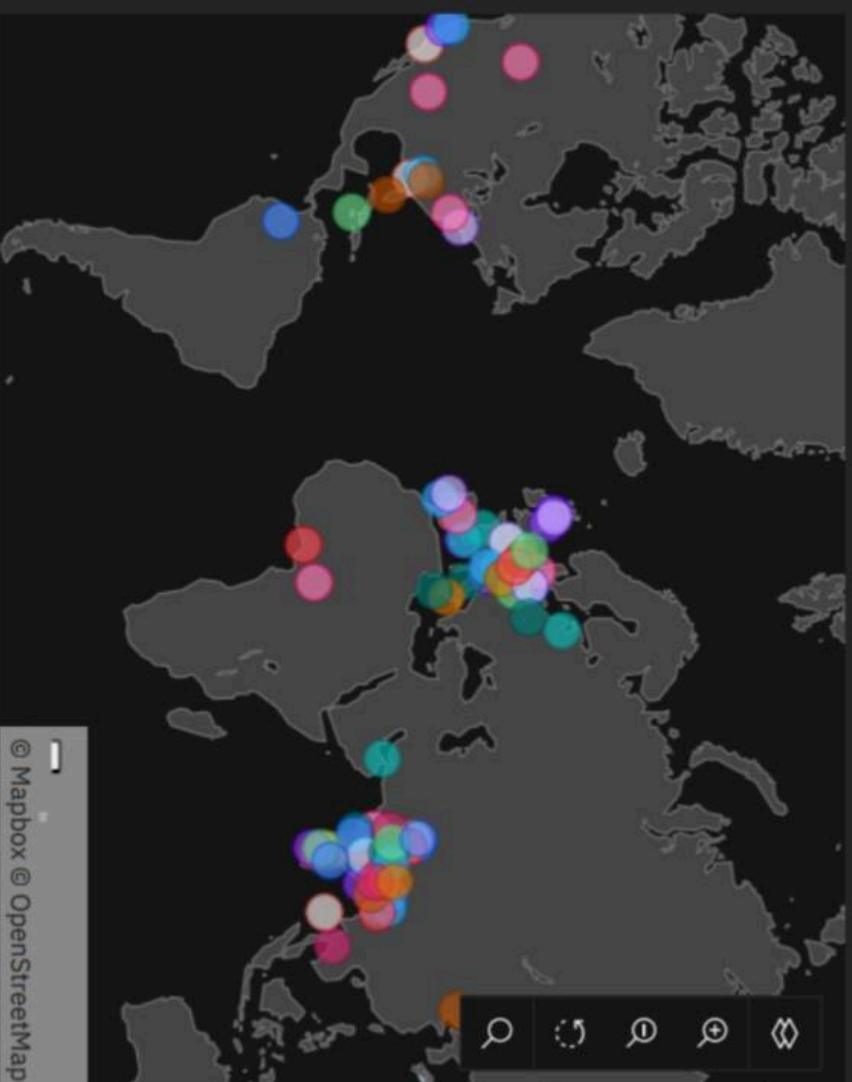
- Overall values of device type used, the sum of no of passengers is 423
- No of passengers ranges from 3, when device type used is Tablet, to 172, when device type used is Desktop



To city for to city regions

- The total number of results for to city, across all to city, is 339.
- Add insight to favorites
- To city Frankfurt am Main has the highest total INR Amount at over 2.5 million, followed by Roissy-en-France at over 797 thousand.

to_city for to_city regions



© Mapbox © OpenStreetMap

- to_city
- Ahmedabad
 - Brussels
 - Roissy-en-France
 - Hamburg
 - Prague
 - Munich
 - Pune
 - Birmingham
 - Villafranca di Verona
 - Nagpur
 - Vizzola Ticino
 - Barcelona
 - Agartala
 - Nice
 - Devanahalli
 - Madrid
 - Naples
 - Malé
 - Oberding
 - Bangalore
 - Ban Khlong Bang Sao T...
 - El Prat de Llobregat

Booking Dashboard

INR_Amount

no_of_passengers

distance_km

service_name

service_name

GOIBIBO

9.94M

423

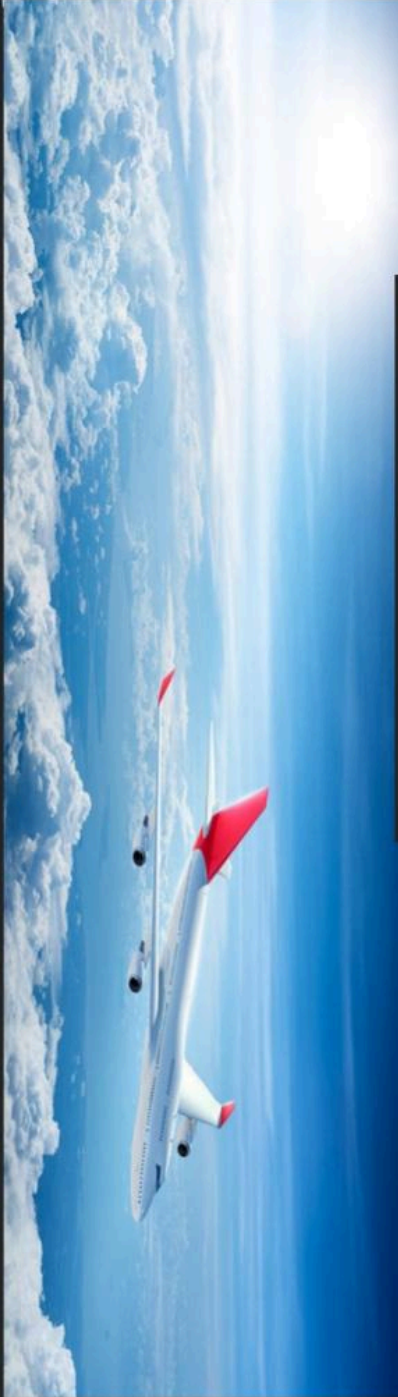
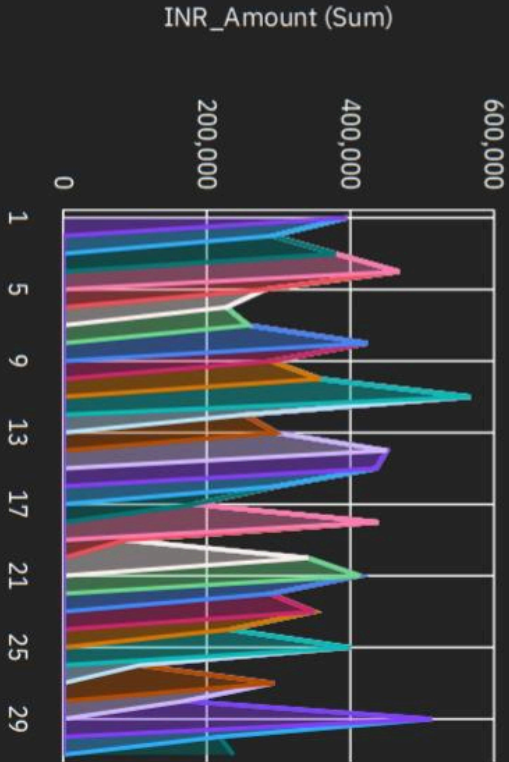
4.57K

INR_Amount

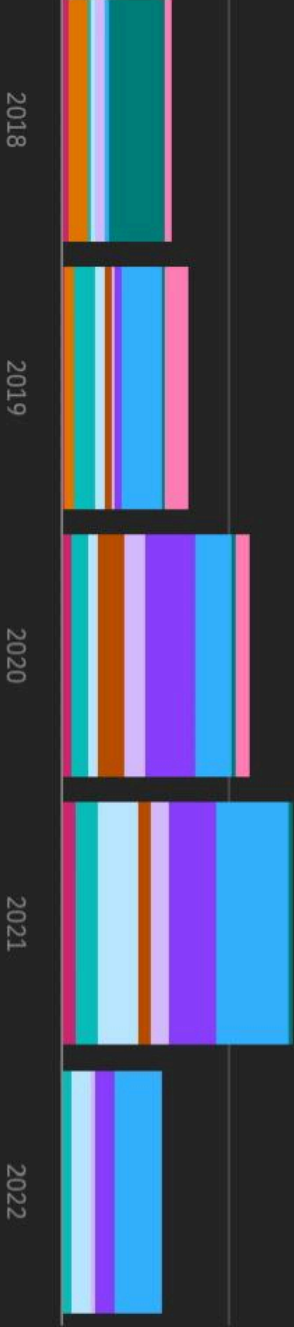
no_of_passengers

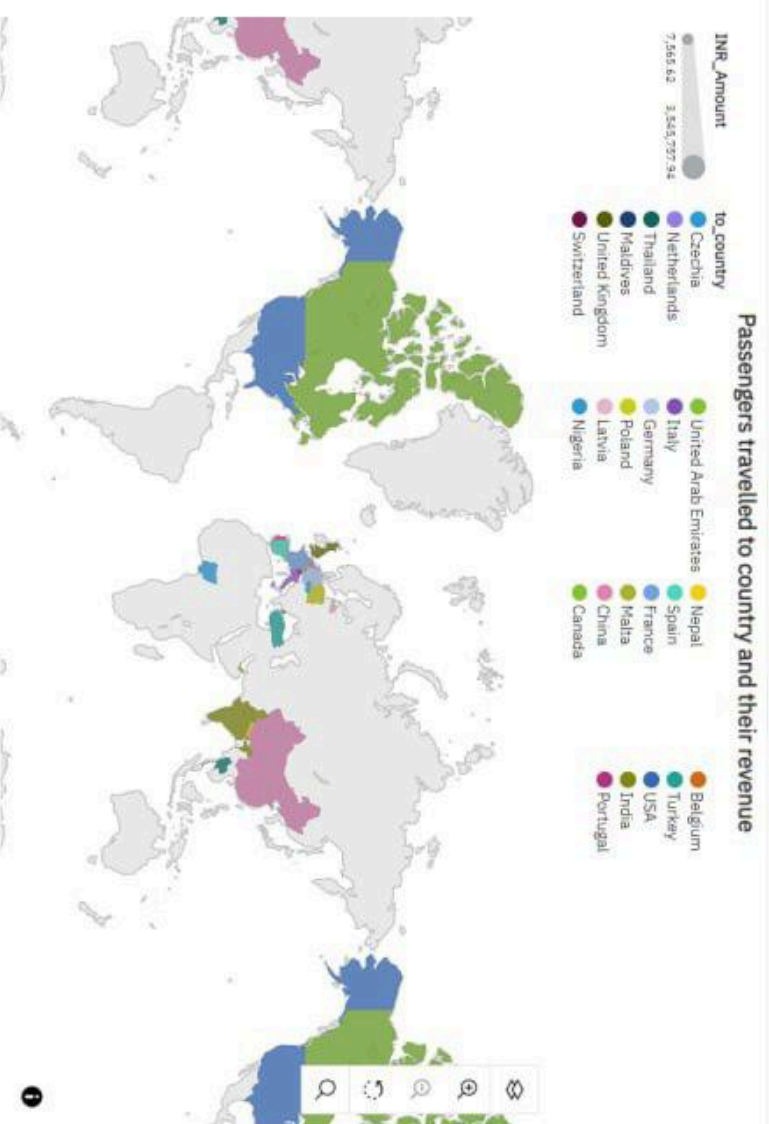
distance_km

INR_Amount by Day colored by Day



no_of_passengers by Year colored by to_city





device_type_used

MobileWeb

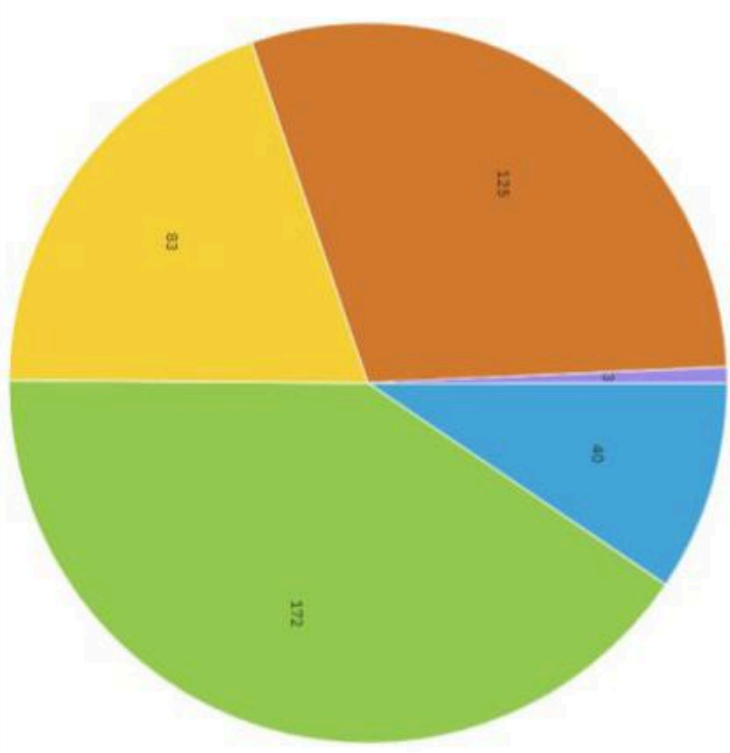
Desktop

Android

IOS

Tablet

Passengers booking platform analysis

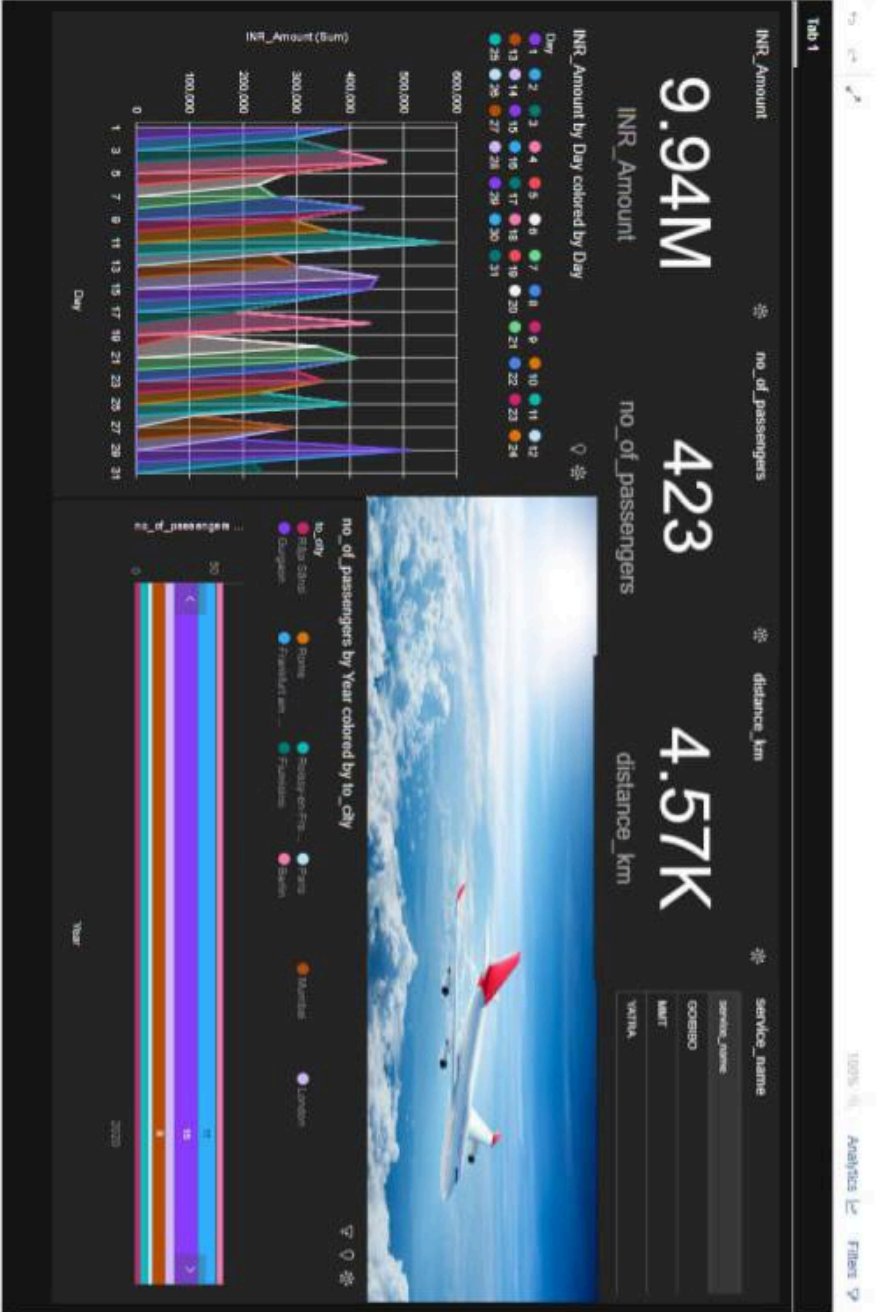


Analysis of Leading Travel Aggregators

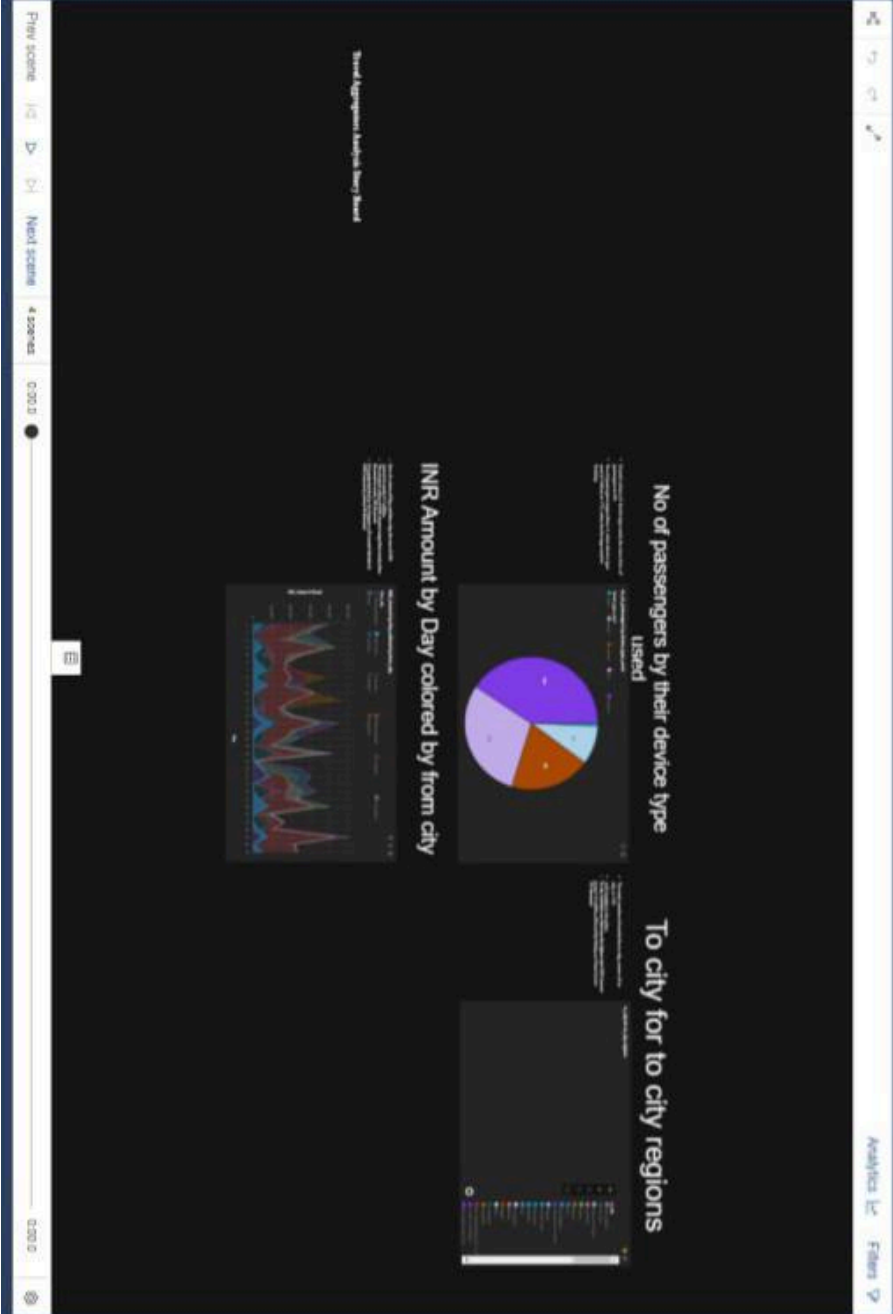
Get Started



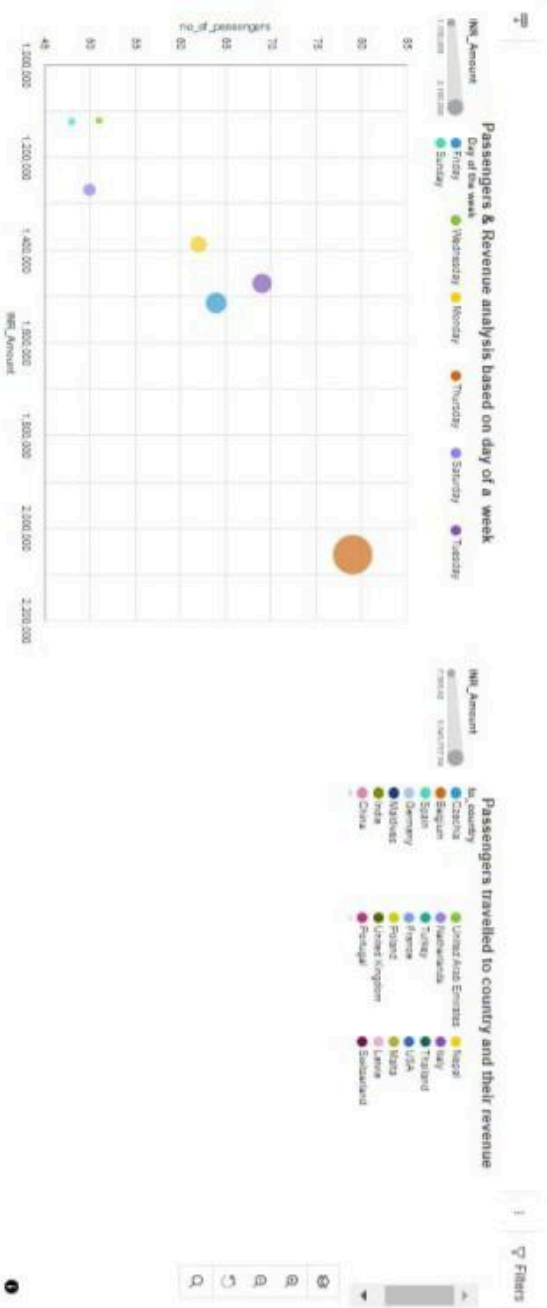
Dashboard



Story



Report



ADVANTAGES AND DISADVANTAGES :-

> Advantages

• Informed Decision - Making :-

Travelers can make more informed decisions by comparing multiple travel aggregators, accessing a broader range of travel options and prices.

• Cost Savings :-

Comparative analysis helps travelers find the best deals and discounts, potentially saving them money on travel bookings.

> Disadvantages

• Data Accuracy :-

Obtaining accurate and up-to-date data from various sources can be challenging, potentially leading to incomplete or biased analysis.

• Limited coverage :-

The analysis may not capture all travel aggregators or their complete range of offerings leading to potential gaps in the assessment.

APPLICATIONS :-

The application of comparative analysis of leading travel aggregators has several practical uses for different stakeholders in the travel industry:

- Travelers and customers, consumers.
- Travel Agencies and Tour operators.
- Airlines, Hotels, and Service providers.
- Market Research and Analysis Firms.
- Regulators and policy Makers.
- Business Development and Investment Decisions.
- Platform Development and Innovation.
- Startups and technology innovation.

Overall, the comparative analysis of leading travel aggregators serves as a valuable tool for stakeholders to make data-driven decisions, improve customer experiences, and stay competitive in the ever-evolving travel industry.

CONCLUSION :-

In conclusion, a comparative analysis of leading travel aggregators plays a pivotal role in the travel industry, benefiting various stakeholders and enhancing the overall travel experience. By evaluating multiple platforms, travelers can make informed decisions and find the best deals for their trips, leading to cost savings and improved convenience.

For businesses in the travel sector, the analysis provides valuable insights into their competitor's strategies, customer satisfaction levels, and market positioning. This information allows them to refine their own offerings, identify market opportunities, and stay competitive in a rapidly evolving landscape.

FUTURE SCOPE:-

The future scope of comparative analysis of leading travel aggregators is promising and holds significant potential for various advancements and Applications. Here are some key areas:

- Artificial Intelligence and Machine Learning.
- Enhanced user Experience.
- Sustainability and Responsible Travel.
- Blockchain Integration.
- Integration of New Aggregators and platforms.
- Real-time updates and Alerts.
- Hyper-personalization
- Integration of Alternative Accommodation service.
- Voice search and virtual Assistants.
- Augmented and Virtual Reality.

In summary, the future scope of comparative analysis for leading travel aggregators is driven by technological advancements, changing consumer preferences, and the need for agile and data-driven decision-making in the competitive travel industry.

THANK YOU TEAM

Competitive Analysis of Leading
Travel Aggregators.

→ RAMBABO

→ UDAY

→ NEERAJKUMAR

→ DHANA LAKSHMI