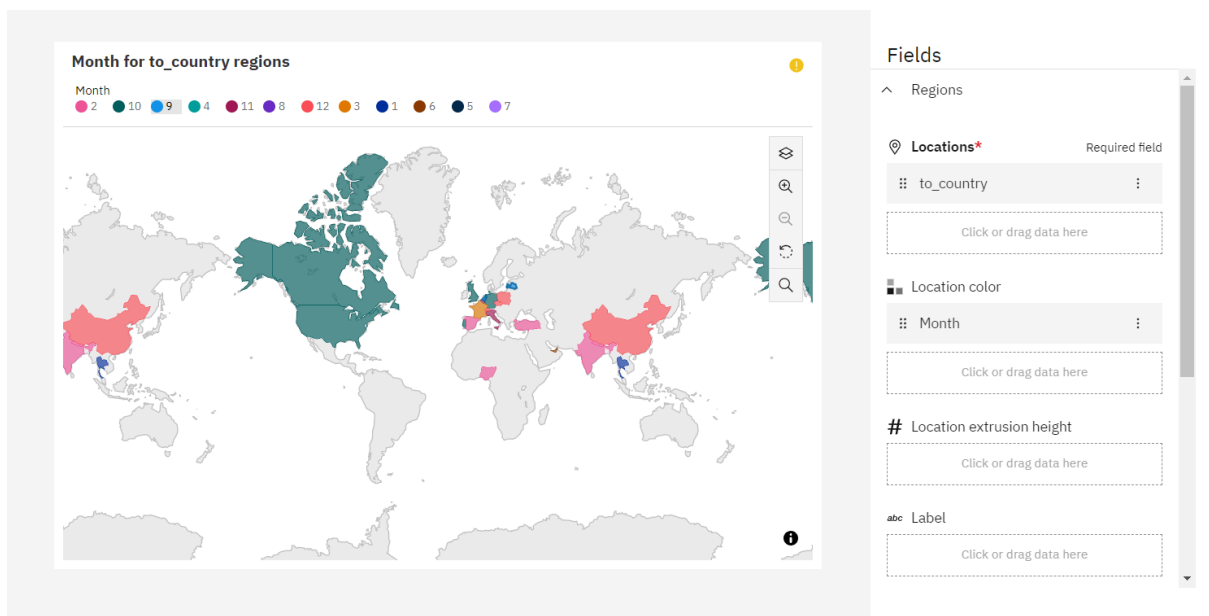


## Project Development Phase

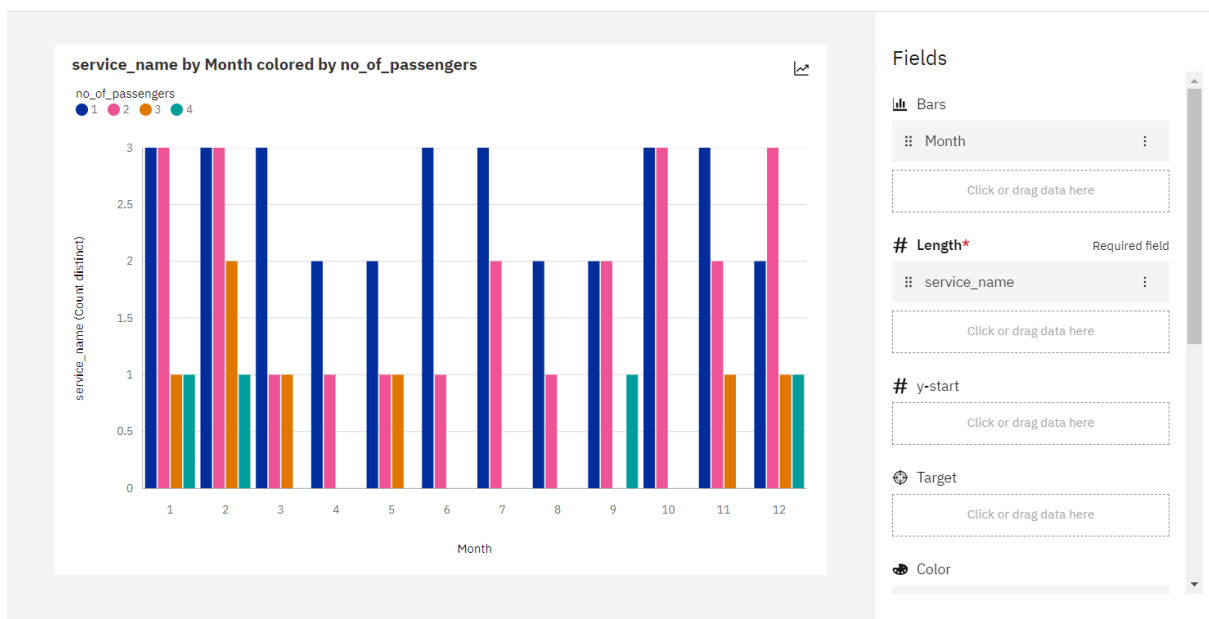
Date	6 November 2023
Team ID	Team Id-591270
Project Name	Competitive Analysis of Leading Travel Aggregators
Maximum Marks	15 Marks

## VISUALISATIONS

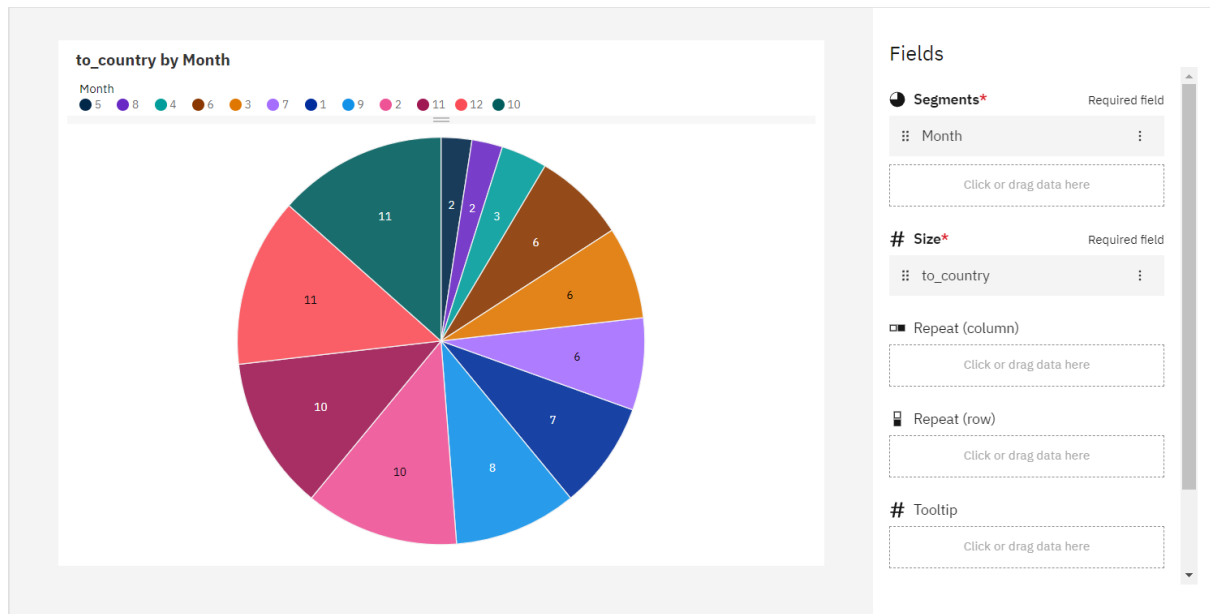
### 1.Map



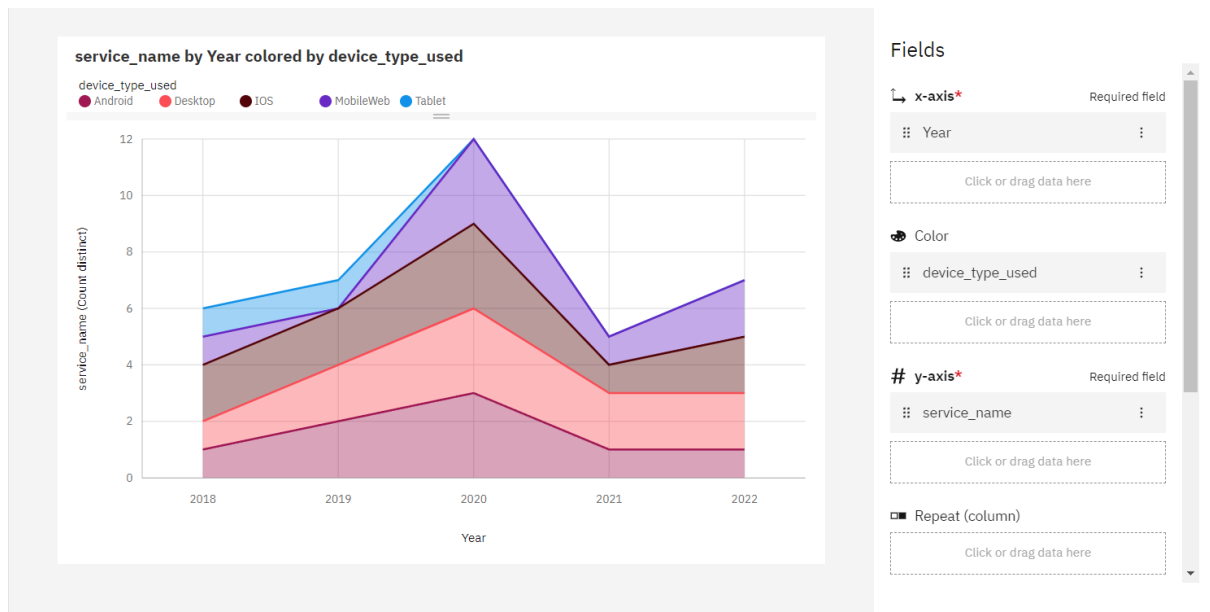
### 2.Column



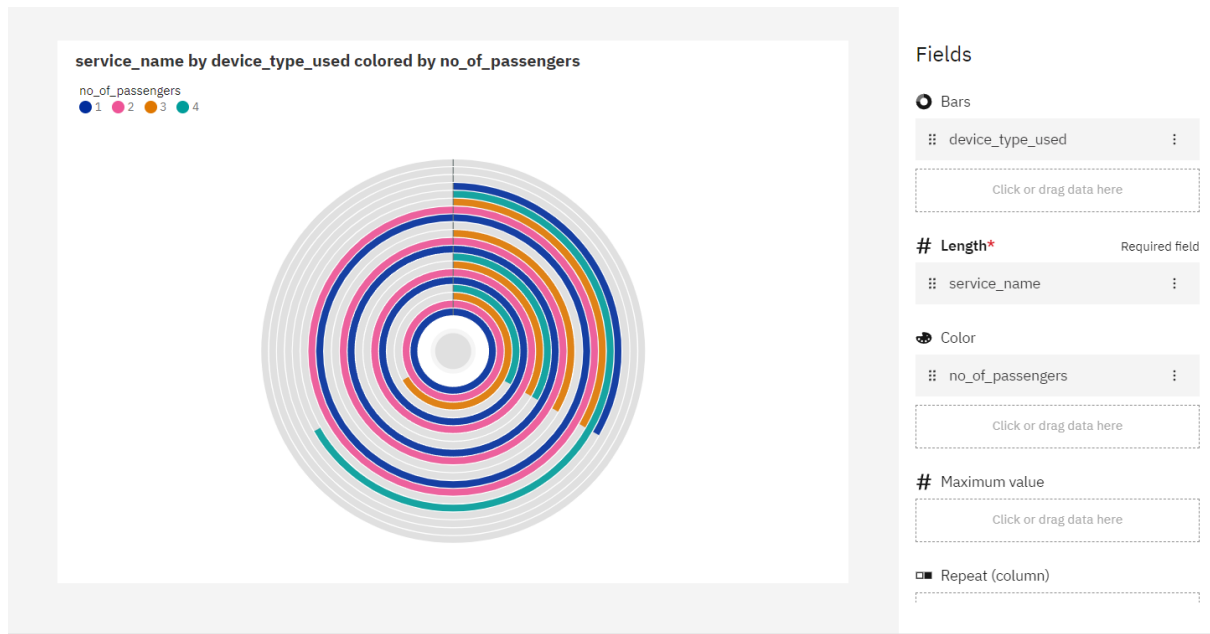
### 3. Pie



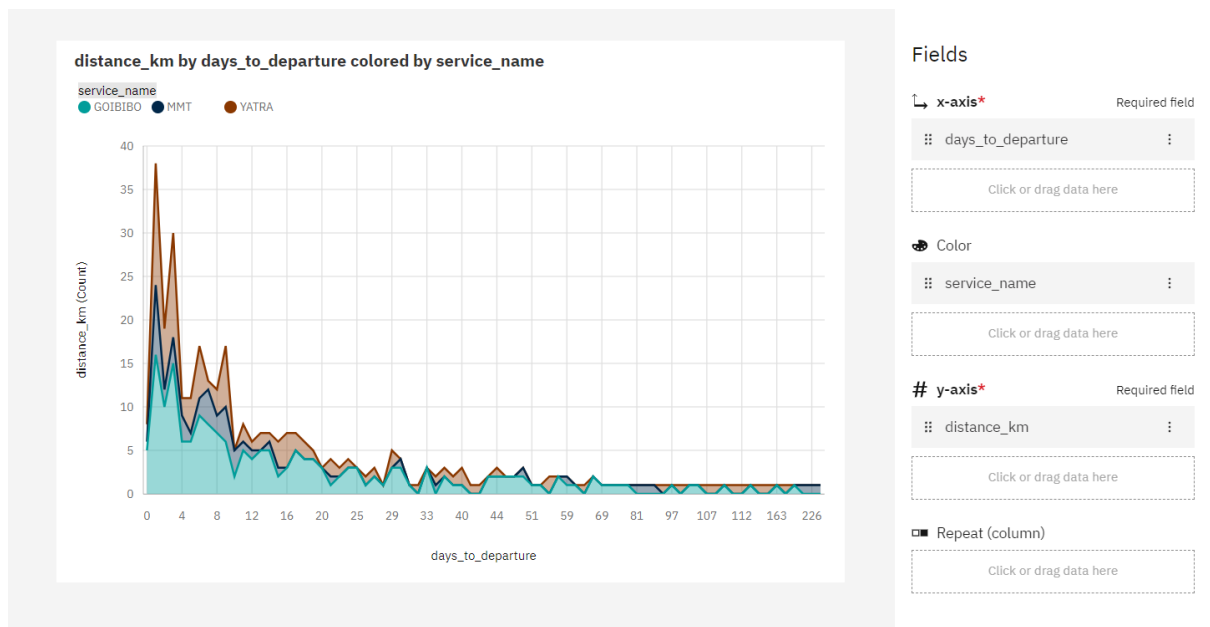
### 4. Area



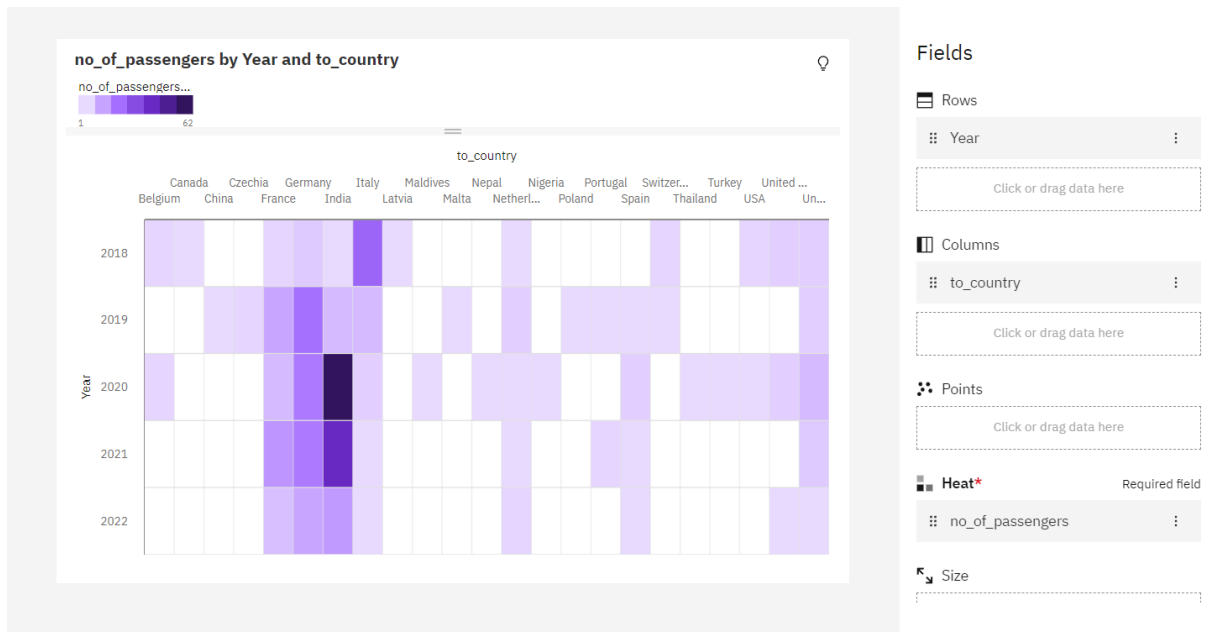
## 5.Radial



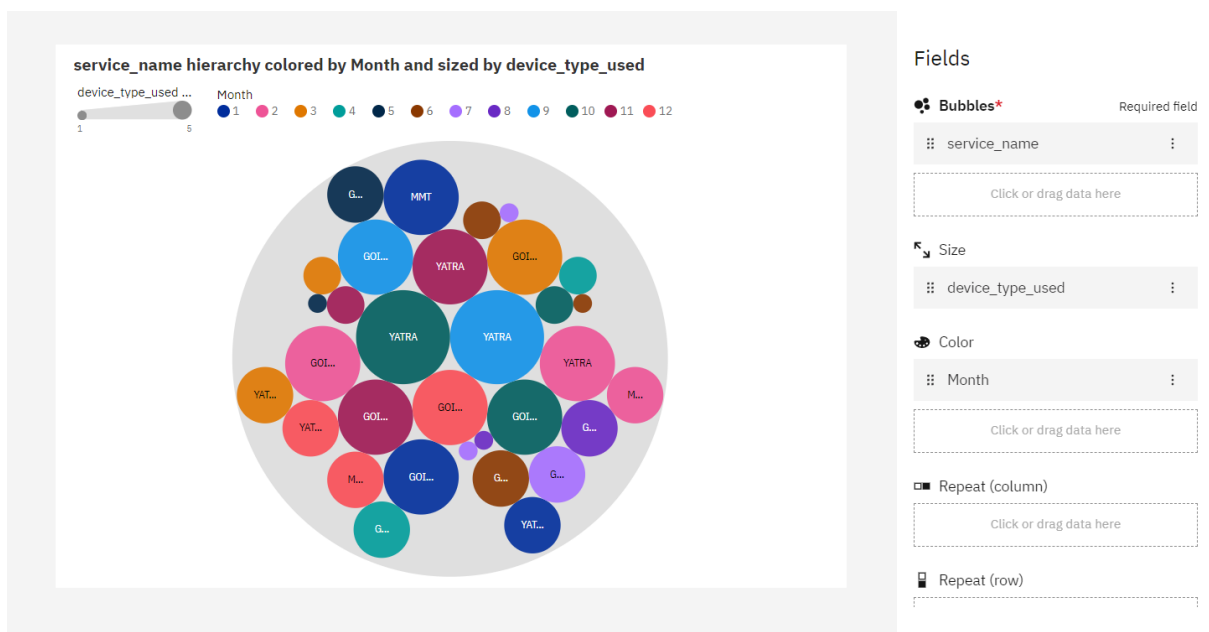
## 6.Area



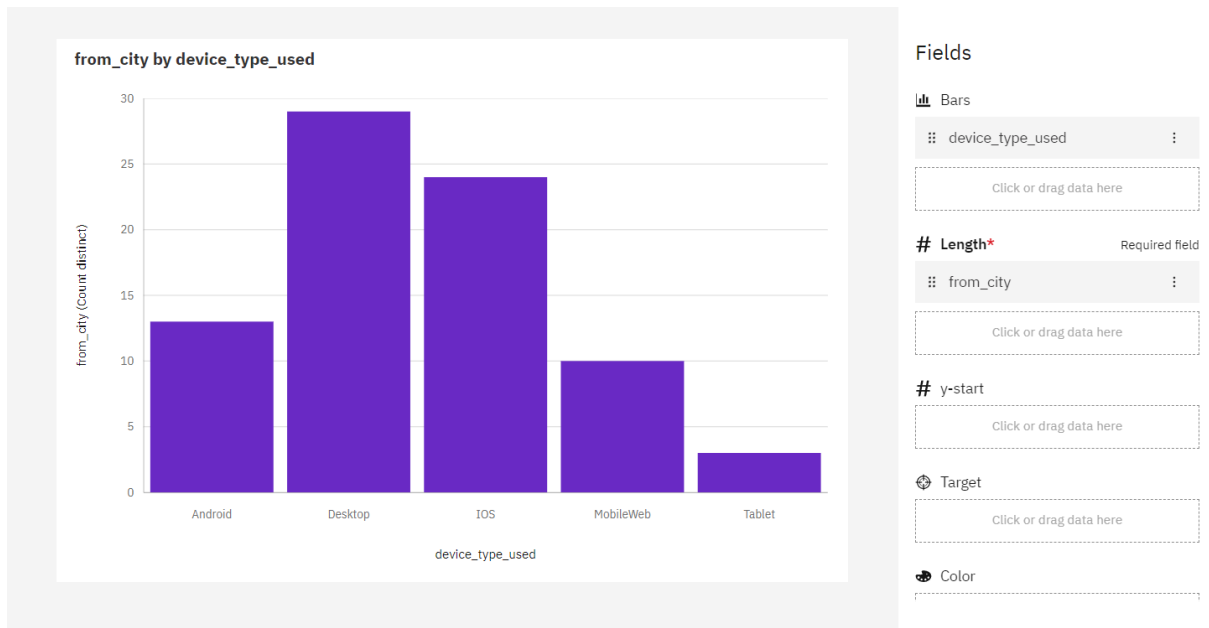
## 7.Heat map



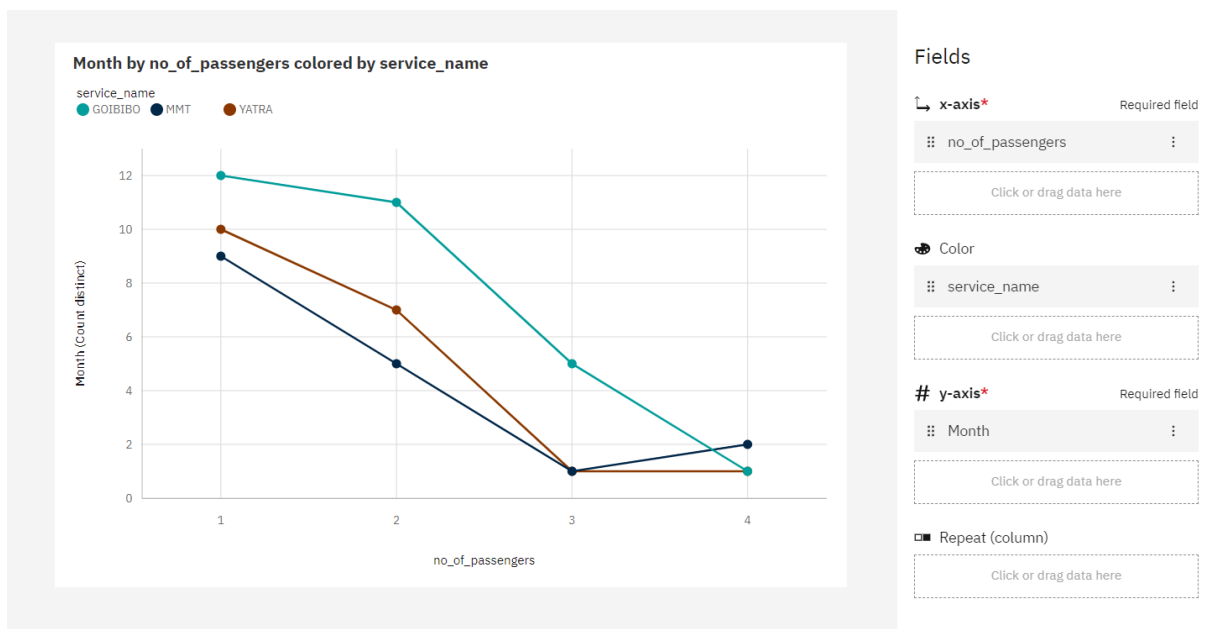
## 8.Hierarchy bubble



## 9.Column



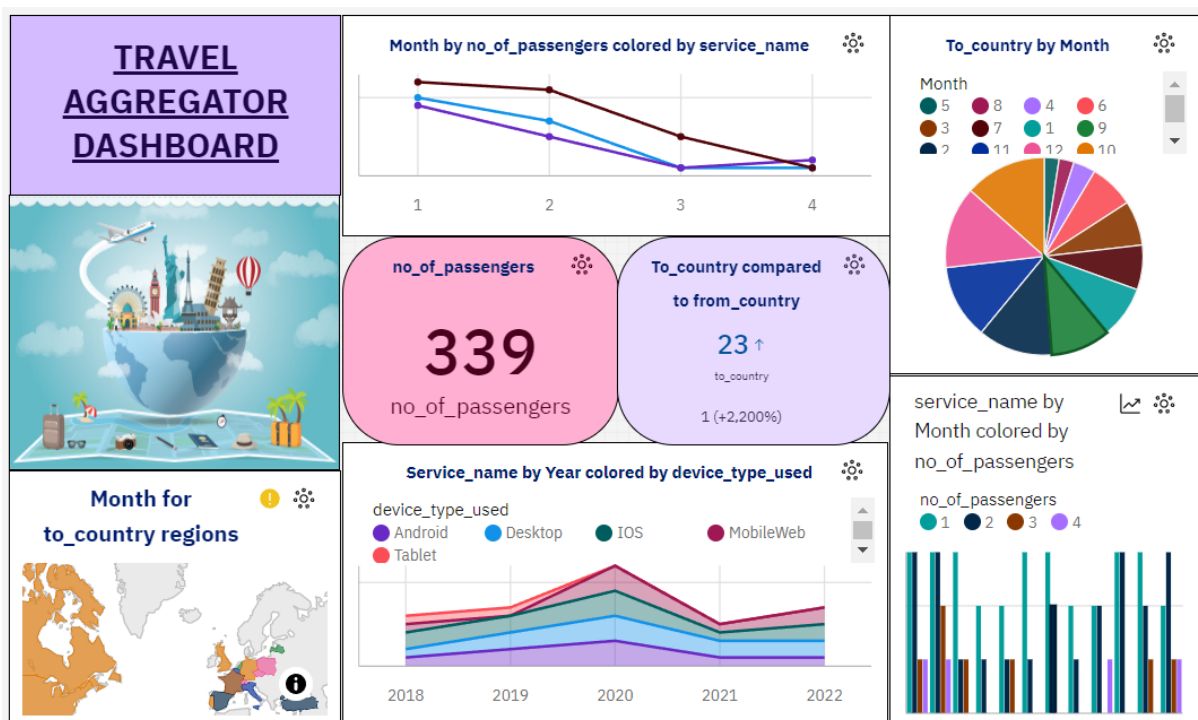
## 10.Line



Link for visualisations:

[https://us1.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my\\_folders%2FVIT%2Ftravel%2Bexploration&subView=model0000018ba52fb5f9\\_00000004](https://us1.ca.analytics.ibm.com/bi/?perspective=explore&pathRef=.my_folders%2FVIT%2Ftravel%2Bexploration&subView=model0000018ba52fb5f9_00000004)

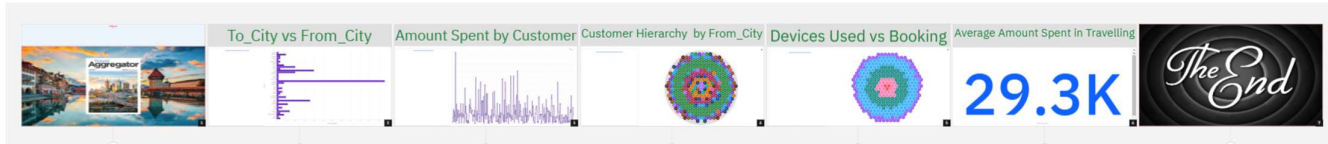
## DASHBOARD



Link for dashboard:

[https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my\\_folders%2FVIT%2FTravel%2Bdashboard&action=view&mode=dashboard&subView=model0000018ba4bdd451\\_00000003](https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2FVIT%2FTravel%2Bdashboard&action=view&mode=dashboard&subView=model0000018ba4bdd451_00000003)

# STORY: TRAVEL AGGREGATOR

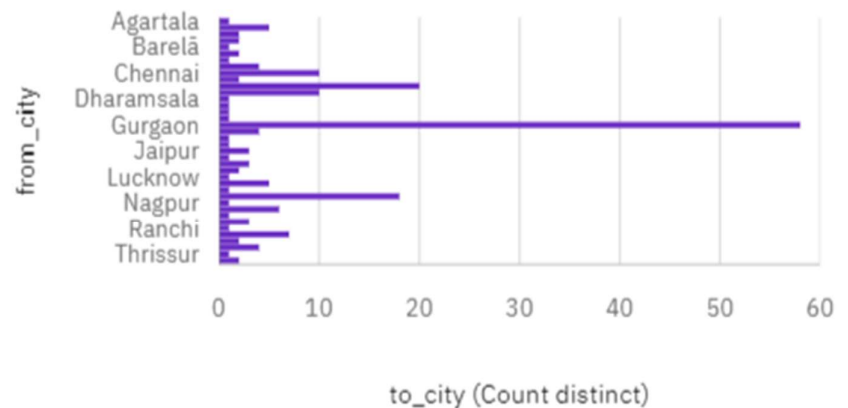


## A Story On



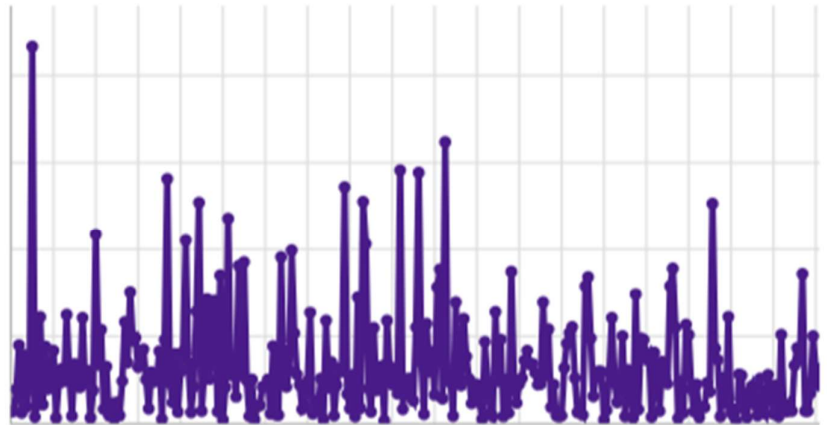
## To\_City vs From\_City

The Bar Graph represents people  
travelling from one city to  
another



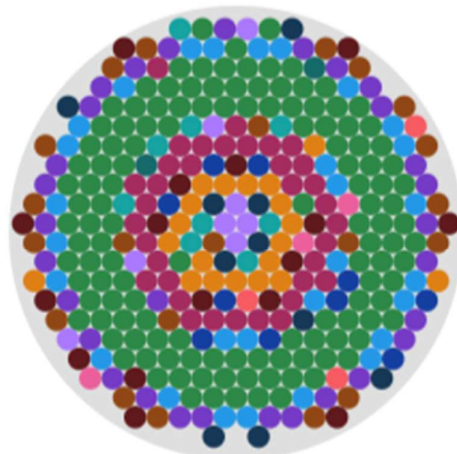
# Amount Spent by Customer

The Line Graph represents  
Amount Spent by Customer



# Customer Hierarchy by From\_City

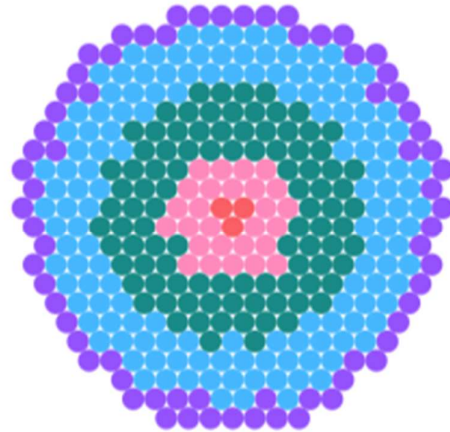
The Hierarchy Bubble Graph  
represents Customer Hierarchy  
by From\_City





## Devices Used vs Booking

The Packed Bubble graph  
represent Devices Used vs Booking



## Average Amount Spent in Travelling

29.3K

INR\_Amount



Link to the Story :

[https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my\\_folders%2Fassignment%2FTravel%2BAggregators&action=view&sceneId=model0000018ba5071895\\_00000000&sceneTime=0](https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2Fassignment%2FTravel%2BAggregators&action=view&sceneId=model0000018ba5071895_00000000&sceneTime=0)