

BE YOU, BE TRUE

Competitive Analysis of Leading Travel Aggregators

Greetings!

Wish you were here!



BE YOU, BE TRUE

Introduction, Overview & Purpose

Greetings!

Wish you were here!

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Overview Of the project



- In this project we did a analysis on **LEADING TRAVEL AGGREGATORS**. As a part of the project we did data modules, Visualizations , story, reports, dashboards, and web integrations.
- Through this we came to know about the travel aggregators their revenues, how much distance travelled, number of passengers, from countries, to countries etc.
- Through these analysis people can easily know all the details about different travelling agencies and in depth details.





- **Tourism has a direct role in employment generation and poverty eradication sustainably for all segments of society. It is a part of everyone's life it is a situation where people from one country or region visit another country or region for a short period of time. Major players in the tourism industry are accommodations, Transportation, tourist information centers, travel agents & tour operators, and tourism aggregators.**
- **Aggregators refer to a website or computer software that aggregate a specific type of information from multiple online services. It helps to show up the results in one place . Travel aggregators make life simple, one can sit down in front of the system and search on individual websites for offers and deals.**



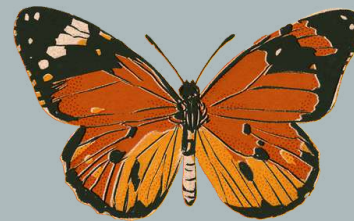


- "Aggregators refers to a website or computer software that aggregates a specific type of information from multiple online services. It helps to show up the results in one place. Travel aggregators make life simple, one can sit down in front of the system and search on individual websites for offers and deals.
- "In the earlier days it was not easy to travel as booking journeys used to be a Hassel, where people needed to contact travel agents or directly go to the booking office places to know the details of the things, it used to be a lot of paperwork. It used to be very difficult for the passengers to know the information when there is an urgent need. But as there is an increase in online apps it becomes easy for people to know the details of the bookings like prices, timings, distance, and many more things. This also helped to reduce the paperwork and also helps the people to compare different agencies.





Purpose



- It helps the user compare the prices for their upcoming journeys on its platform and the customer is redirected to the desired platform after looking at the price. It is mainly useful for people to compare the best out of every travel agency. Through this analysis, one can easily know the whole information which will be helpful for both agencies and the people. Through this analysis, the agencies can easily know where they are getting more revenue, from which country they are having more passengers, and the distance also.



- It helps the people or the passengers to know where there are more services, which is the best and also about the information of the booking prices, timings, etc. it helps to save time and also money.
- So the main purpose of the analysis of the travel aggregators is to compare and increase the benefits and also expand the business operations.
- Through this, the business operations can be expanded as they can easily know about the details which will be helpful to know where there is a problem and they can be solved.



Literature Survey



Existing Problem

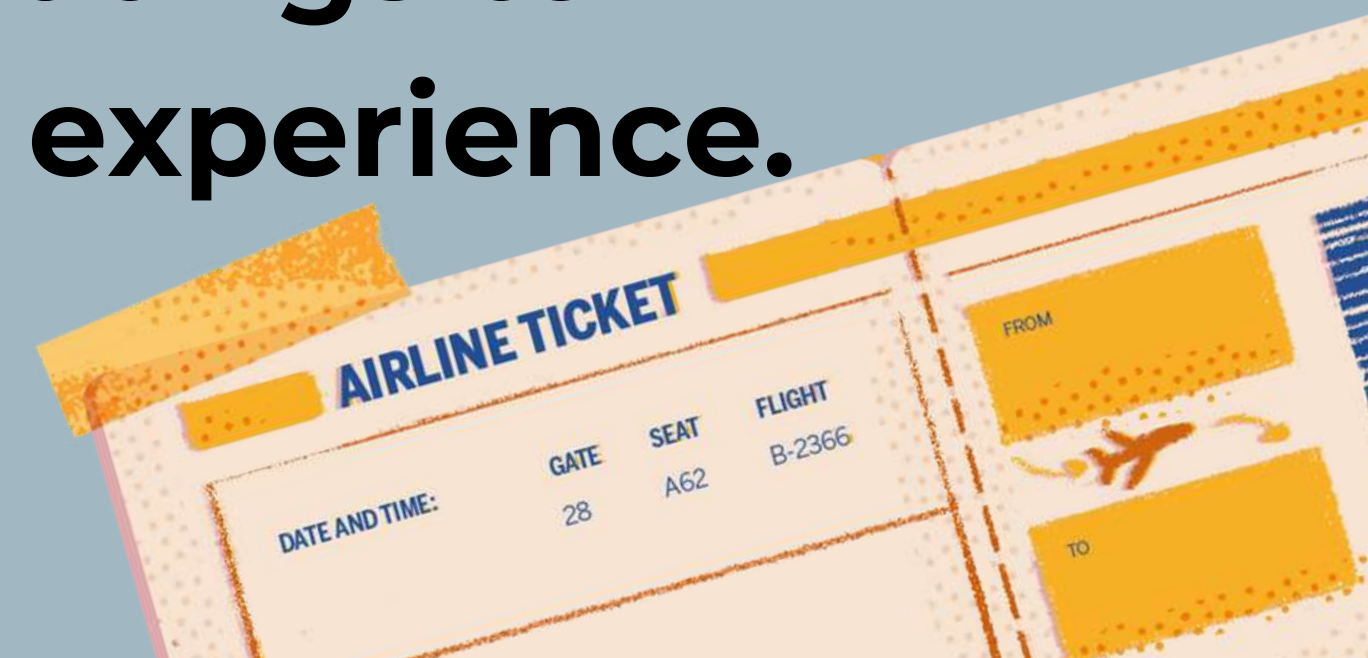
The problem statement for this project is to conduct an in-depth analysis of a travel aggregator's data to gain valuable insights into the travel industry trends, consumer preferences, and the impact of external factors on the travel industry. The primary objective is to use the data available from the travel aggregator platform, such as bookings, reviews, prices, and other related data, to draw meaningful conclusions and make data-driven decisions that can benefit both the travel aggregator itself and its partner travel providers.

Proposed Solution



- **Market and Industry Trends Analysis :** Analyze booking patterns over time to identify seasonal trends, peak travel periods, and popular destinations . Study user demographics and preferences to understand the target audience and tailor marketing strategies accordingly . Track changes in travel preferences, such as the rise of eco-tourism, adventure travel, or cultural tourism . Identify emerging travel trends and destinations based on user searches and bookings . **Customer Experience and Satisfaction**

Analyze customer reviews and ratings to identify common pain points and areas for improvement in travel products and services . Evaluate customer satisfaction scores for different providers to help them enhance their offerings . Identify factors that influence positive or negative reviews and ratings to guide improvements in customer experience.



Price and Competition Analysis : Compare prices for similar travel products and services from different providers to help users find the best deals . Monitor price fluctuations and identify pricing strategies of competitors to optimize pricing on the platform . Understand the correlation between price changes and booking volumes to develop dynamic pricing models.



- **Impact of External Factors:** Analyze the impact of external events like natural disasters, pandemics, political instability, or economic changes on travel bookings and trends. Identify regions or types of travel that are more resilient to external disruptions to provide recommendations to users during uncertain times . **Partner Performance Assessment :** Evaluate the performance of partner travel providers based on factors like booking volumes, customer satisfaction, and competitiveness . Use performance data to negotiate better terms with high-performing providers and address issues with underperforming partners.



- **Revenue Generation Opportunities :** Explore opportunities for additional revenue streams, such as offering travel insurance, car rental services, or tour packages . Identify potential advertising partnerships to increase revenue through targeted advertising .
Personalization and Recommendation : Implement personalized recommendation systems based on user preferences and historical data to enhance the user experience and increase conversion rates .Offer tailored travel packages based on customer interests and behavior.
- Offer tailored travel packages based on customer interests and behavior . By undertaking this comprehensive analysis and implementing the proposed solutions, the travel aggregator can gain a competitive edge, optimize its services, attract more users, and provide a better travel experience for its customers and partners.



Theoretical Analysis



Block Diagram



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IBM COGNOS

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DATA MODULES

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VISUALIZATIONS

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DASHBOARD

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STORY

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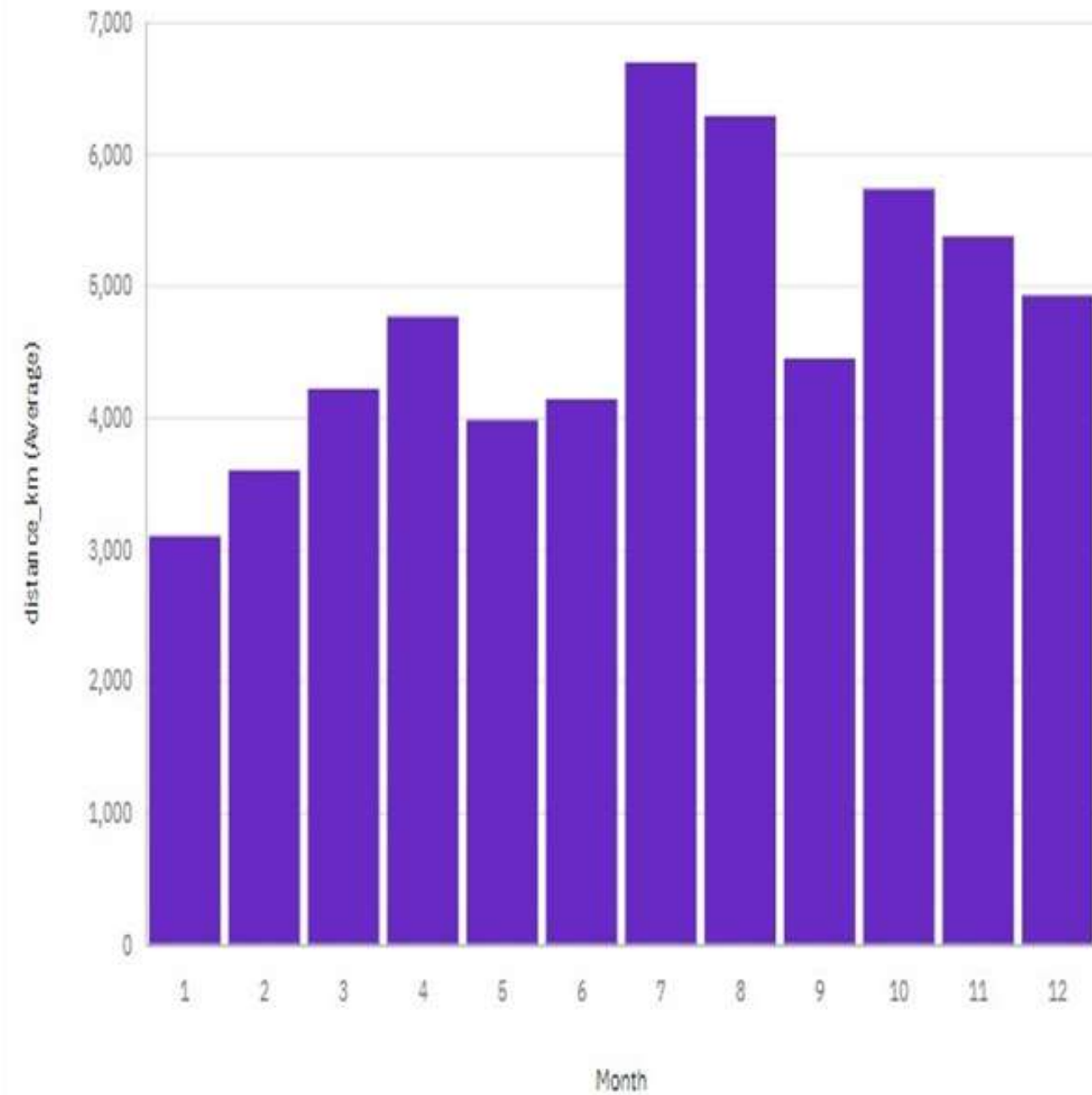
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REPORT

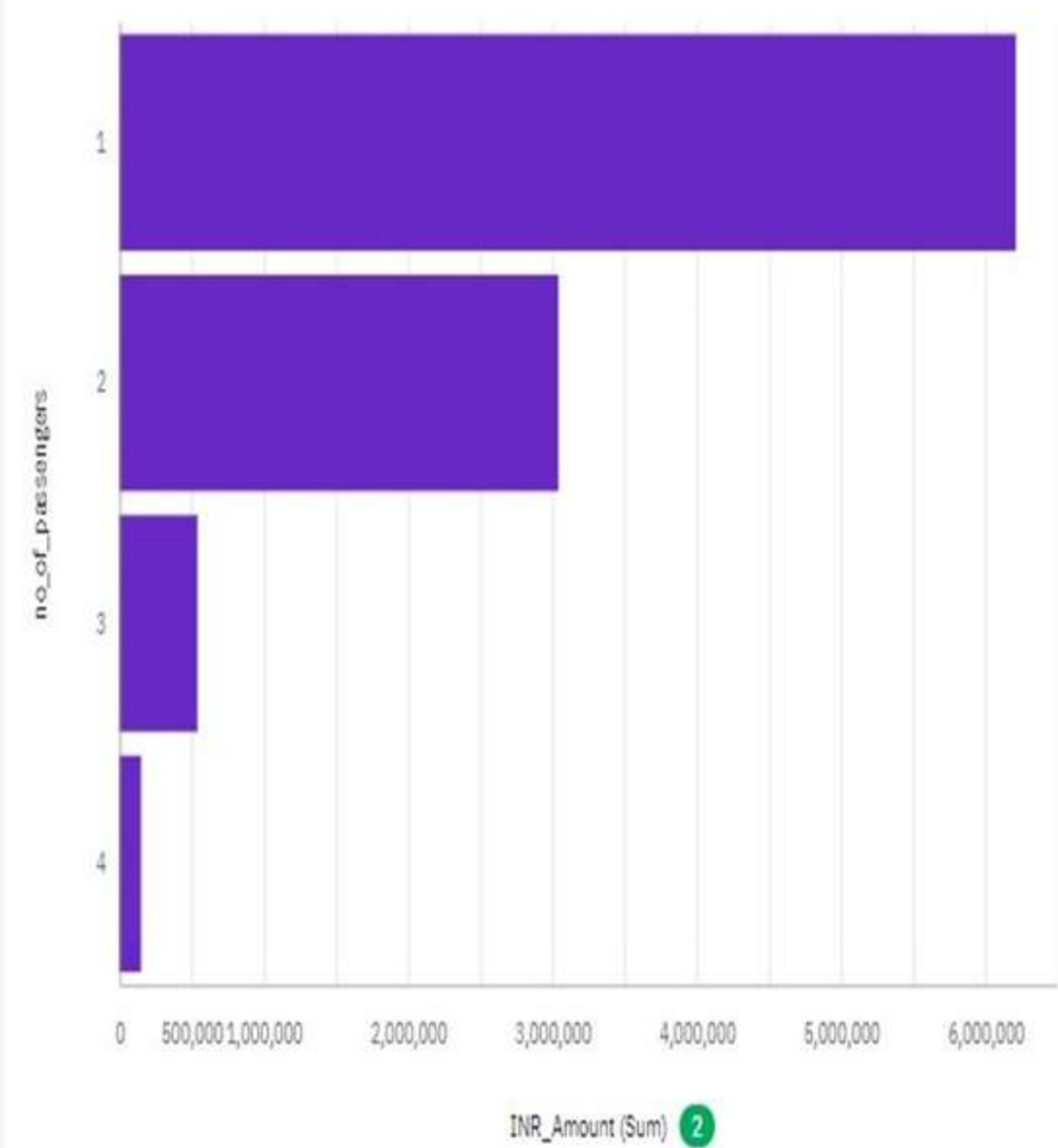
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Visualisations

distance_km by Month



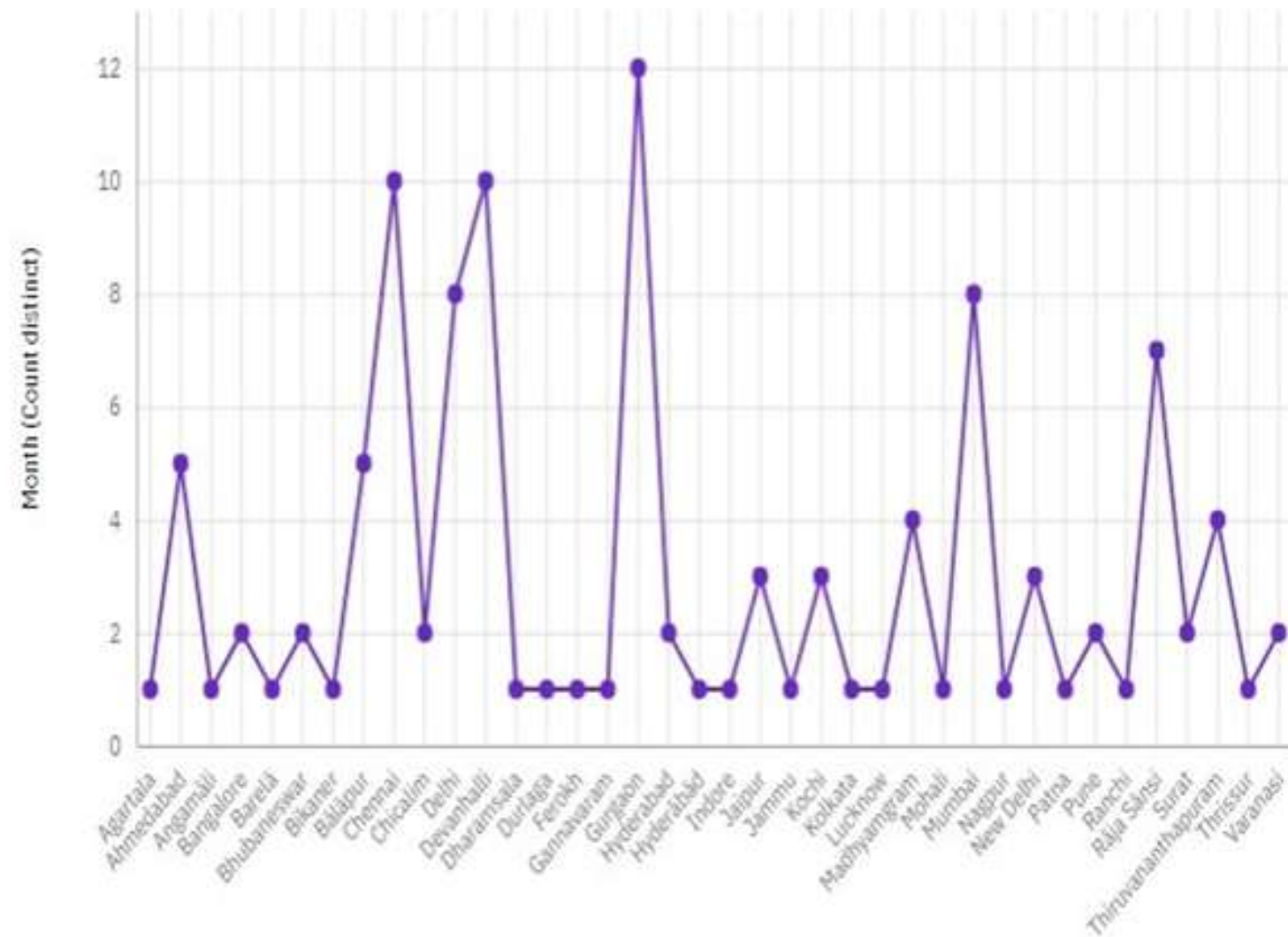
INR_Amount by no_of_passengers



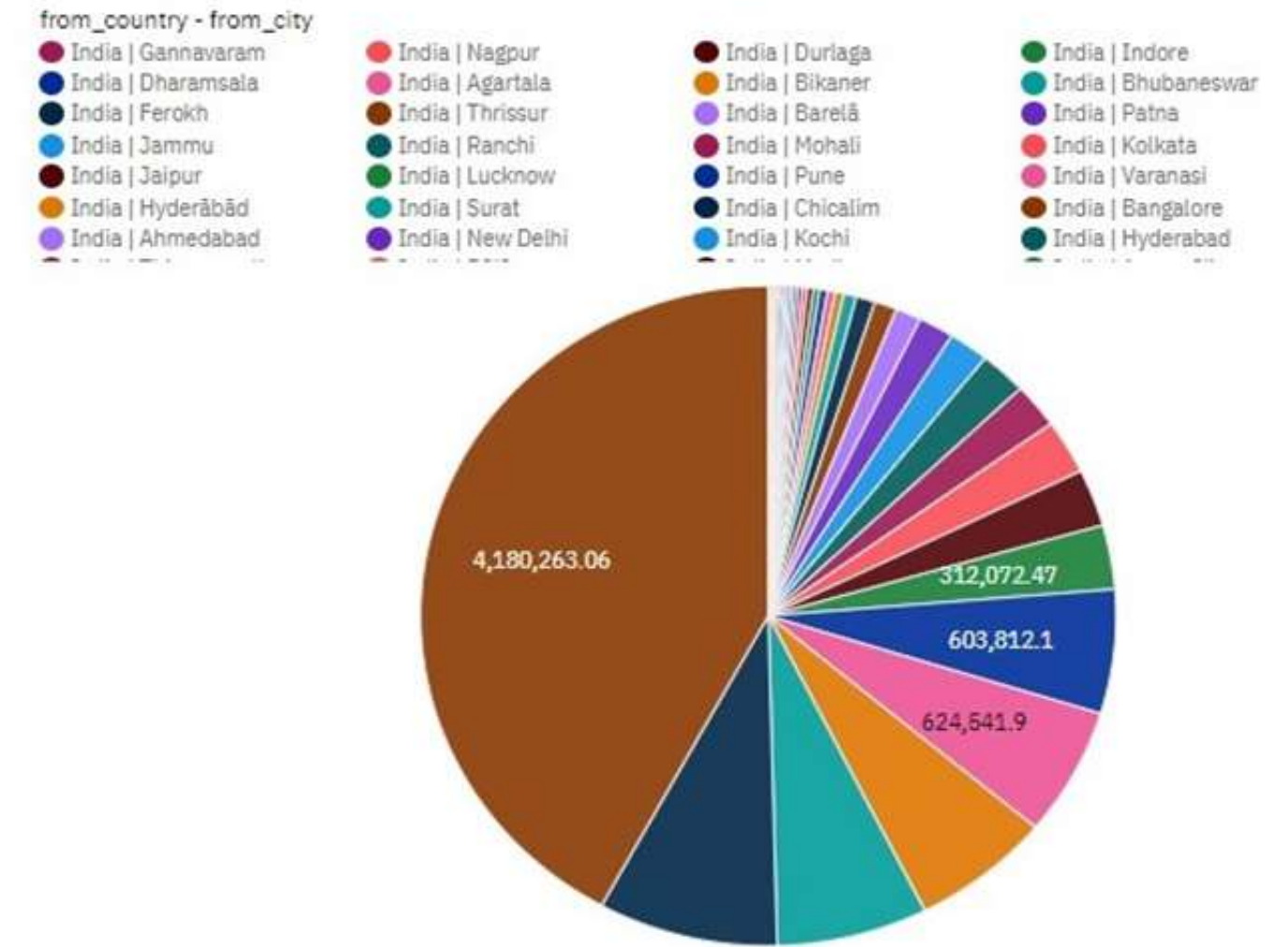
distance_km for from_city 5

	distance_km
Agartala	1,501.4
Ahmedabad	3,034.15
Angamāli	8,202.55
Bangalore	7,817.55
Barelā	666.7
Bhubaneswar	714
Bikaner	367.5
Bālāpur	6,500.27
Chennai	6,989.21
Chicalim	4,050.55
Delhi	5,135.92
Devanhalli	5,317.2
Dharamsala	416.6
Durlaga	260.5
Ferozk	2,675.5

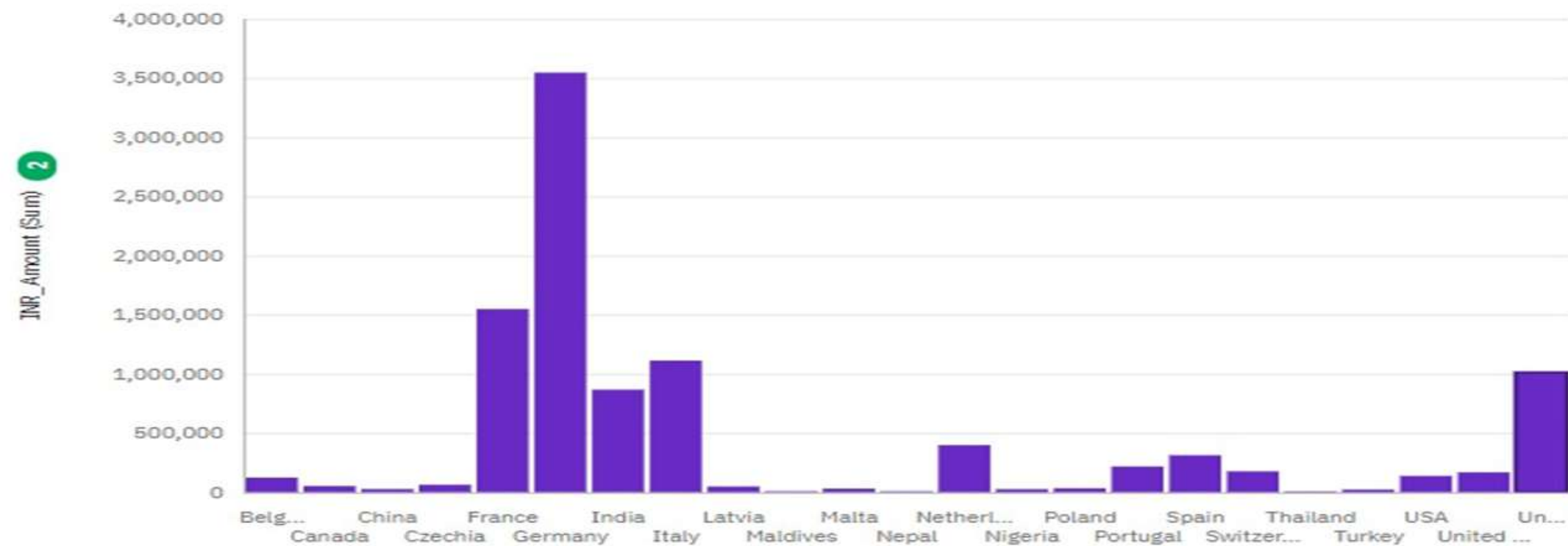
Month by from_city



INR_Amount by from_country and from_city 2



INR_Amount by to_country



Results



Across all destinations (to Country), the total sum of INR_Amount exceeds 9.9 million. INR_Amount varies significantly, ranging from over 7500 for trips to Thailand to over 3.5 million for trips to Germany. Notably, when the destinations are Germany, France, Italy, United Kingdom, and India, the values of INR_Amount are particularly unusual . The total number of results for the Month variable, considering all departure cities (from City), amounts to 339. Across all departure cities (from_City), the average distance covered (distance_km) is approximately 3500 kilometers. The average distance ranges from 237.8 kilometers when departing from Thrissur to nearly 9500 kilometers when departing from Hyderabad.



When considering all combinations of departure country and city (from country - from city), the cumulative sum of INR_Amount exceeds 9.9 million. INR_Amount varies significantly, ranging from almost 2500 for departures from India|Gannavaram to almost 4.2 million for departures from India|Gurgaon. Notably, INR_Amount appears unusually high for departures from India|Gurgaon, India|Mumbai, India|Chennai, and India|Devanahalli. The total number of results for the from_country variable, considering all passenger counts (no_of_passengers), is 339. Similarly, the total number of results for the from_city variable, across all passenger counts, is 339. Across all destinations (to_country), the cumulative sum of INR_Amount exceeds 9.9 million. INR_Amount varies considerably, ranging from over 7500 for trips to Thailand to over 3.5 million for trips to Germany. Notably, INR_Amount appears most unusual for destinations such as Germany, France, Italy, United Kingdom, India, and others

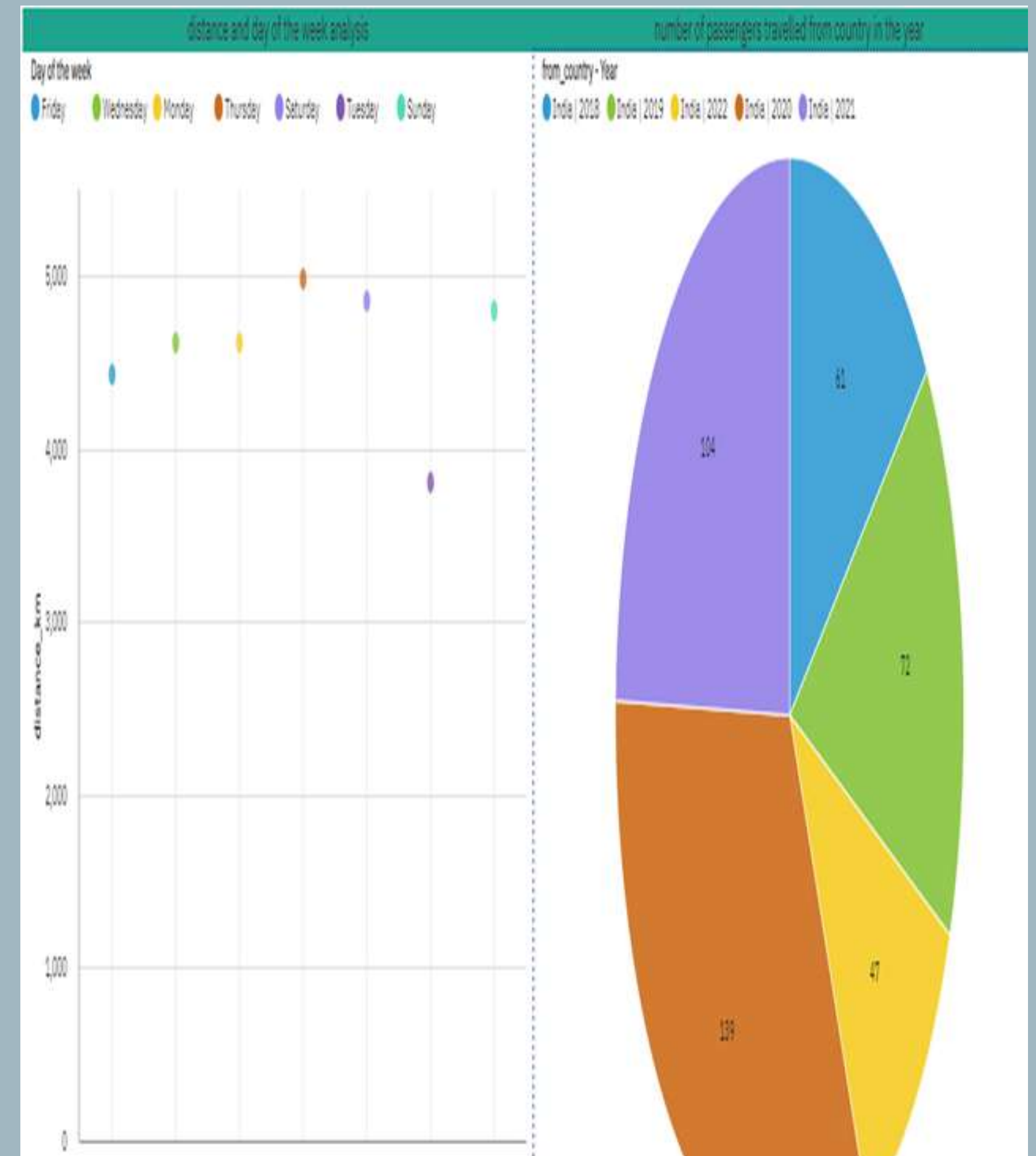
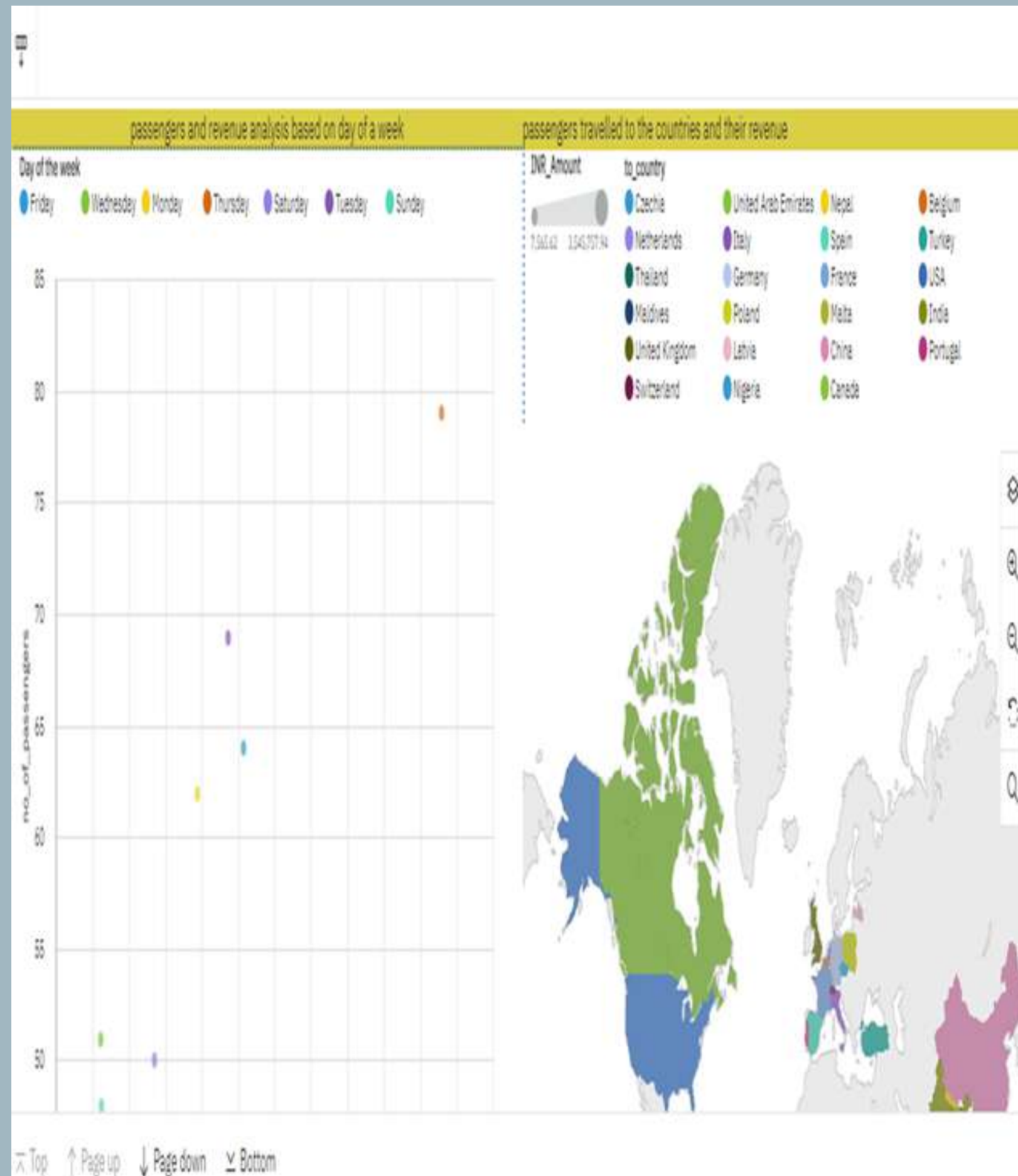


Across all passenger count values (no_of_passengers), the total sum of INR_Amount exceeds 9.9 million. INR_Amount is quite diverse, ranging from nearly 150 thousand for trips with 4 passengers to over 6.2 million for solo travelers (1 passenger). The INR_Amount appears unusually high when there is only one passenger. The average distance covered (distance_km) across all months is over 4500 kilometers. However, the average distance is relatively lower during Month 1 (January), with distances just over three thousand kilometers. Conversely, during Month 7 (July), the average distance reaches over 6500 kilometers. The Month variable shows that 2 (14.7 %), 1 (14.5 %), 10 (14.2 %), 12 (13.3 %), and 11 (11.5 %) are the most frequently occurring categories, accounting for a combined count of 231 items with distance_km values (68.1 % of the total).



These key findings provide valuable insights into travel industry trends, consumer preferences, and patterns of travel-related variables, such as INR Amount, distance km, no of passengers, from country, from city, to country, and Month. These insights can be used to make informed and data-driven decisions, helping the travel aggregator optimize its offerings, improve user experience, and align marketing strategies for enhanced competitiveness in the market.





9.94M

INR_Amount

423

no_of_passengers



service_name

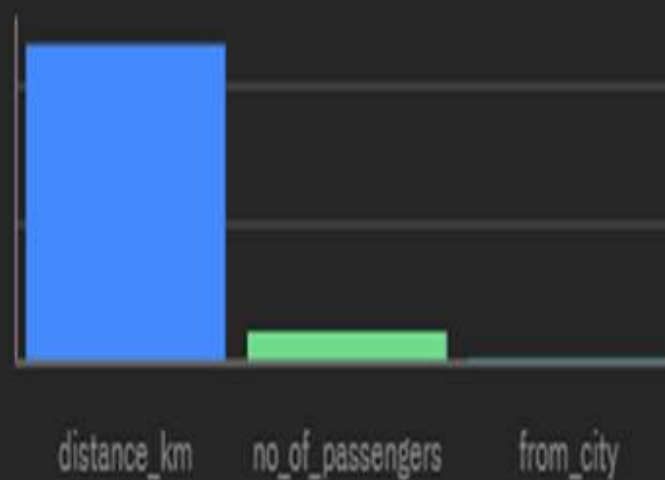
service_name

GOIBIBO

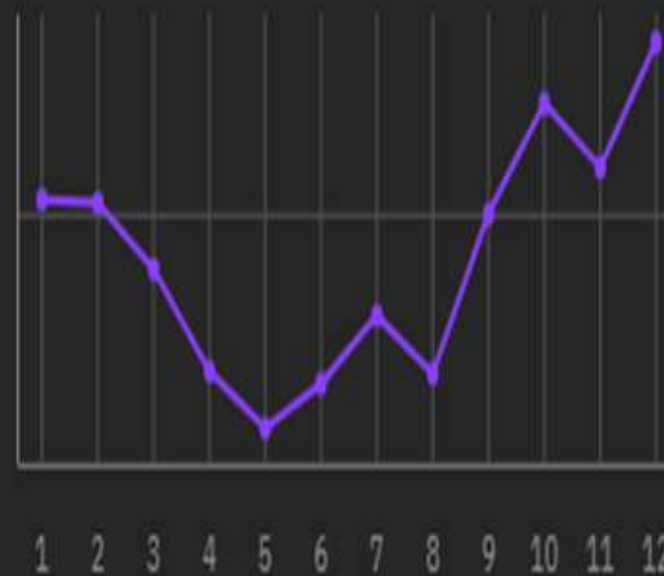
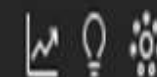
MMT

YATRA

distance_km, no_of_passengers,
from_city



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travel aggregators analysis story board

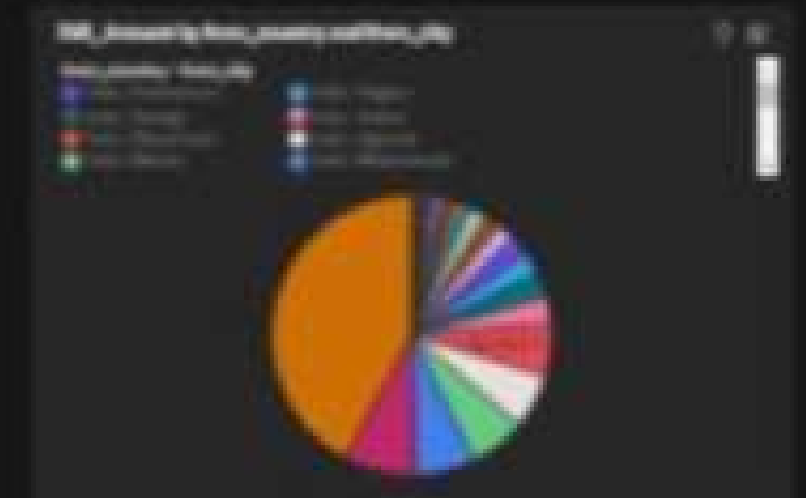
Month by from city

- The total number of results for Month, across all from_city, is 329.



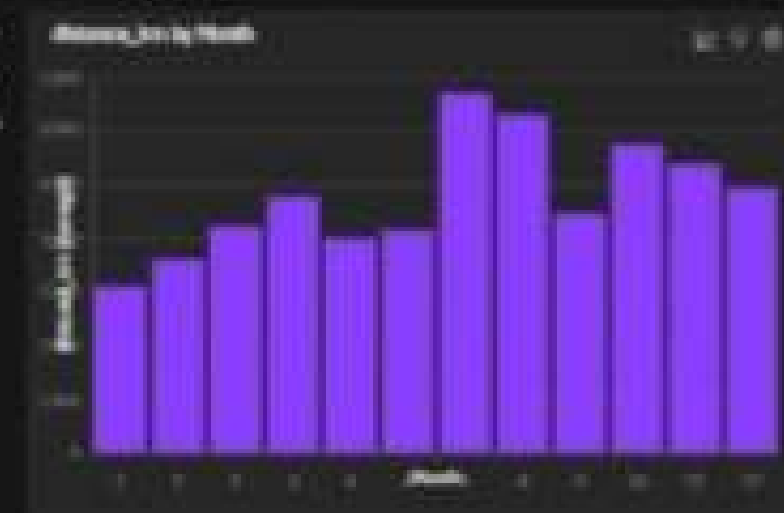
INR amount by from country and

- from_city: Singapore has the highest total INR amount (approximately 1,000,000 INR).
- from_country: India has the highest total INR amount (approximately 1,000,000 INR).
- from_city: Singapore has the highest total INR amount (approximately 1,000,000 INR).



Distance in km by month

- Distance in km by month: The average distance in km for the month of January is 1000 km.
- Distance in km by month: The average distance in km for the month of February is 1000 km.
- Distance in km by month: The average distance in km for the month of March is 1000 km.



Advantages

- **A. Convenience and time-saving** Ability to compare multiple options in one place: Travel aggregators provide users with a consolidated view of various travel options, allowing them to compare prices, routes, and schedules from multiple providers simultaneously . Time-saving features such as filters and sorting options: Aggregators offer convenient tools like filters and sorting options, enabling users to narrow down their search based on preferences such as price, duration, departure times, and more.
- **B. Cost savings** Access to discounted rates and deals: Travel aggregators often negotiate special deals and discounted rates with travel providers, allowing users to access exclusive offers that may not be available elsewhere . Ability to compare prices across multiple platforms: Aggregators enable travelers to compare prices across different providers, ensuring they get the best possible value for their money.
- **C. Wide range of options** Comprehensive search results from various airlines, hotels, and car rental companies: Travel aggregators compile information from numerous travel providers, offering a vast selection of flights, accommodations, and car rental options . Variety of destinations and travel packages: Aggregators cover a wide range of destinations and offer diverse travel packages, catering to different preferences and budgets.
- **D. User reviews and ratings** Valuable insights from other travelers: Travel aggregators often feature user reviews and ratings, providing valuable insights into the quality and experience of specific airlines, hotels, and other travel services . Helps in making informed decisions: User reviews and ratings allow travelers to make more informed decisions based on the experiences of others, helping them choose the best options for their needs.

Disadvantages

“A. Lack of personalization Limited customization options for preferences and special requests: While travel aggregators offer a wide range of choices, they may not provide the same level of customization as booking directly with a travel provider. Special requests or specific preferences may be challenging to accommodate . Inability to tailor travel experiences to specific needs: Aggregators may not be able to fully cater to individual needs or preferences, as their focus is on consolidating information rather than offering personalized experiences.

“B. Hidden fees and additional costs Some aggregators may not include all fees in the displayed price: Travel aggregators may not always include all additional fees and charges in the initially displayed price, leading to unexpected costs during the booking process . Extra charges for services not included in the initial booking: Aggregators may require travelers to pay additional fees for services such as seat selection, baggage, or in-flight meals that are not included in the initial booking price.

“C. Inconsistent customer service Challenges in resolving issues or making changes to bookings: When booking through travel aggregators, travelers may face difficulties in resolving issues or making changes to their bookings, as they often have to rely on third-party customer support . Dependency on third-party customer support: Travelers may experience delays or communication challenges when dealing with customer support, as they are dependent on the aggregator’s relationship with travel providers.

“D. Data privacy concerns Sharing personal information with multiple platforms: When using travel aggregators, users often have to share personal information with various platforms, raising concerns about data privacy and security . Potential risks of data breaches and misuse: The more platforms personal information is shared with, the greater the risk of data breaches or unauthorized use of personal data.

Applications



“Pricing and Revenue Optimization: Use the insights on INR Amount variations across destinations, passenger counts, and departure cities to optimize pricing strategies. Implement dynamic pricing models to offer competitive prices for popular destinations while ensuring profitability. Additionally, identify opportunities to upsell additional services like travel insurance or car rentals to increase revenue .

“Destination and Route Planning: Leverage the findings on average distance covered and popular destinations to optimize route planning and offer travel packages that cater to the preferences of different user segments. Highlight trending destinations with unusual INR Amount values to attract users looking for unique experiences .

“Customer Segmentation and Personalization: Utilize the data on passenger counts and their corresponding INR Amount to segment customers based on their preferences and budgets. Implement personalized recommendation systems to offer tailored travel options that match individual user requirements .

• **Marketing and Promotions:** Use the insights on the most frequently occurring months (Month variable) and popular destinations to plan targeted marketing campaigns. Create promotions and discounts during low-traffic months or for specific destinations to increase bookings.

• **User Experience Enhancement:** Analyze the data on user reviews and satisfaction levels to identify areas of improvement in the platform's user experience. Address pain points and work on increasing customer satisfaction to encourage repeat bookings and positive word-of-mouth .

• **Partnership Management:** Share relevant findings with partner travel providers to help them understand market trends and consumer preferences. Collaborate with providers to offer competitive deals and improve the quality of services provided on the platform .

“Seasonal and Event-based Planning: Utilize data on seasonal trends and external factors impacting the travel industry to plan for peak travel periods or special events. Offer curated travel packages aligned with festivals, holidays, or major events in popular destinations .

“Competitor Analysis: Benchmark the performance of your travel aggregator against competitors in terms of pricing, destinations offered, and user satisfaction. Use the findings to identify areas where you can outperform competitors and enhance your unique selling points.

Conclusion



“The tourism aggregators have reduced information search costs , and have increased the awareness of tourists of potential destinations.

“Yare was found to be the industry leader among tourism aggregators. It was dominant in the industry in terms of customer service and product, however it lagged behind in terms of convenience and price. It would need to improve its pricing and web traffic in order to strengthen its position in the industry.

“Overall , the results of the study that industry is highly competitive. Yatra may dominate in some of the parameters , but it is not totally dominated . In fact it does not dominate in terms of price , which give the scope for compitetors as economy customers are highly pricing-sensitive.

The study considered only certain criteria , but these may not be sufficient to capture all aspects of tourism aggregators

Future Scope



A. Compare prices and terms Look beyond the first page of search results: Explore multiple pages of search results to ensure you don't miss out on better deals or options . Read the fine print and terms and conditions: Pay attention to the details, including cancellation policies, refund procedures, and any restrictions or limitations.

B. Check the reliability of the aggregator Research the aggregator's reputation and user feedback: Before using a travel aggregator, conduct research to gauge its reliability and reputation. Look for user feedback and reviews to get insights into the quality of their services . Verify their accreditation or partnerships with trusted brands: Check if the aggregator is accredited by industry associations or has partnerships with reputable travel brands, as these can indicate their credibility

C. Consider booking directly with providers Explore deals and offers on airlines, hotels, and car rental websites: While aggregators offer convenience, it's worth checking the websites of individual providers for exclusive deals or promotions . Compare prices to ensure the aggregator offers the best value: Double-check the prices on aggregator platforms against the rates available directly from the providers to ensure you are getting the best value

Our Team

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Ulliri Pushpa
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Tribhuvani Keta
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Sattara Karthik
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Suraj Kumar Rai
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*Surisetty
Mukesh*
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Thank you!

