

## Project Planning Phase

### Project Planning Template (Product Backlog, Sprint Planning, Stories, Story points)

Date	26 October 2023
Team ID	NM2023TMID00901
Project Name	Project – COMPETITIVE ANALYSIS OF LEADING TRAVEL AGGREGATORS
Maximum Marks	8 Marks

#### Product Backlog, Sprint Schedule, and Estimation (4 Marks)

Sprint	Functional Requirement (Epic)	User Story Number	User Story / Task	Story Points	Priority	Team Members
Sprint-1	Registration	USN-1	As a user, I can register for the application by entering my email, password, and confirming my password.	2	High	vishal
Sprint-1	Possibilities Checking	USN-2	As a user, I will receive confirmation email once I have registered for the application through out from customer reviews	1	High	Siva prasath
Sprint-2	Data Cleansing	USN-3	As a user, I can pickup the collections from any data servers	2	Low	Barath manikandan
Sprint-1	Accessibility	USN-4	As a user, I can register for the application through Gmail	2	Medium	Antony vepster
Sprint-1	Login	USN-5	As a user, I can log into the application by entering email & password	1	High	Vishal
Web user	Dashboard	USN-6	As an administrator I must note down the negativness from the customer's experience	1	Medium	Antony vepster

## Price Comparisons:

<b>Bangalore - New Delhi</b>						
	<b>Sept. 1 - 7</b>	<b>Sept. 3 - 10</b>	<b>Sept. 5 - 12</b>	<b>Sept. 8 - 15</b>	<b>Sept. 12 - 20</b>	<b>Sept. 15 - 23</b>
Yatra	8077	8654	6836	5778	5669	5778
MakeMyTrip	8337	8185	6836	5778	5669	5778
Golbibo	8327	9353	6826	5915	5732	5875
ClearTrip	8067	8654	6826	5778	5669	5778
Expedia	8067	8571	6826	6108	5732	6384
SOTC	7133	7133	6365	5800	3928	3948

	<b>mean</b>	<b>std dev</b>	<b>coeff var</b>	<b>max</b>
Yatra	6798.67	1299.03	19.11%	8654.00
MakeMyTrip	6763.83	1236.30	18.28%	8337.00
Golbibo	7004.67	1508.53	21.54%	9353.00
ClearTrip	6795.33	1297.02	19.09%	8654.00
Expedia	6948.00	1131.68	16.29%	8571.00
SOTC	5717.83	1467.43	25.66%	7133.00

<b>Bangalore - Bhubaneswar</b>						
	<b>Sept. 1 - 7</b>	<b>Sept. 3 - 10</b>	<b>Sept. 5 - 12</b>	<b>Sept. 8 - 15</b>	<b>Sept. 12 - 20</b>	<b>Sept. 15 - 23</b>
Yatra	6289	6402	5586	5692	6189	8238
MakeMyTrip	6499	6399	5744	5324	6189	8238
Golbibo	6289	6402	5692	6079	6189	8238
ClearTrip	6289	6402	5744	6499	6189	8238
Expedia	6424	6327	5752	5752	7348	8373
SOTC	6690	6802	5946	5946	4320	5079

	<b>mean</b>	<b>std dev</b>	<b>coeff var</b>	<b>max</b>
Yatra	6399.33	959.06	14.99%	8238.00
MakeMyTrip	6398.83	1002.06	15.66%	8238.00
Golbibo	6481.50	894.38	13.80%	8238.00
ClearTrip	6560.17	862.71	13.15%	8238.00
Expedia	6662.67	1022.07	15.34%	8373.00
SOTC	5797.17	953.83	16.45%	6802.00

<b>Bangalore - Kolkata</b>						
	<b>Sept. 1 - 7</b>	<b>Sept. 3 - 10</b>	<b>Sept. 5 - 12</b>	<b>Sept. 8 - 15</b>	<b>Sept. 12 - 20</b>	<b>Sept. 15 - 23</b>
Yatra	7925	7707	5998	7007	5975	8141
MakeMyTrip	7925	7707	5998	7007	5998	8141
Golbibo	9038	9522	8944	7055	7145	8493
ClearTrip	9039	7707	5998	7007	6863	8141
Expedia	7916	7707	5998	7055	6788	8944
SOTC	8668	10463	5978	5902	3961	6640

	<b>mean</b>	<b>std dev</b>	<b>coeff var</b>	<b>max</b>
Yatra	7125.50	960.99	13.49%	8141.00
MakeMyTrip	7129.33	955.52	13.40%	8141.00
Golbibo	8366.17	1034.19	12.36%	9522.00
ClearTrip	7459.17	1069.31	14.34%	9039.00
Expedia	7401.33	1020.16	13.78%	8944.00
SOTC	6935.33	2296.29	33.11%	10463.00

**[Note: the data for price comparisons was collected from the websites of the tourism aggregators on 25/08/2017 at about 9:00 p.m.]**

### Web Analytics Comparisons:

	<b>total visitors</b>	<b>average duration</b>	<b>pages per visit</b>	<b>rank</b>
Yatra	11.05	04:00	3.54	38
MakeMyTrip	37.59	04:46	4.38	16
Golbibo	4.02	05:34	3.21	40
ClearTrip	17.79	03:26	4.06	30
Expedia	1.58	05:08	3.51	225
SOTC	0.23	02:27	2.23	3137
	ref: similarweb.com			

	<b>daily unique visitors</b>	<b>daily page views</b>	<b>daily income</b>	<b>web score</b>
Yatra	99901	184816	\$ 179	61%
MakeMyTrip	207466	500362	\$ 966	64%
Golbibo	124563	230441	\$ 222	51%
ClearTrip	88588	163887	\$ 158	47%
Expedia	22127	40934	\$ 26	24%
SOTC	8081	14949	\$ 10	43%
	ref: freeseodoctor.com			

	<b>site loading time</b>	<b>score</b>
Yatra	8.43	70%
MakeMyTrip	4.21	84%
Golbibo	4.97	80%
ClearTrip	3.23	81%
Expedia	7.56	69%
SOTC	84.24	57%
	ref: seositecheckup.com	

### Customer Satisfaction Comparisons:

	<b>justdial.com</b>	<b>mouthshut.com</b>	<b>score</b>
Yatra	3.7	3.94	58%
MakeMyTrip	3.6	3.89	58%
Golbibo	3.8	1.97	27%
ClearTrip	3.7	1.90	30%
Expedia	3.7	1.28	8%
SOTC	3.7	2.89	67%

