## **Introduction**

The idea under consideration is more of an opportunity than a solution to a problem. The idea is to provide a digital platform that will be made up of multiple digital apps, like a web app and a mobile app. This will be the same app with multiple interfaces on the web as well as on the mobile. The need to implement these multiple interfaces is to better facilitate the user's ability to easily use the platform on the go. These digital platforms will be facilitating users divided into two main groups with different needs and requirements.

The first type of user is the ride-hailing service providers for long tours to different tourist spots across different geographical locations. The second type of user is a ride-hailing consumer that will be booking the service providers to go for visiting the tourist spots.

It is a type of extension to the already existing idea of ride-hailing services. The currently existing ride-hailing services are mostly limited to short travels both in time and distance as they are within the limits of a city. You hire a ride-hailing service provider from some platform for a very short span and time to mainly move from one part of the city to the other. The other thing about this currently implemented model is that the variety and range of vehicles that people can use to provide services are limited. Our platform will also compete with already existing players in the field and will lead in this new dimension as a first mover, taking full advantage and capturing most of the market that will be created in this new domain.

Our idea will target or will be dependent on two major industries. These industries are the automotive industry and the tourism industry. Both of these industries are on the rise and creating more and more opportunities for people to grab on to. We will be supporting this argument and our idea with different datasets. We will be showing different analyses, visualizations, and projections from these datasets to further strengthen our stance, our estimations, and our proposals. In this document, we will be doing a business analysis of this idea using the CRISP-DM methodology.

**Group Members' Contributions and Work Distribution**

This being a group project is a result of the collective effort of all the members of the group, which is mentioned above at the start. The project was thoroughly discussed and analyzed by all the group members. The project was planned and the workload was evenly distributed among the group members. We worked with concrete coordination and shared proper feedback throughout our work on the project to ensure that we were all are on the same page and are equally contributing.

**Business Understanding**

In reference to what was explained earlier in the introduction section, the business model that we are proposing here and will try to implement is to extend and capture an already existing and very well-implemented idea by different companies and startups. Different ride-hailing services are booming across the globe with tremendous success and huge gains in existing market capture and inclusion of new untouched sectors into the market. These services have raised the market cap to new heights.

Our idea is an extension to the existing ones as explained earlier and also aims at the same targets and that too on new highs. Our idea is to target the same existing user base with lucrative schemes and more attractive and fruitful services for both types of the users of our services. In addition to this, we also aim to capture the new user base from a different and broad perspective and thus increasing the market base. We will be more successful in this new dimension by making full advantage of being the first movers in this unexplored field.

We will be providing the existing and new customers a new alternative to the existing ride-hailing services bringing in more competition and quality to the services. The new and main addition that our platform will provide is taking this same model to a new high by providing the same services to the tourism industry. We will take the same services currently being provided by existing platforms to the level of tourism. The service providers can plan and publish their availability of services to the users. The service providers can come on our platform and search for these published service providers. They can plan their journeys by filtering based on different filters, getting the best deals for them at the best time that suits them the most.

The first mandatory deliverable that must be implemented to run the basic end-to-end business will include a mobile app and a web app. Both these apps will allow the following:

* Register the User
* Make an availability plan for the service
* Publish the above plan
* Search different plans
* Filter among different plans depending on different criteria
* Hire service provider after filtering and selecting one

The initial release with all necessary modules and functionalities can be released in a time span of 6 months after going through the complete research, design, and development lifecycle. The team required to achieve this milestone in the given time will be between 12-20 members. These members will be from different departments involved in the process like designers, architects, developers, and researchers.

The IT world is evolving continuously at a very rapid pace. To keep up with this pace is very critical for success. A good idea is not the only ingredient for the recipe to succeed. But a good well executed and implemented at the right time is definitely a key to success. So missing the right time and deadline will have an impact on the proposed and estimated costs of the project and will definitely affect the profits ultimately.

As explained earlier how crucial is time management and meeting the deadlines to the project's success. So we have to be very cautious and have a detailed thought before selecting the tools and technologies for the project. Keeping all of this in mind we would like to go with the MERN stack. Using this stack will keep us in both frontend and backend all in javascript and we can go for React Native to develop the mobile app which is a lot similar to that of ReactJs. This will bring consistency to all of our stack. This move will enable us to rotate our resources and make better use of resources depending on the need of the hour. The project will kick off with the research phase which will include different feasibility plans and an analysis of other key components that may affect our project. This will be followed by the design phase where the architecture of the product will be defined. This phase will eventually lead to the actual development of the product. The development phase is both accompanied and followed by the testing of the product which will ensure that a quality product meeting all the best quality standards is launched in the market.

### **Data Understanding**

### **Data Preparation**

### **Modeling**