Bain & Company

Case Study

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Background

One of the world's leading consultancy firms, Bain, had a hotel aggregator as a client and set out to help them analyze the global property landscape for hotels and homestays. This was to enable the hotel aggregator to plan its expansion strategy, armed with a comprehensive overview of the landscape.

The challenge

The sheer scale and diversity of the data required posed the biggest challenge.

The information had to be sourced from 21 websites, across 1,200+ cities that were a priority for the client. To add to it, of the 21 sites, four of them had to be considered for all the cities while the remaining 17 were specific to certain geographies. Each site threw up its unique set of challenges; language, OTP-based logins, listing caps, etc.

Once the listings were gathered from the various sites, they had to be matched to identify the unique properties for every given city. Matching the myriad listings is nothing short of a herculean task as property names and addresses were not standardized.

It goes without saying that gathering all this data in-house is impossible, at best. The capability to source information, digest it and produce valuable insights at scale is invaluable.

DataWeave's solution

In partnering with the consultancy firm, it was DataWeave's job to aggregate the required data from the various sources and derive usable insights. The data points included hotel names, addresses, property type, tariff, etc.

With the power of DataWeave's proprietary matching algorithm, over 10 million property listings were scraped across the 21 sites. This translated to ~5.2 million unique listings that spanned the 1,200+ cities in consideration. All this, with a guaranteed accuracy of more than 95%.

Here are some of the insights that DataWeave was able to come up with:

The image below shows the **top 10 cities** for each continent with the maximum number of hotel and homestay listings.

The image below shows the list of **top 20 cities** across the world which have the highest number of exclusive homestays that are listed under Airbnb and HomeAway (now Vrbo). It was interesting to note that **European cities constitute 40% of this list**.

Airbnb contributed to 63% of the listings that were scraped. The Chinese sites Qunar and Ctrip had the maximum number of properties amongst the regional sites considered across the world. The graph below provides the number of listings that were captured from each of the sites that we looked at.

Number of Properties crawled for each site

Site	Count
Bookings	372,669
Homeaway	454,419
Trivago	314,684
Airbnb	3,606,691
Airtickets	5,423
Ctrip	236,826
Despegar	16,526
MakeMytrip	33,406
Opodo	108,300
Qantas	2,200
Qunar	451,654
Rakuten	5,597
Rehlat	1,808
Safarinow	1,502
Seat24	4,506
Tatilbudur	1,222
Traveloka	22,746
Travelplanet	77
Tripadvisor	38,340
Tutu	31,515
Yatra	43,303

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Business impact

The hotel aggregator used the data to identify opportunities for inventory expansion, specifically in the US market. The CEO of the company announced that the company is using data to evaluate properties in under five days, a process that might take traditional hotels months. That allows the company to add about 90,000 new rooms every 90 days, for a total of 1.1 million.

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The DataWeave Difference

The hotel aggregator gained tremendous value thanks to the key advantages that DataWeave provided:

Accuracy

DataWeave's proprietary matching algorithm had more than 95% accuracy in property matches

Reliability & scale

Consistent delivery of credible insights at the client's desired scale and frequency

Quality of service

A robust customer success team and 24x7 support, ensured great communication and flexibility to cater to custom requirements

Cost effectiveness

Significant cost savings compared to other providers in the market, as well as traditional in-house competitive intelligence operations

About DataWeave

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to e-commerce businesses and consumer brands. This enables them to compete profitably and accelerate revenue growth. The company's proprietary technology platform helps e-commerce businesses make smarter pricing and merchandising decisions. In addition, it helps consumer brands protect their online brand equity and optimize their e-commerce performance.

Get in Touch

Questions?

Email **contact@dataweave.com** or give us a call at **1.425.786.6210**

For information on DataWeave's solutions, visit **www.dataweave.com**

Customers