BACKPACKER'S INDIA

AVINASH SANKAR GANDHI RAJAN
KARTHIKEYAN VIJAYAKUMAR
PRAKASH PONNUSWAMY
RUFUS DEEPAN RAVICHANDRAN
NECESSITY OF THE WEBSITE

Lack of user recommended local attractions
Lack of local transport options
Lack of cumulated user reviews towards a hostel

Backpacker's India
MARKET COMPETITORS

- indianbackpackers.com
  - Travelogues
  - Forums
  - Hotel booking

- Backpacker's India
  - User recommended attractions
  - Local/Cheap transport
  - Sentiment Analysis
  - Chat Facility

- thebackpackertourist.com
  - Upcoming tours
  - Travel companion

- Backpacker's India
  - Travel between cities
  - Nearest Meditation centers
  - Hostel options
  - Live Exchange rates of currencies
BUSINESS MODEL

1. User visits website
2. User makes a reservation
3. backpacker's India receives a commission fee

Online bus Agencies
Taxi booking
Hostel bookings
Backpacker's India

User recommended suggestions and tips

Options, time & fare for Local Transport

Aggregated user sentiments towards a hostel
ANALYTICS

User Review Analysis:

• Scraped user review comments for accommodation like hostels, guest houses
• AFINN – 111 lexical analysis using SentiWordNet (python)

Twitter feeds Analysis:

• Scraped twitter feeds for Indian cities with different hashtag combinations
• AFINN – 111 lexical analysis using SentiWordNet (python)
• Steps in analysis: Tokenization → Sentence Splitter → Speech Tagging → SentiWordNet Interpretation → Sentiment orientation → Classified Reviews
API MASH UP

Google places → Weather APIs → Rome2rio
Share → foursquare → Google maps → Currency Converter

flickr → Twitter
FUTURE SCOPE

• Forums/travelogues for personal user experiences

• Integrate Amazon to recommend products

• Expand scalability to all cities and states in India

• Location recommendations based on user activity
## WHO’S WHAT

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<thead>
<tr>
<th>Role</th>
<th>Responsibilities</th>
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<tbody>
<tr>
<td><strong>Avinash Sankar Gandhi Rajan – Web Designer</strong></td>
<td>- Website design</td>
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<tr>
<td></td>
<td>- Google Maps API, Flickr API</td>
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<tr>
<td><strong>Karthikeyan Vijayakumar – Data Analyst</strong></td>
<td>- Analytics</td>
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<td></td>
<td>- Youtube API, Google Places API</td>
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<td><strong>Prakash Ponnuswamy – DB Administrator</strong></td>
<td>- Database creation</td>
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<td></td>
<td>- Twitter API, Currency Converter API, Weather API</td>
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<tr>
<td><strong>Rufus Deepan Ravichandran – Web Developer</strong></td>
<td>- Front End Development</td>
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<td></td>
<td>- Rome2Rio API, FourSquare, Wiki API</td>
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