Data Science Task:

An online travel company would like to use data science to analyze its customers' travel preference details such as favorite destinations, most searched / booked Lines of Business (LOBs – Eg: Flights, Hotels, Car, etc.), preferred airlines, preferred hotel brands, hotel star rating, etc. to determine and recommend destinations and the corresponding fares they are interested / most likely to book. These details would be used in a reminder shopper email sent to customers, so that the content is customized and most relevant to the customer.