



# Dataset Details

- **users:** user demographic information
  - **user\_id:** unique user ID (key, int)
  - **birthdate:** user date of birth (datetime)
  - **gender:** user gender (nominal)
  - **married:** user marriage status (binary)
  - **has\_children:** whether or not the user has children (binary)
  - **home\_country:** user's resident country (nominal)
  - **home\_city:** user's resident city (nominal)
  - **home\_airport:** user's preferred hometown airport (nominal)
  - **home\_airport\_lat:** geographical north-south position of home airport (decimal)
  - **home\_airport\_lon:** geographical east-west position of home airport (decimal)
  - **sign\_up\_date:** date of TravelTide account creation (datetime)
- **flights:** information about purchased flights
  - **trip\_id:** unique trip ID (key, string)
  - **origin\_airport:** user's home airport (nominal)
  - **destination:** destination city (nominal)
  - **destination\_airport:** airport in destination city (nominal)
  - **seats:** number of seats booked (int)
  - **return\_flight\_booked:** whether or not a return flight was booked (binary)
  - **departure\_time:** time of departure from origin airport (timestamp)
  - **return\_time:** time of return to origin airport (timestamp)
  - **checked\_bags:** number of checked bags (int)
  - **trip\_airline:** airline taking user from origin to destination (nominal)
  - **destination\_airport\_lat:** geographical north-south position of destination airport (decimal)
  - **destination\_airport\_lon:** geographical east-west position of destination airport (decimal)
  - **base\_fare\_usd:** pre-discount price of airfare (decimal)



# Dataset Details

- **sessions:** information about individual browsing sessions (note: only sessions with at least 2 clicks are included)
  - **session\_id:** unique browsing session ID (key, string)
  - **user\_id:** the user ID (foreign key, int)
  - **trip\_id:** ID mapped to flight and hotel bookings (foreign key, string)
  - **session\_start:** time of browsing session start (timestamp)
  - **session\_end:** time of browsing session end (timestamp)
  - **flight\_discount:** whether or not flight discount was offered (binary)
  - **hotel\_discount:** whether or not hotel discount was offered (binary)
  - **flight\_discount\_amount:** percentage off base fare (decimal)
  - **hotel\_discount\_amount:** percentage off base night rate (decimal)
  - **flight\_booked:** whether or not flight was booked (binary)
  - **hotel\_booked:** whether or not hotel was booked (binary)
  - **page\_clicks:** number of page clicks during browsing session (int)
  - **cancellation:** whether or not the purpose of the session was to cancel a trip (binary)
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- **hotels:** information about purchased hotel stays
  - **trip\_id:** unique trip ID (key, string)
  - **hotel\_name:** hotel brand name (nominal)
  - **nights:** number of nights stayed at the hotel (int)
  - **rooms:** number of rooms booked with hotel (int)
  - **check\_in\_time:** time user hotel stay begins (timestamp)
  - **check\_out\_time:** time user hotel stay ends (timestamp)
  - **hotel\_per\_room\_usd:** pre discount price of hotel stay per room per night (decimal)