Recommendations:

1) Generation X seems to be frugal (economic with regards to money spending) : Send discount coupons / offers to just that segment

2) Probability of booking is sharply decreasing when a user browse 2 competitor (e.g. Airbnb) : Find out what competitors are offering better than Expedia

3) Millennials seems to be 'hoppers' (not loyal) but potential revenue generators; Expedia needs to do targeted marketing to retain millennials or may be accommodate / address this segments special request / requirements (which competitors are doing !)

4) 70% of the Expedia user's are new & the conversion rate of'new users' is low; Expedia should welcome new customers with some special booking offers (e.g. package booking discount, etc.)