

PROJECT POSTER

PROJECT NAME: TRAVEL PANNER

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GOALS:	<p>Optimize travel suggestions by factoring in dynamic pricing to help users find the best deals within their budget.</p> <p>Increase user satisfaction by delivering highly relevant and cost-effective travel recommendations, improving the overall booking experience.</p> <p>Ensure that the model is flexible enough to adjust its recommendations in response to market fluctuations, such as sudden changes in flight availability, hotel capacity, or price surges during peak seasons</p>
TARGET AUDIENCE:	<p>Identify key demographics and user personas (e.g., business travelers, families, budget travelers, luxury travelers) to tailor recommendations.</p> <p>Use collaborative filtering, content-based filtering, or hybrid models to deliver personalized travel suggestions.</p> <p>Monitor the percentage of users who complete bookings based on the model's recommendations.</p>
DELIVERABLES:	<p>Set up mechanisms to track user interactions, clicks, and booking actions on the platform.</p> <p>Use analytics tools (e.g., Google Analytics, Mixpanel, or custom logging) to monitor user behavior.</p> <p>Use graphs or charts to display the booking conversion rate over time (e.g., daily, weekly, monthly).</p>
TIMELINE	<p>06-09-2024 (poster)</p> <p>31-08-2024(Abstract)</p>