



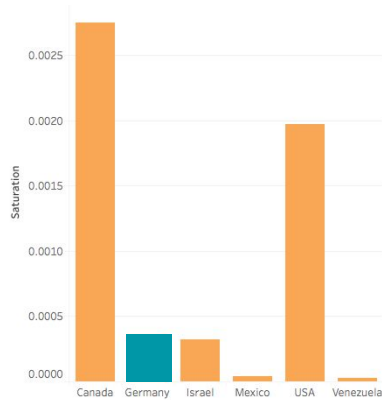
DataFest 2017: Expedia.com

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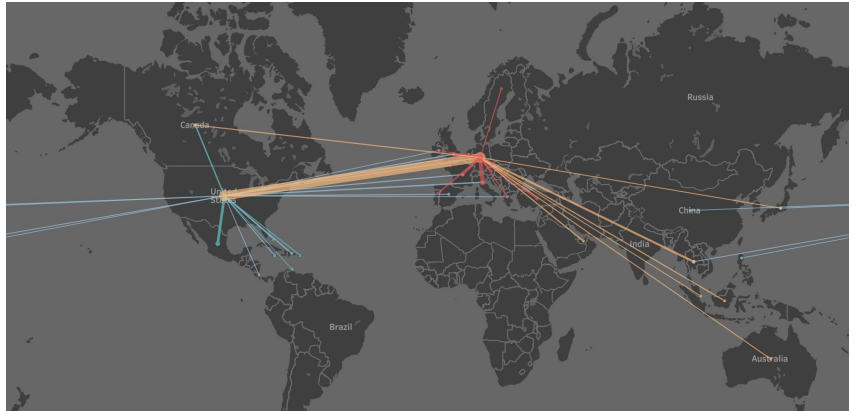
Team Name

A8

Expedia.com should focus on international growth efforts in Germany.



Germany's **low saturation** provides opportunities for growth.

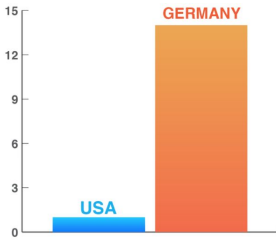


Top destinations for the United States and Germany.

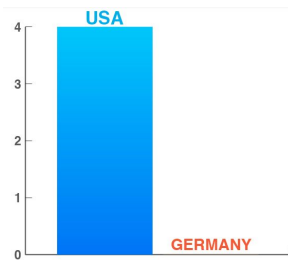
- Looked at their financials
- top countries based on unique users
- Model - used World Bank Data on lit rate, internet access, GDP, and age to see which variables impacted saturation rate of number of users/population most
 - Based on this info → we conclude Germany reps best opp for Expedia to expand into
 - Acknowledge shortcoming in data - only from 3 sites, with more time, would inspect other places too
- Map - warm colors rep where US ppl go most, blue reps where German ppl go most

Marketing efforts should leverage lifestyle and cultural preferences.

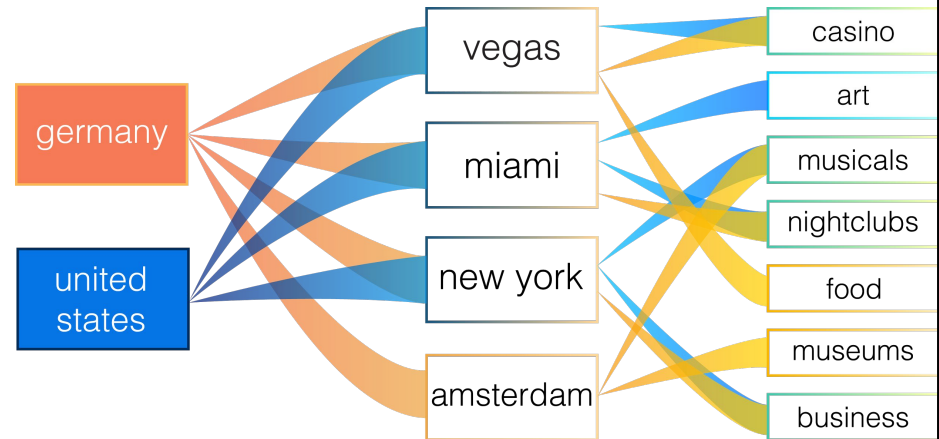
Cultural Activities



Lifestyle Categories



Interests by City



Therefore, **homepage** and **display advertisements** should cater to the user's preferences by country and destination. These differences also present opportunities for **third-party partnerships** and **catered search results**.

- Used sums across the different popularity categories for top 50 travel cities for each country to analyze which things Germans care most about
 - Looked at differences in means of the sums to decide which categories were most significant
 - Germans care more about cultured things while US cares more about lifestyle choices like budget, luxury, and family-friendliness
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- New york, for exap