**Capstone Project Proposal**

**Personalized Customer recommendations for Expedia**

By Naga Viraja Chunduru

* **What is the problem you want to solve?**

Provide recommendations to Expedia users to attract them on the best deals and also provide Expedia with insights on customer searches and spectrum of bookings Expedia users have done on their e-commerce web site.

* **Who is your client and why do they care about this problem? In other words, what will your client DO or DECIDE based on your analysis that they wouldn’t have otherwise?**

Expedia is one of the competitive e-commerce web-site for vacation packages/airline/hotel/car rentals deals. With the data set analysis, I want to show Expedia what kind of deals customers are interested in, so that they can work out similar deals with other providers/vendor. Also, give an idea about most frequent searches which resulted in booking and what customers on Expedia look for.

* **What data are you going to use for this? How will you acquire this data?**

There is a dataset on Kaggle at the following location which can be freely downloaded:

[https://www.kaggle.com/c/expedia-hotel-recommendations/data](https://www.google.com/url?q=https%3A%2F%2Fwww.kaggle.com%2Fc%2Fexpedia-hotel-recommendations%2Fdata&sa=D&sntz=1&usg=AFQjCNEnLaYPdKWXrZWWIZ3bkKb2U9gAwQ)

* **In brief, outline your approach to solving this problem.**

My approach to the above problem is as follows:

* I would start with data sanitization to identify the data (type of data) which is going to help me solve the issue with techniques I have learned in the data wrangling sessions.
* Finalize my data story on what I want to present to the client and in what ways.
* Then, start working on the implementation. Develop R code, provide the artifacts via GitHub.
* **What are your deliverables? Typically, this would include code, along with a paper and/or a slide deck.**

Deliverables include R code and a presentation with explanation of my findings.