




DATAFEST 2017

GROUP P.H.A.S.S.



Sam Yin, Angie Shen
Pim Chuaylua, Haozhang Jiang



Our Approach

- Model the number of searches before booking
 - Continuation Ratio Probit Model

$$\Phi^{-1}(\Pr[T_i = t | T_i \geq t, \mathbf{X}_i]) = \alpha_t + \mathbf{X}_i^T \boldsymbol{\theta}$$

- Compare temporal patterns for the number of searches for a particular destination on Expedia.com with the number of views of articles mentioning that destination on New York Times
 - Implemented the NYT API in PHP; obtained data in JSON format

