Villa Recommendation Algorithm – v1.0

Start

- Is an LR guest?
- Last arrival date < today?
  - Replace content boxes w/ concierge services recommendations
- Has guest made a request since last traveling?
- Is last request arrival date > today?
- Has requested multiple villas?
  - Show villa
  - Show all requested villas
- Have we filled in all slots?
- Use villa scoring to identify top selections
- **End**

A

- Is there a completed survey?
  - Do they want to return to same villa?
    - Show Villa
    - Show Villas in same region 3 with Similar Attributes
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Have we filled in all slots?
      - Show Villas in same region 3 with Similar Attributes
        - Lowest Price per Night (+/- $500)
    - Use villa scoring to identify top selections
    - **End**
  - Do they mention destinations of interest?
    - Show Villas in Areas Mentioned with Similar Attributes
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Use villa scoring to identify top selections
    - **End**

- Is a repeat guest?
  - Has Stayed at Same Villa more than 1x?
    - Show Villa
    - Show Villas in same region 3 with Similar Attributes
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Have we filled in all slots?
      - Show Villas in same region 3 with Similar Attributes
        - Lowest Price per Night (+/- $500)
    - Use villa scoring to identify top selections
    - **End**
  - Has Stayed at Same Destination more than 1x?
    - Show Villas in same region 3 with Similar Attributes
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Use villa scoring to identify top selections
    - **End**

- Have we gathered click aliases?
  - Has a region received > 75% of clicks in last 60 days?
    - Show villas in region with similar attributes as first reservation
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Use villa scoring to identify top selections
    - **End**
  - Show villas in all clicked region with similar attributes as first reservation
    - Bedroom Size
    - Lowest Price per Night (+/- $100)
    - Beachfront (y or n)
  - Use villa scoring to identify top selections
  - **End**

- Do we have a postal code?
  - Is East Coast?
    - Show villas in region ID [tbd] with similar attributes as first reservation
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Use villa scoring to identify top selections
    - **End**
  - Is West Coast?
    - Show villas in region ID [tbd] with similar attributes as first reservation
      - Bedroom Size
      - Lowest Price per Night (+/- $100)
      - Beachfront (y or n)
    - Use villa scoring to identify top selections
    - **End**
  - Show villas in region ID [tbd] with similar attributes as first reservation
    - Bedroom Size
    - Lowest Price per Night (+/- $100)
    - Beachfront (y or n)
  - Use villa scoring to identify top selections
  - **End**

B

- Is an LR Prospect?

Is a Subscriber