HOTEL RECOMMENDATION

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PROJECT GOAL

- Analyze the impact of different factors in hotel booking

- Hotel Booking Prediction
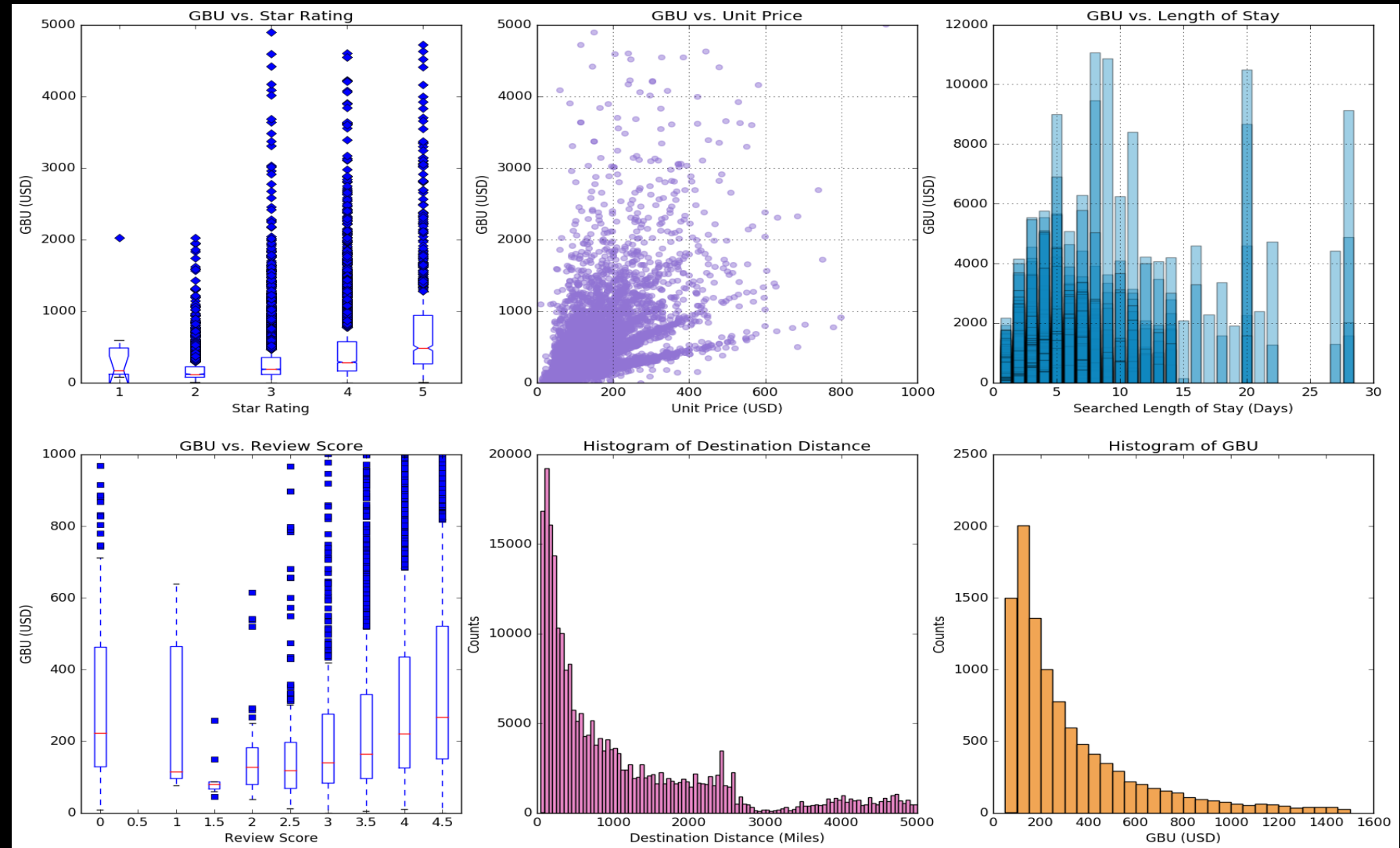
- Gross Booking in USD (GBU) Prediction

DATASET

- Data Description
  - Hotel booking information from Expedia (Kaggle)

- Data Cleaning
  - Missing data
  - Corrupted data

- Key Features
  - Hotel features: Star rating, hotel unit price, review score,
  - Customer features: Historical booking price of the customer, and search features like length of stay, number of rooms.
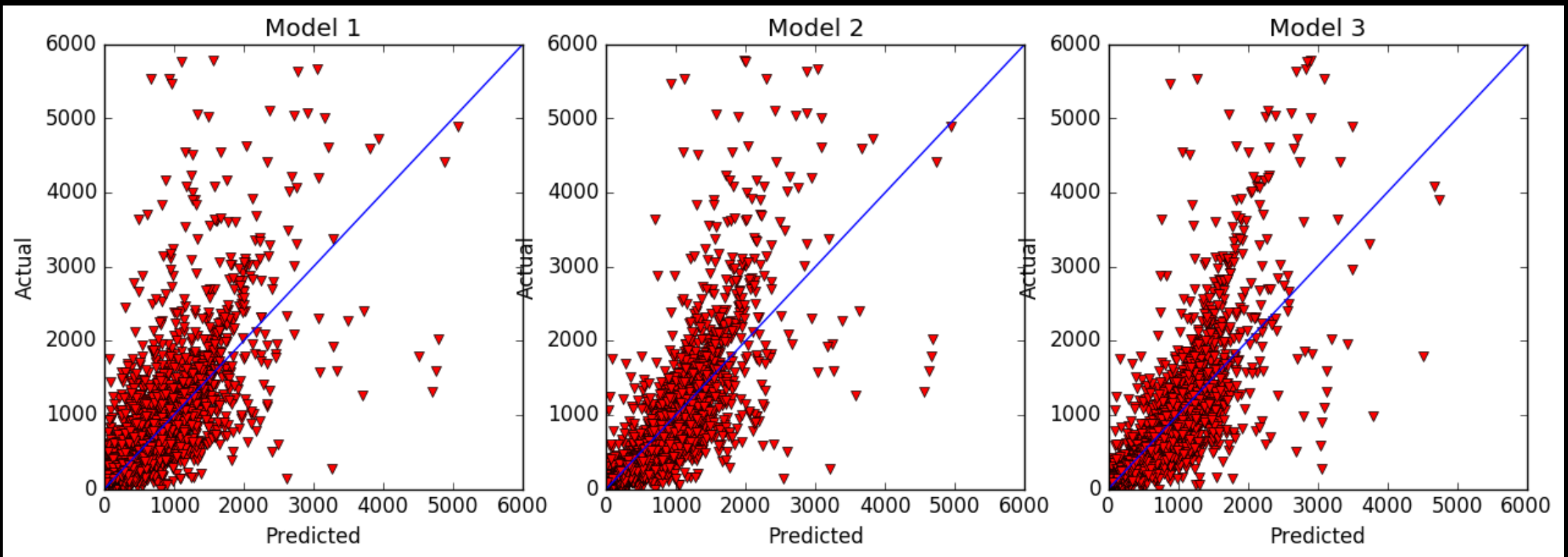
DESCRIPTIVE STATISTICS

- Data Trend and Feature Correlation

DATA ANALYSIS

- Feature Engineering:
  - Clustering：visitor star rating, visitor historical booking price, property star rating, property review score, property location score, price, booking window, position

- Model Picking
  - Logistic Regression

DATA ANALYSIS: GBU PREDICTION

RESULTS AND NEXT STEP

- GBU prediction

- Further Feature Engineering
  - Random Forest
  - Advanced Feature Analysis (further research)
  - Feature Normalization

- Visualization

THANK YOU!