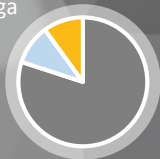


Vegas



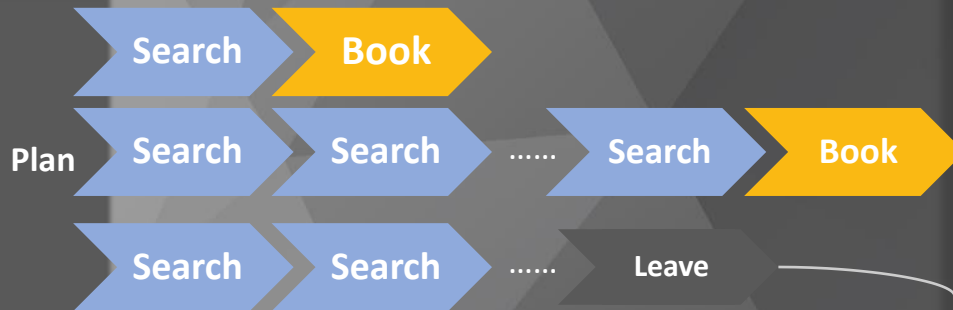
What Clickstreams Become Booking?

Team - Bigger Data

Yasong Zhou
Kefeng Yu
Ming Jiang
Xiaowei Liu
Rohan

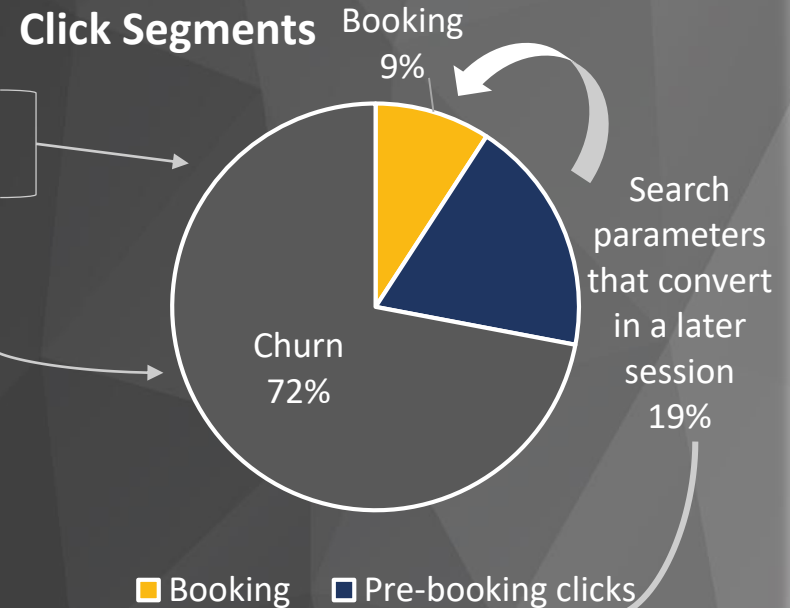


WHAT'S YOUR CHURN?



$$\text{Conversion Rate} = \frac{\text{Booking Clicks}}{\text{Total Clicks}} = 9\%$$

$$\text{Churn Rate} = \frac{\text{Churn Clicks}}{\text{Total Clicks}} = 72\%$$

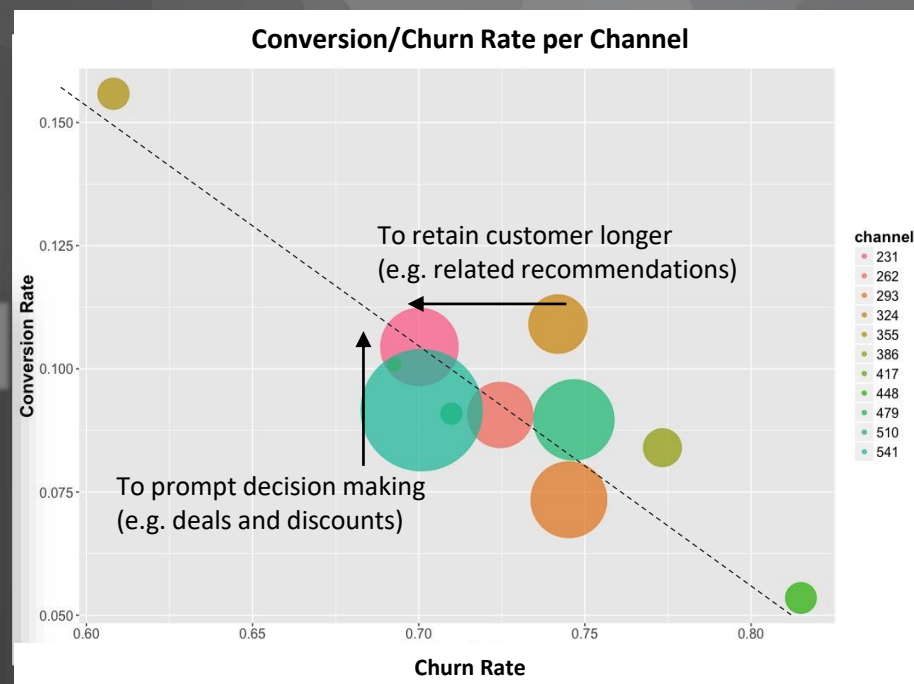
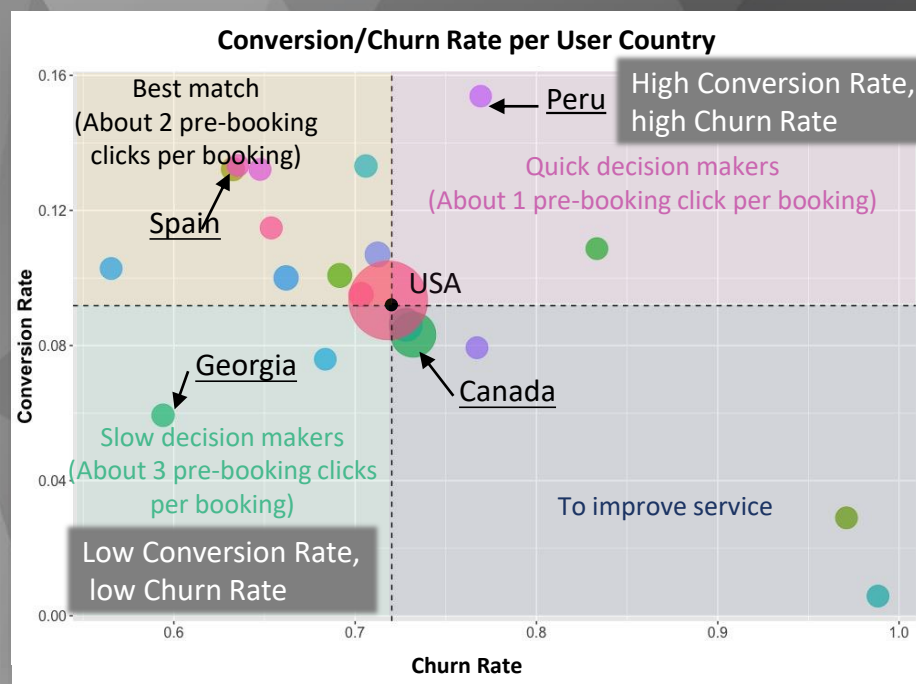


To determine which clicks are **pre-booking clicks**, which result in bookings in future, the grouping basis is:

{User ID, Destination Region, Planned Check-in Date, Planned Check-out Date, Planned adult number, Planned children number, Planned Rooms}

The grouping rules is successful to 99.5% of the full data

BEST AND WORST CASES FOR SEGMENTS



channel	Churn Rate	Conversion Rate
231	70.02%	10.44%
262	72.46%	9.06%
293	74.52%	7.34%
324	74.19%	10.91%
355	60.81%	15.58%
386	77.33%	8.40%
417	69.26%	10.09%
448	81.50%	5.35%
479	70.98%	9.09%
510	74.67%	8.96%
541	70.09%	9.16%

RECOMMENDATIONS

