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How to get machine learning right and make data work harder

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About Travelopia

The World's Leading Collection Of Experiential Travel Brands

150+
destinations visited every year

500,000+
guests welcomed each year

27
specialist brands working together

2000
colleagues across the world

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Genesis

- Recommendation from management consultancy to use data better
- Large amount of data was being collected but not leveraged

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Iteration 1

- Technology focussed
- Build Data Lake before building business use cases
- Big Bang (Large team, promise to deliver multiple use cases once data lake is in place etc)
- It didn’t go so well!


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We needed
to Pivot

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Iteration 2

- Cross-functional team - product manager, 2 x data engineers, data scientist, QA
- Change focus to business outcome
- Focus on relevant data pipelines, not data lake
- Use an AWS tech stack, not GUI driven tools
- Exec sponsor buy-in for iterative development

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Iteration 2

	Team Size	Outputs	Outcomes
Iteration 1	40	3 models for 2 travel brands	Very less adoption or buy in from business
Iteration 2	6	10 models for 5 brands	• 100% business usage • 21% incremental business • Cloud costs reduced from $1M to $100K

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Model 1: In Market

Predict the **interest levels** & **product recommendations** for identified guests who are visiting the website

Model 2: Repeater

Predicts the **repurchase behaviour** of the existing customers - will they buy again, what will they buy, when will they buy?


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Thank you
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