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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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An aerial photograph of a tea plantation. The tea bushes are planted in neat, winding rows that follow the contours of the hills, creating a rhythmic, maze-like pattern of green. Scattered throughout the plantation are several trees of varying sizes, some with rounded, manicured tops. A small, simple wooden structure is visible in the lower right quadrant, nestled among the tea rows and trees.

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	<ul style="list-style-type: none">• 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

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A wide-angle photograph of Monument Valley at sunset. The sky is a mix of soft pinks, oranges, and blues. The buttes are illuminated from below, casting long shadows and highlighting their textures. A two-lane asphalt road starts in the foreground and recedes into the distance, leading the eye towards the center of the image.

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

