

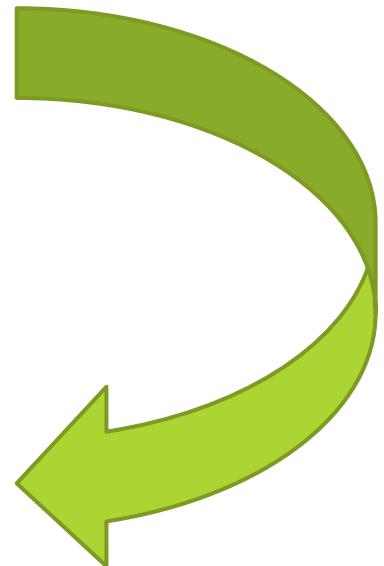
# Objective

- ▶ At what rate do people that visit Expedia actually book?
- ▶ Do people tend to book more using a computer than a mobile app?
- ▶ How do the results compare in the United States vs. foreign countries?

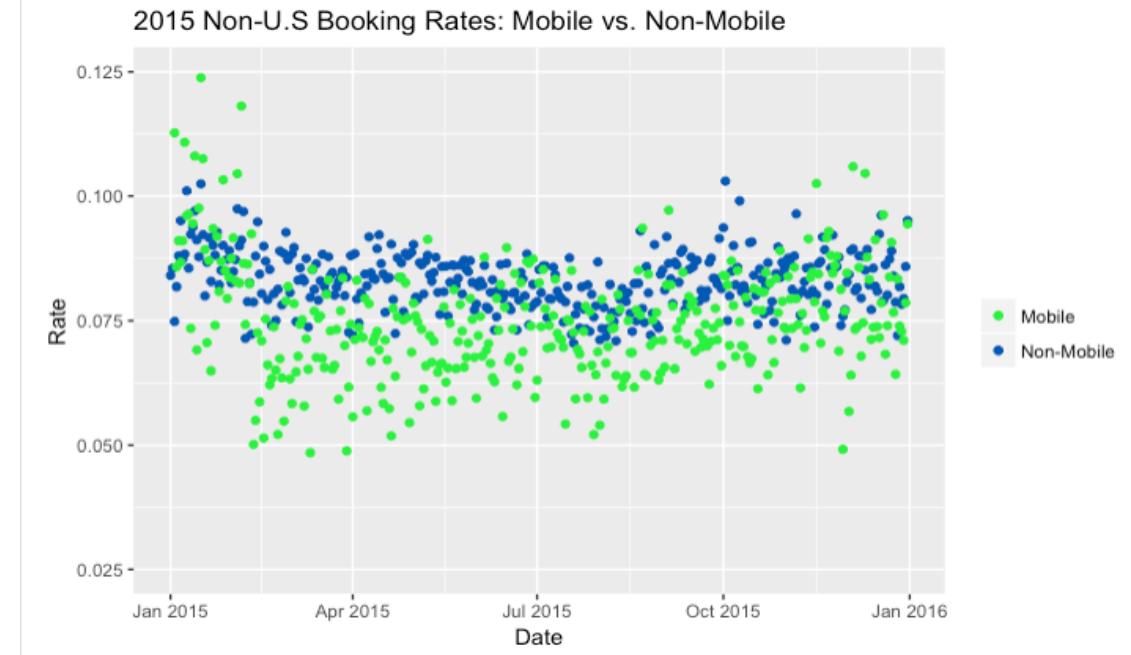
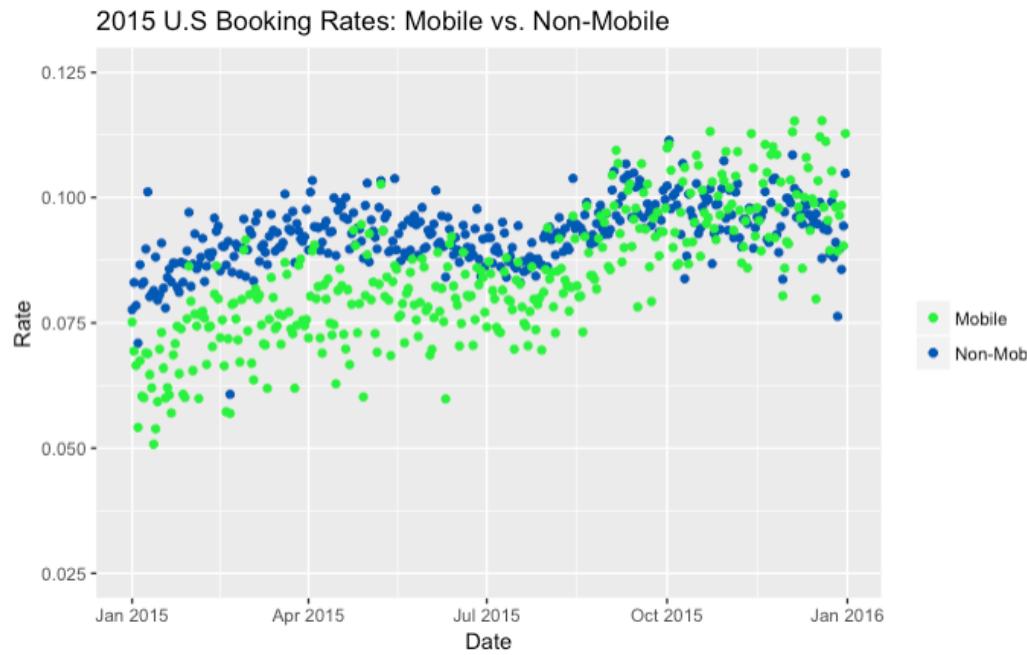
# Procedure

- ▶ 1. Calculate booking rate for mobile vs. non-mobile device.
- ▶ 2. Plot booking rates versus time for U.S. and non-U.S..
- ▶ 3. Analyze results

$$\frac{\text{\#of people that book a trip}}{\text{\#of people that click}}$$



# Findings



# Conclusion/Business Innovation

- ▶ Booking rate trend differs between U.S. and non-U.S.
- ▶ Mobile booking rate outside of U.S. is less than non-mobile booking Rate
- ▶ Could be due to lack of Mobile Marketing outside of U.S.

**Improve Non-U.S. Mobile Marketing!!!!**