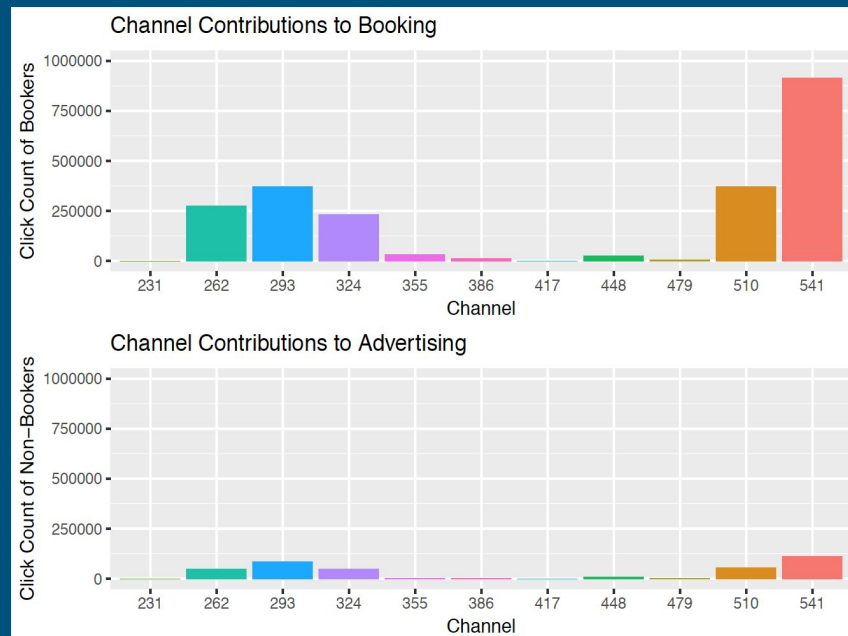
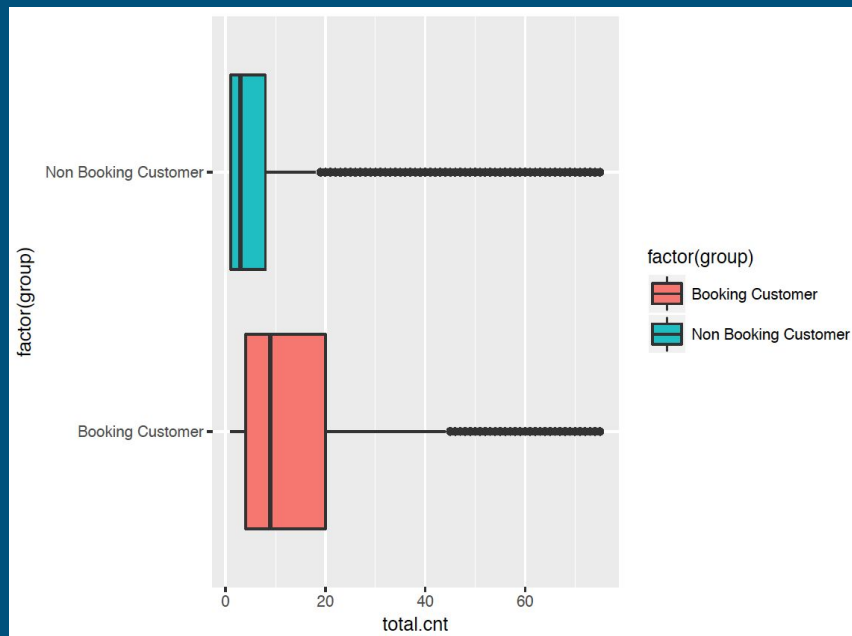


How do Expedia's customers make bookings?

Expedia should adjust its ad-bids based on channel popularity.



How do Expedia's customers make bookings?

A high conversion rate doesn't always mean more visits.

Conversion Rate Insights

Choose a country you want to learn about

CAMBODIA

CAMBODIA

KAZAKHSTAN

AUSTRALIA

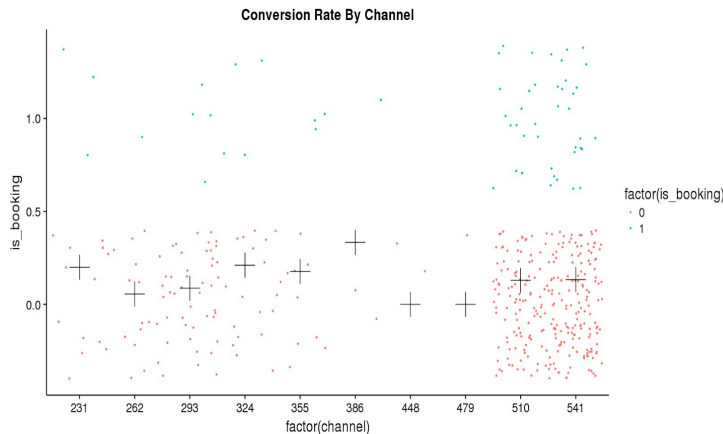
Channel

Channel vs Mobile Usage

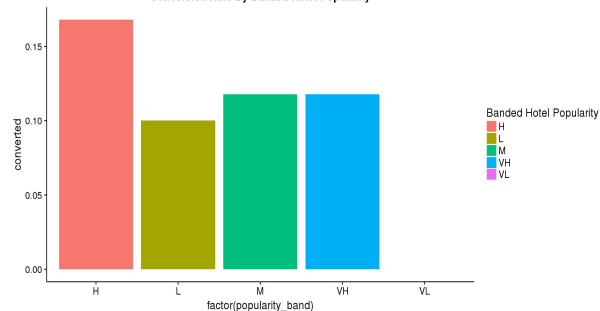
Package Search vs Banded Price Range

Banded Price Range

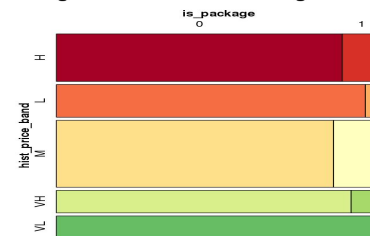
Banded Popularity Level



Conversion Rate By Banded Hotel Popularity



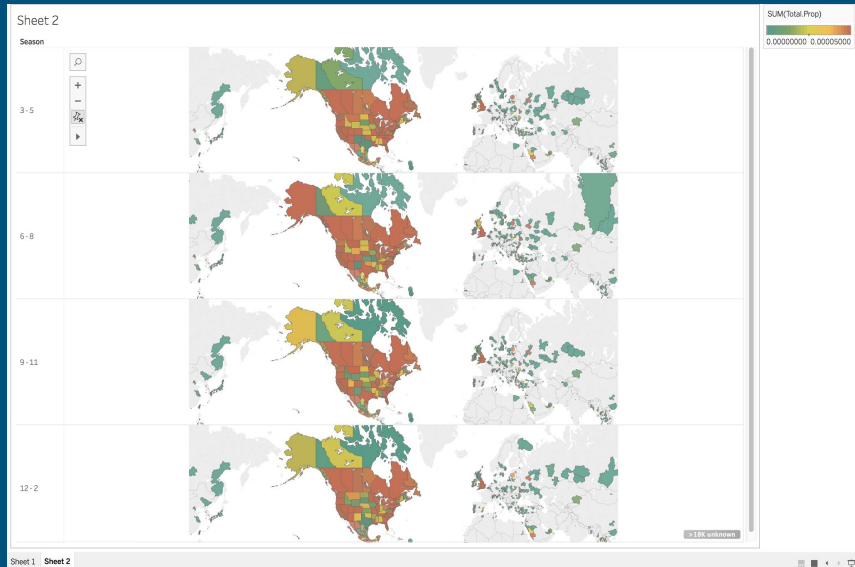
Package Search vs Price Range Mosaic Plot



[Click to See Interactive Application](#)

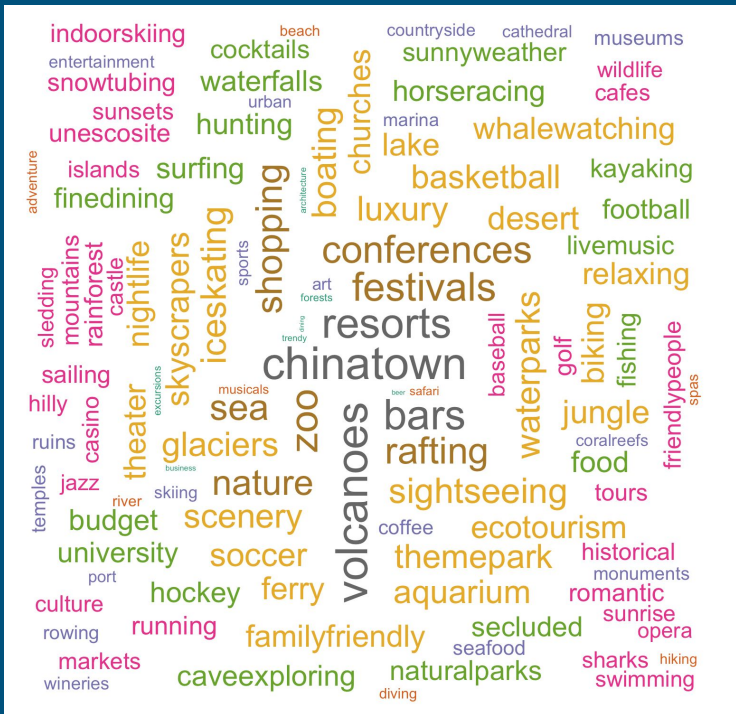
How do Expedia's customers make bookings?

Expedia should advertise deals 50 days before a booking proportion shifts.

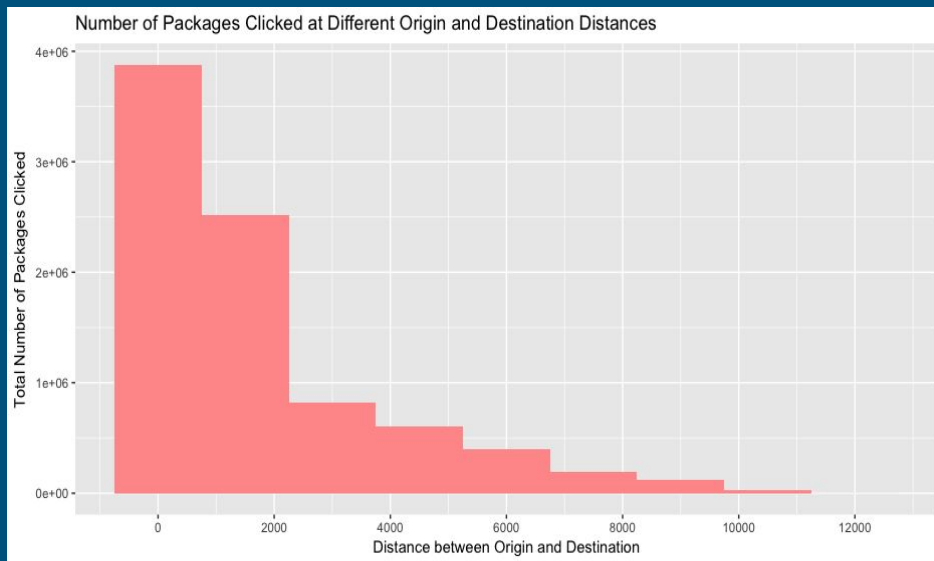


- Mean number of days booked before check-in dates is 50
- Customers should use the map to look for less popular destinations
- Expedia should advertise deals for less popular destinations and keep prices constant for popular destinations ([Click to See the Interactive Map](#))

Customers are more interested in packages closer to home.



How travel-related facets of a destination contribute to the probability of a package booking (results of a logistic regression on *popularity scores*)



- Find package deals for destinations popular for family or outdoor activities
- Advertise packages for destinations closer to user's origin