



Everything's a Vector

A Pirate's Favorite Language

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Targeted Recommendations

Question:

- Expedia recommends hotels based on customer's previous choices
- So why not recommend locations as well?

Goal:

- To recommend new destinations to customers, catered to their interests
- These recommendations take into account places where a customer has traveled

Why?

- Targeted advertising for Expedia, improving ticket sales
- The Customer can easily find new places to go

How do we Recommend Cities?

- Each time a customer books at Expedia, we can learn something about the customer's interests
- Intuition: Customers go to destinations that reflect their interests
- We represent destinations with vectors using the popular_* data
- We use these vectors to construct user profiles
- We use cosine similarity to compare user profiles and destination profiles

Graphics

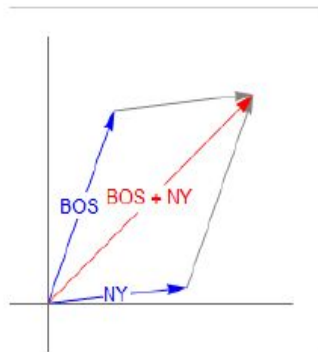


Figure 1: Boston + New York
= ?

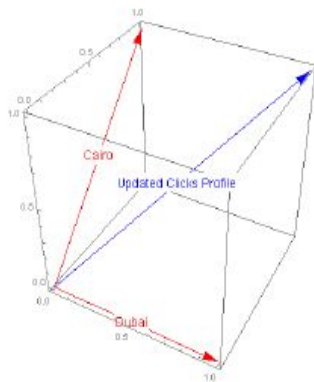


Figure 2: Cairo + Dubai = User
Profile

1 Recommending Travel Destinations

