



DataFest 2017

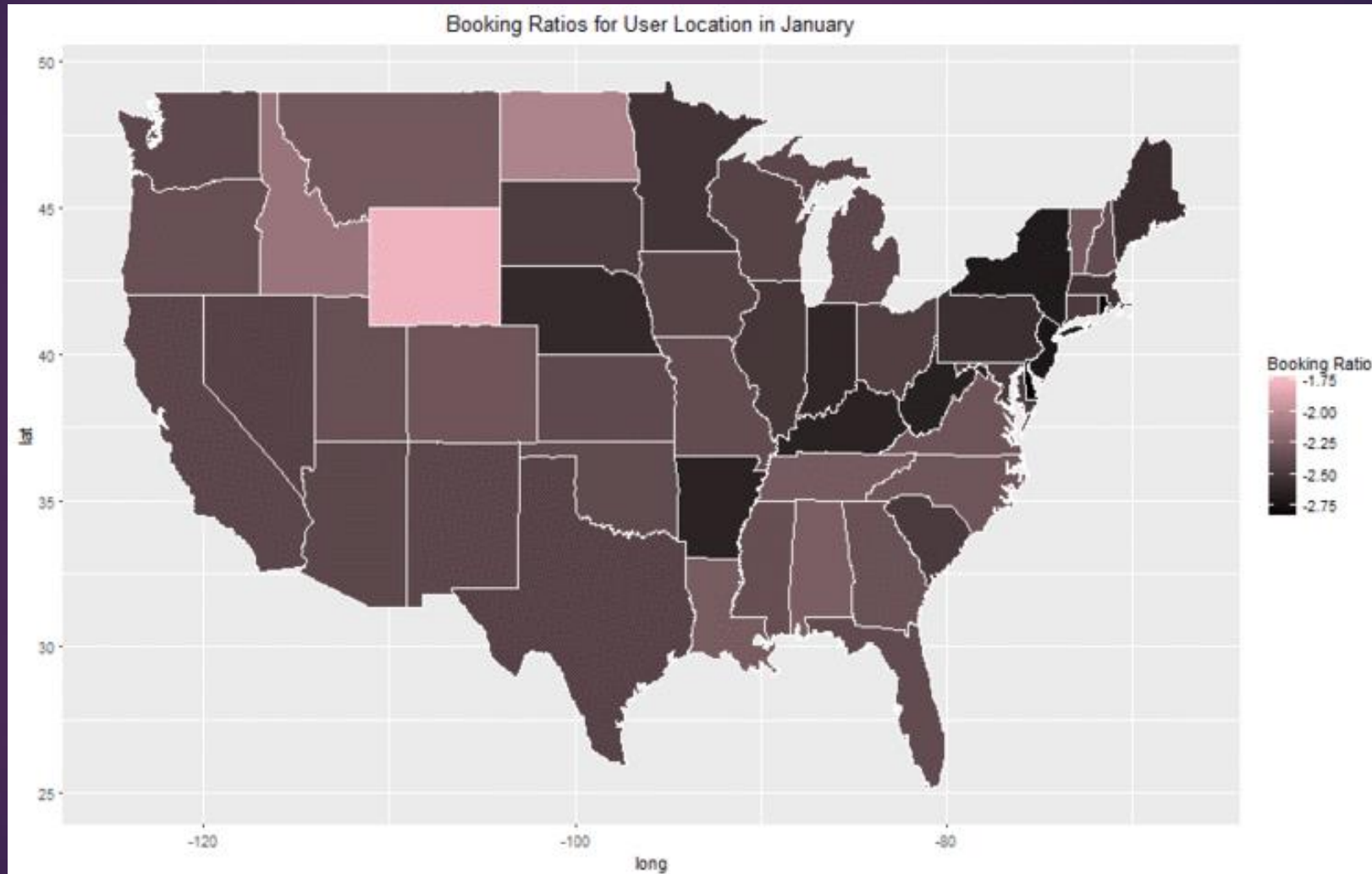
TEAM VICTORIOUS SECRET

TEAM MEMBERS: ROGER NETHERTON, RENE BOSCH, AND ZACH TALLEVAST

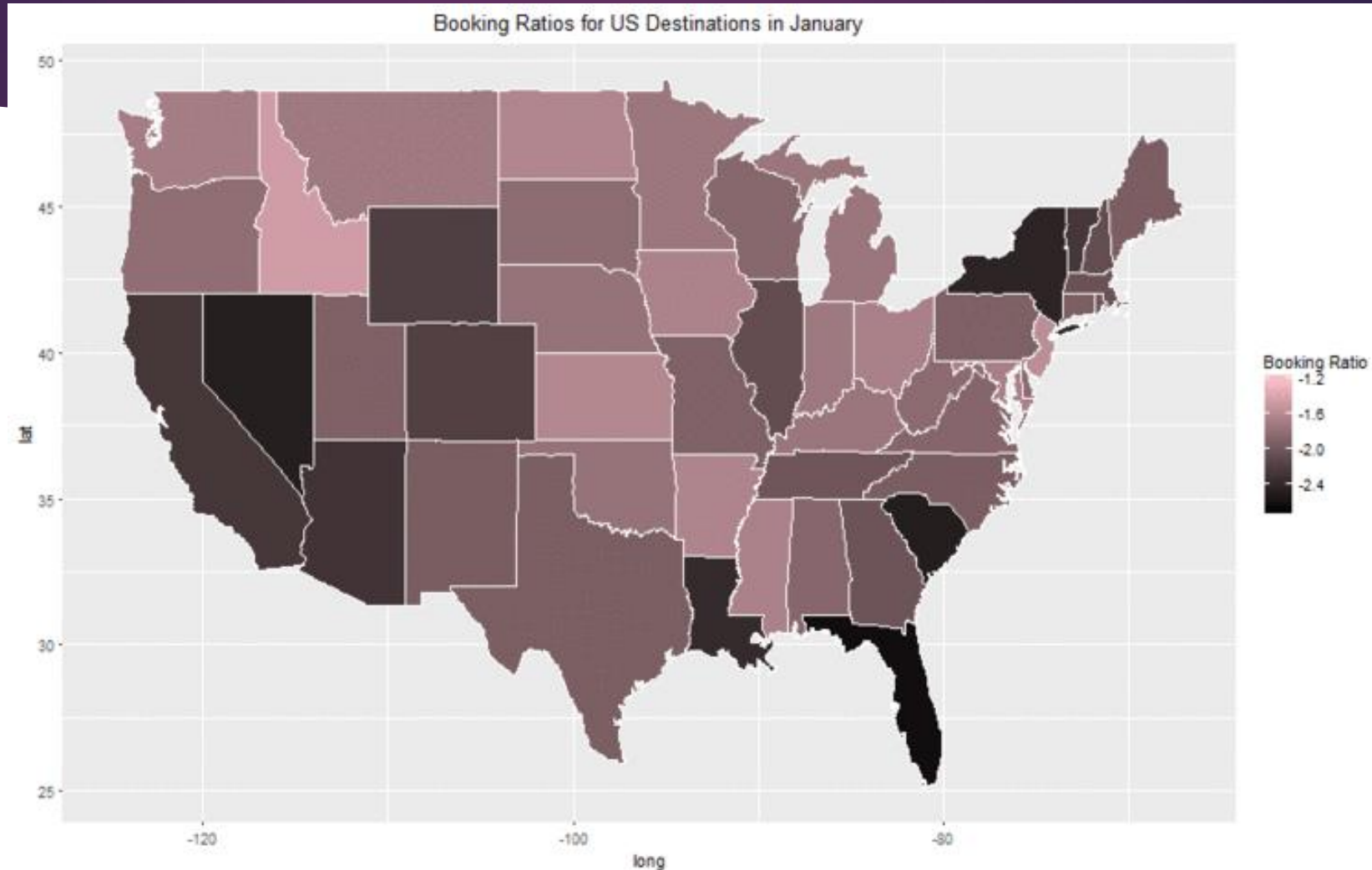
Our Findings

- ▶ 1. U.S. users of Expedia websites are more likely to book a reservation when the users are located in lighter colored states. [Slide 3](#)
- ▶ 2. U.S. users of Expedia websites are more likely to book a reservation for destinations existing in lighter colored states. [Slide 4](#)
- ▶ 3. Bar-plots of Expedia bookings on mobile/computer devices over a 24-hour window. [Slide 5](#)
- ▶ 4. In this dataset users with >12 clicks in a single user session never book a reservation. [Slide 6](#)
- ▶ 5. Expedia users are approximately twice as likely to book a reservation in their same country than in a different country. [Slide 7](#)

1. Users of Expedia websites are more likely to book a reservation when the users are located in lighter colored states.



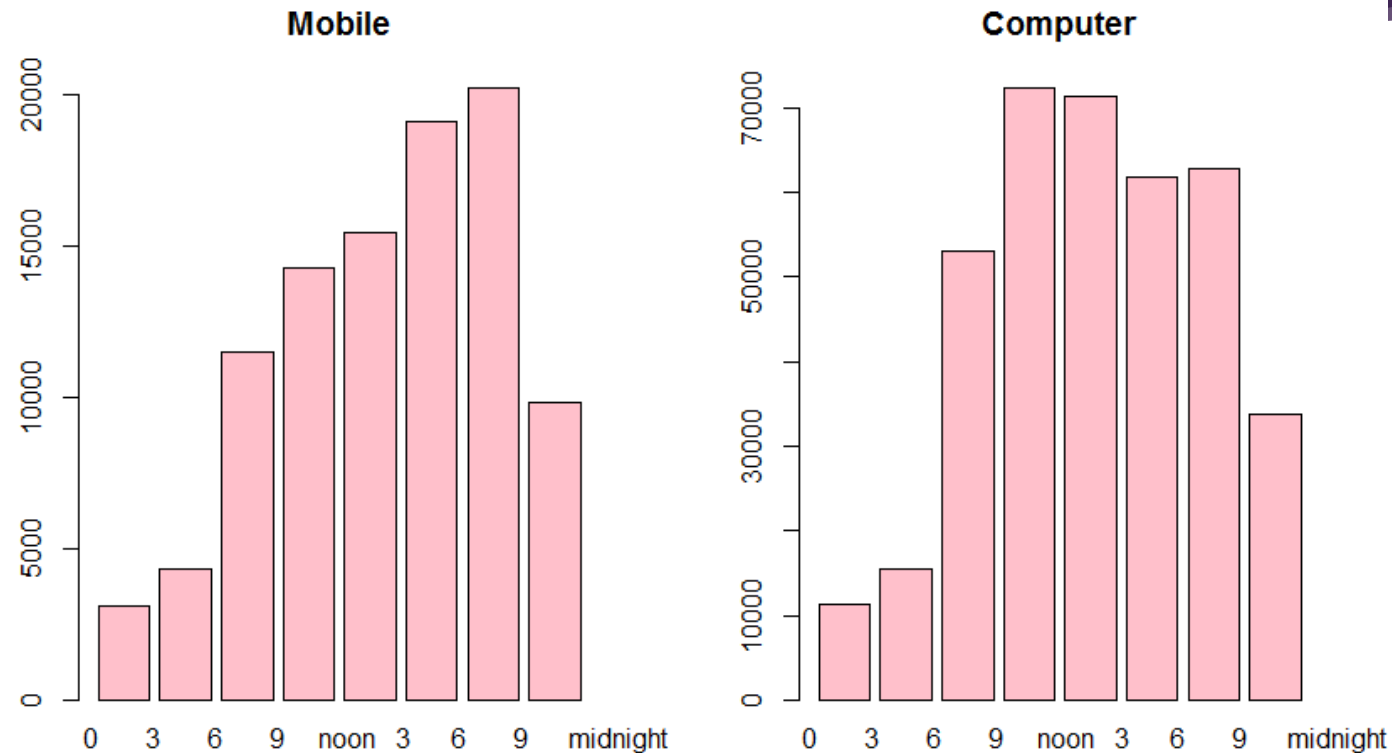
2. Users of Expedia websites are more likely to book a reservation for destinations existing in lighter colored states.



NOTE: This involved extracting state data from the longitudinal and latitudinal data in dest.txt

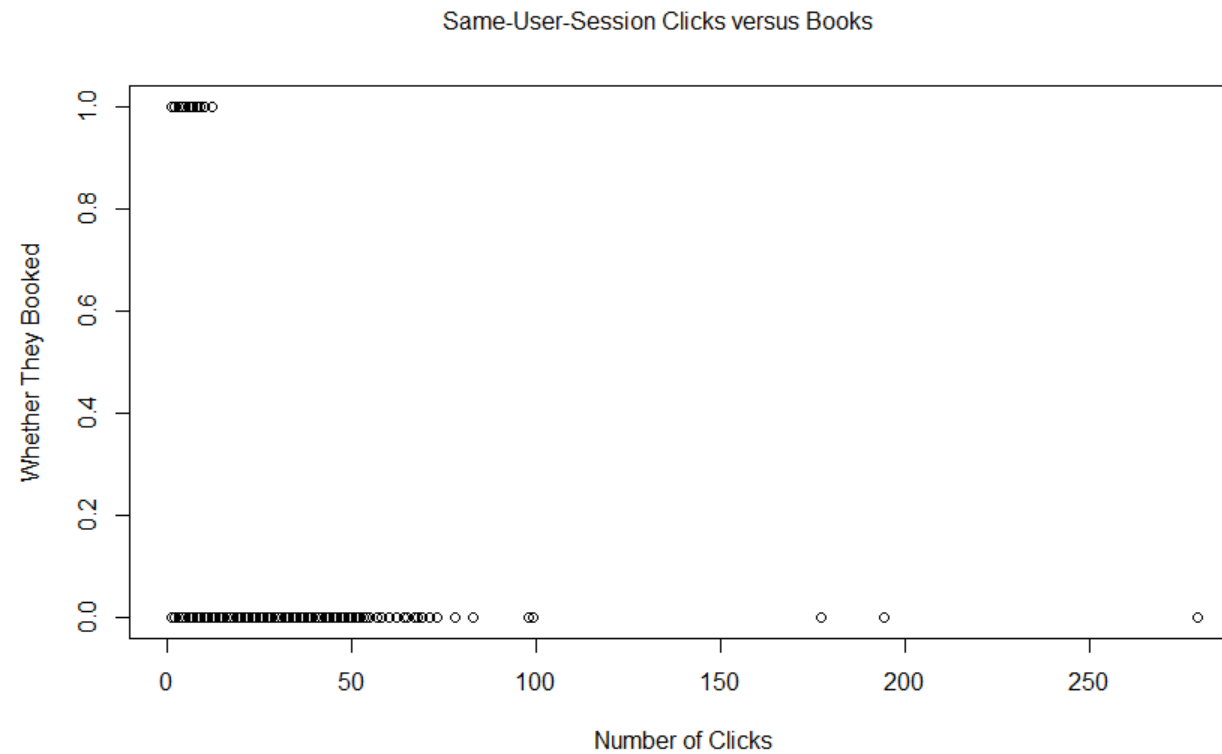
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3. Bar-plots of Expedia bookings on mobile/computer devices over a 24-hour window.



Note: Mobile bookings only account for 20% of total bookings, with computer bookings taking the other 80%.

4. In this dataset users with greater than 12 clicks in a single user session never book a reservation.



5. Expedia users are approximately twice as likely to book a reservation in their same country than in a different country.

