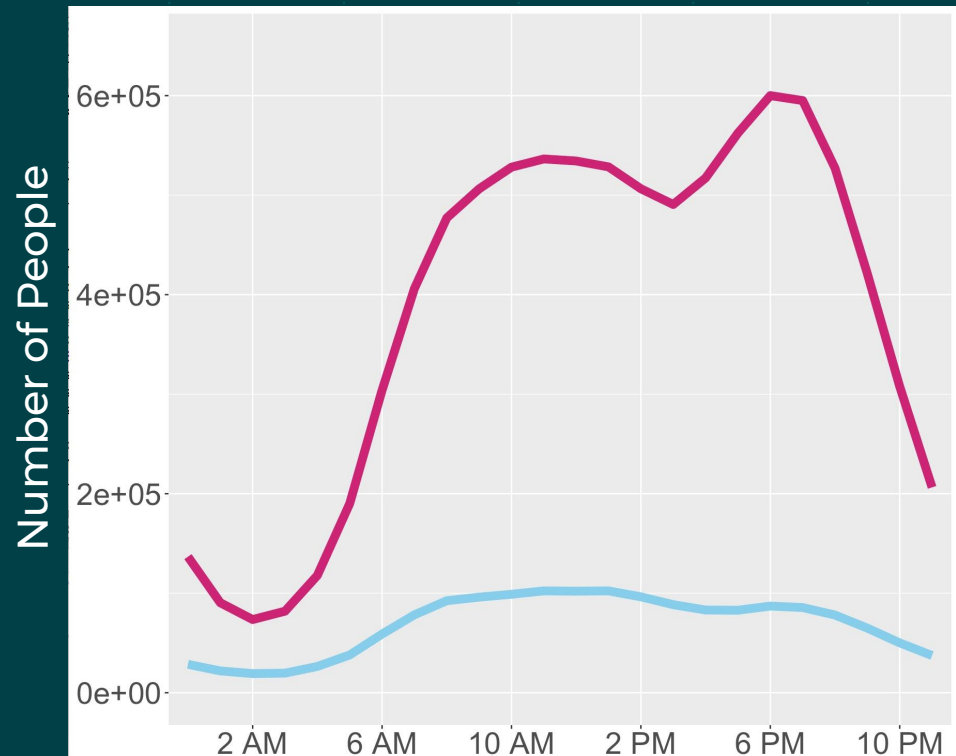


The background is a dark teal color with various financial symbols and numbers scattered across it. Symbols include the dollar sign (\$), pound sterling (£), and Euro (€). Numbers are in different sizes and colors (light green, dark teal, white). Some numbers are accompanied by upward or downward arrows, suggesting trends or data points. The overall theme is finance and data analysis.

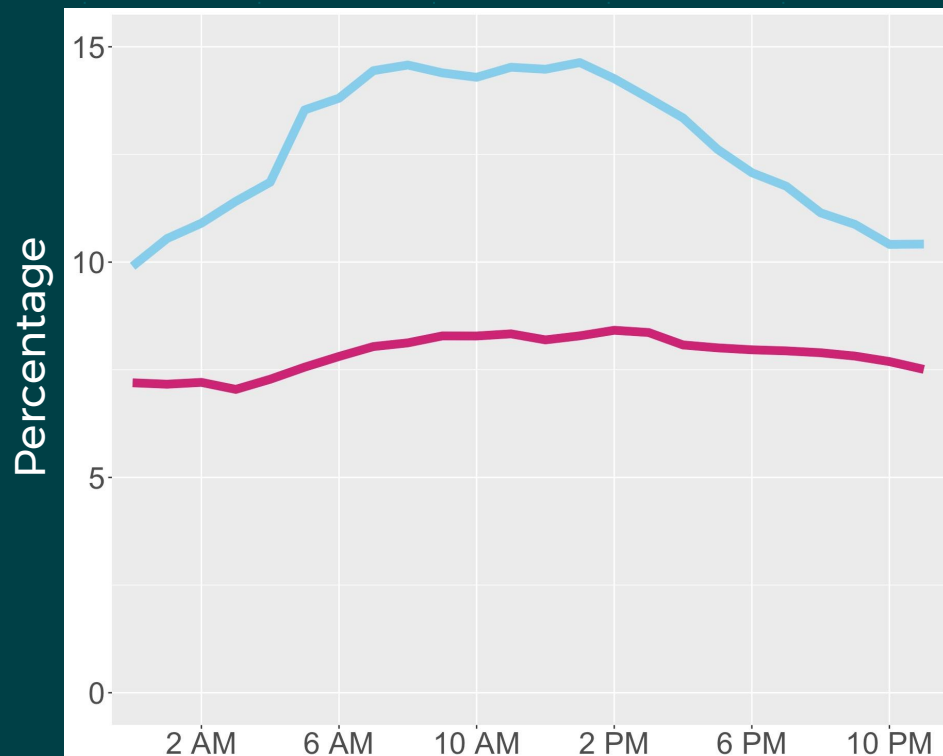
6 Observing the Online Activity of Businesspeople to Increase Profit

When in pme
Data Fest 2017

Traffic for Businesspeople and Non-Business People



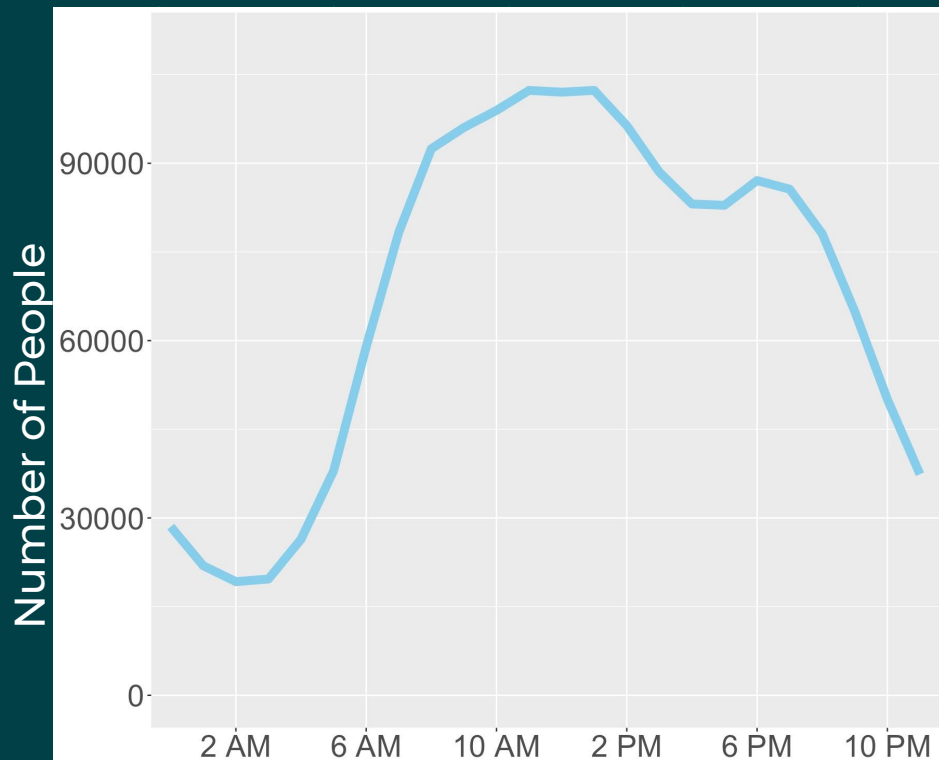
Percent Booking for Businesspeople and Non-Business People



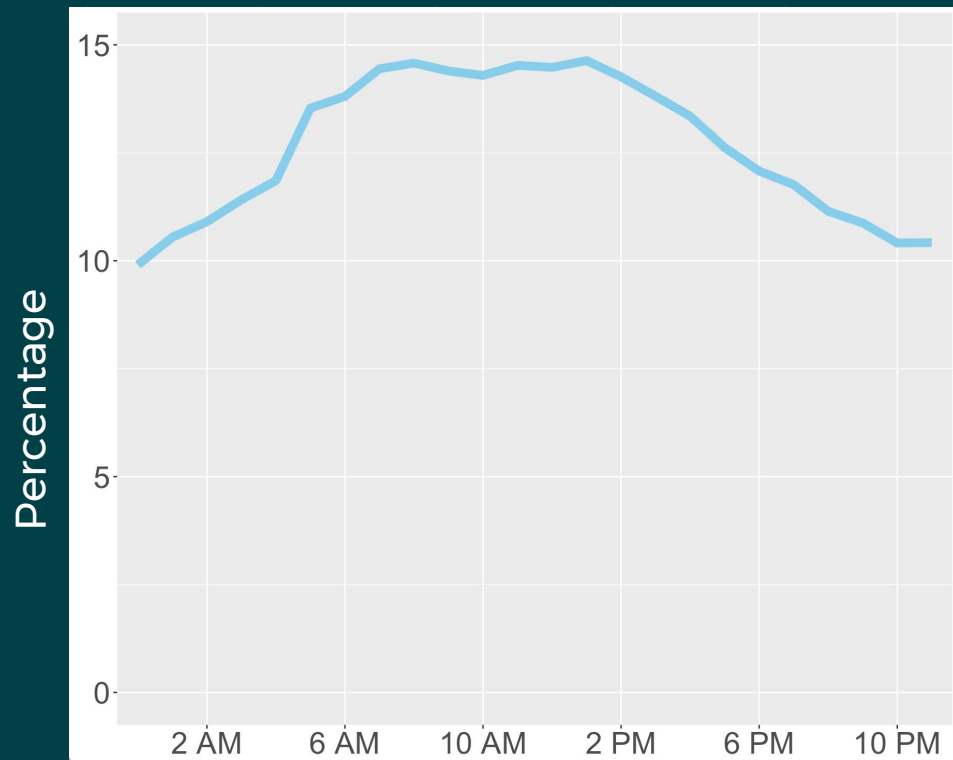
Business

Non-Business

Traffic for Business People



Percent Booking for Businesspeople



Conclusion:

The best time for Expedia to increase room prices for business people would be before lunch, which would maximize profits.

