



Hotspots & Notspots



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Process

- Goal: Identify destinations with the highest/lowest clicks to booking conversion rate
- Looked at clicks.csv
- Removed srch_destination_ids where total clicks + bookings were ≤ 200
- Formula: $\text{total bookings} / \text{total clicks}$

Results

Bottom 5 Conversion Rates(Lowest - Highest)

1. Cancun, Quintana Roo, Mexico(0.32%)
2. Custom House, Ipswich, England
3. Hawaii State Capitol, Honolulu, Hawaii
4. Punta Cana Beach, Punta Cana, DR
5. South Sri Lanka Coast(0.91%)

Top 5 Conversion Rates(Highest - Lowest)

1. Farmington, Connecticut(49.0%)
2. Monrovia, California
3. Chino Hills, California
4. Manchester, New Hampshire
5. Shelton, Connecticut(38.6%)

Heat Map Visualization

bwaters34.github.io