

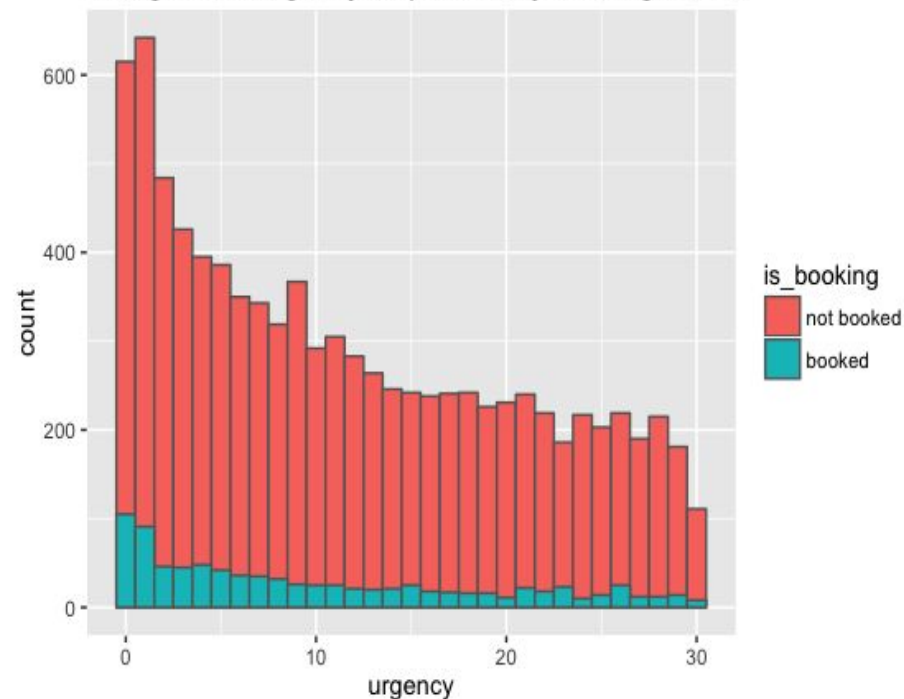


Marketing Suggestions for Expedia

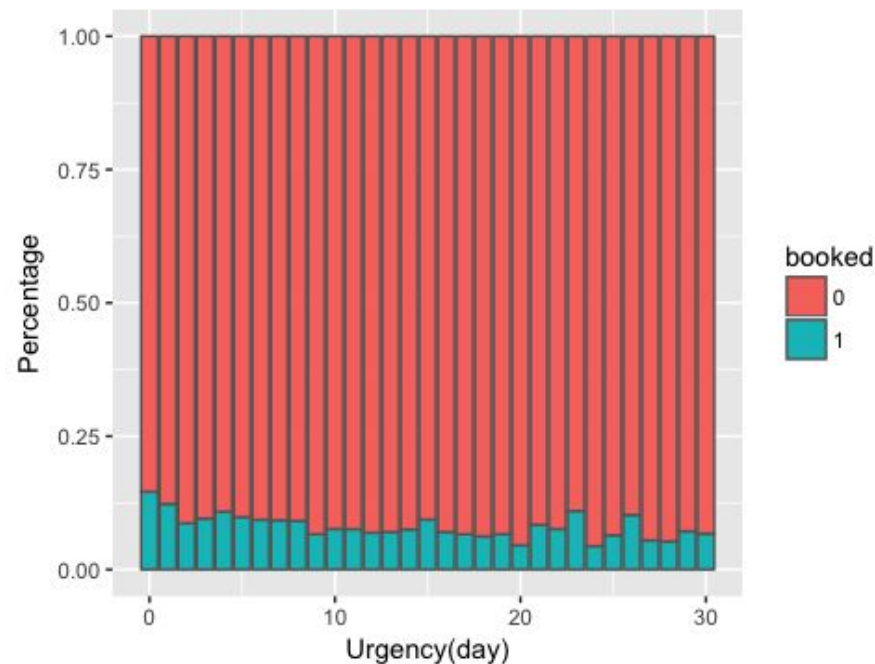
Discovery Team: Minxuan Cao, Jenny Lee, Puyang Ma, Xueying Xu

Target at the Right Time

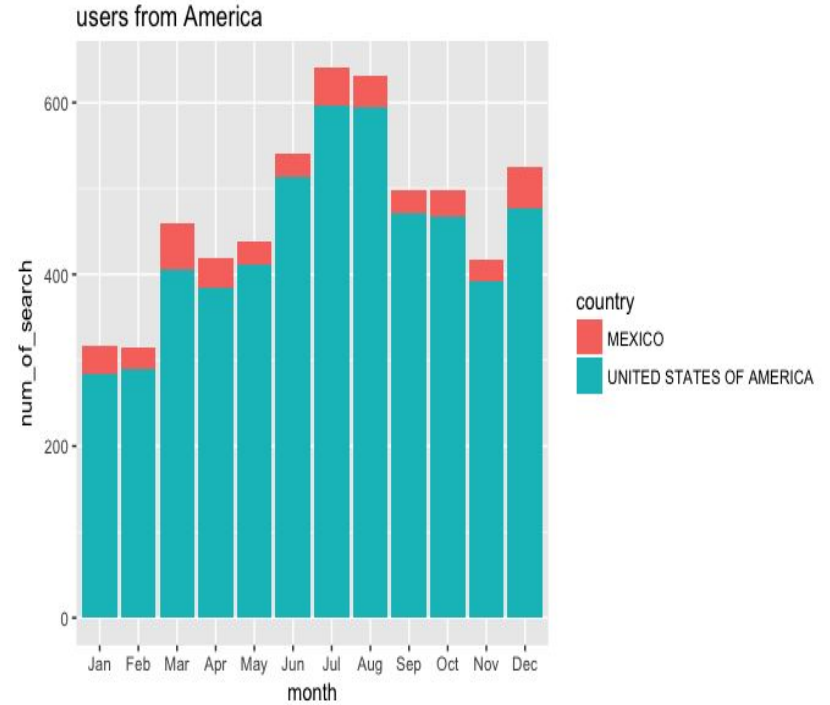
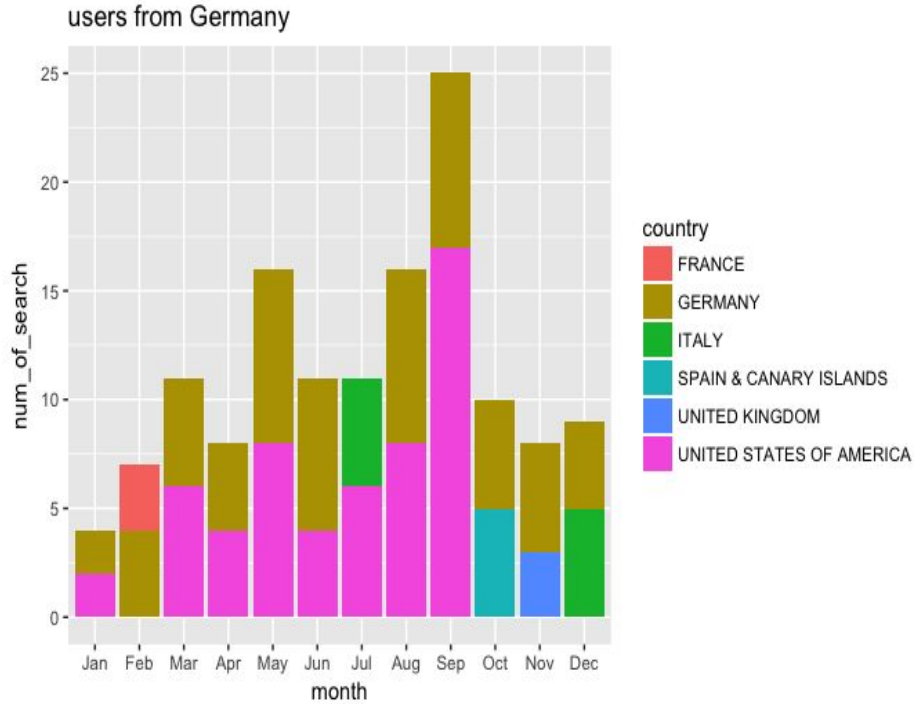
Histogram of Urgency, separated by booking status



Percentage of urgency and is_booking

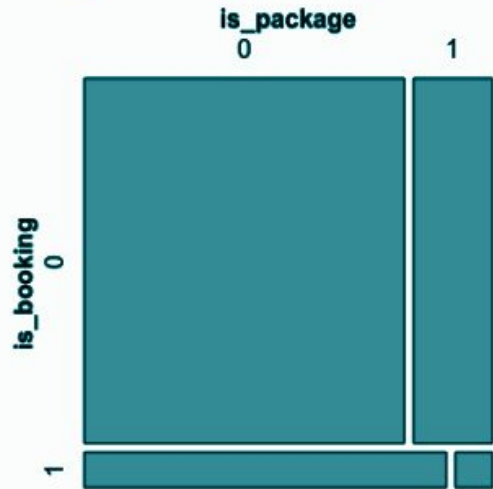


Hotel srch pattern of users in each month



Is Expedia package really attractive to different types of users?

is_booking vs. is_package



is_booking vs. is_package

