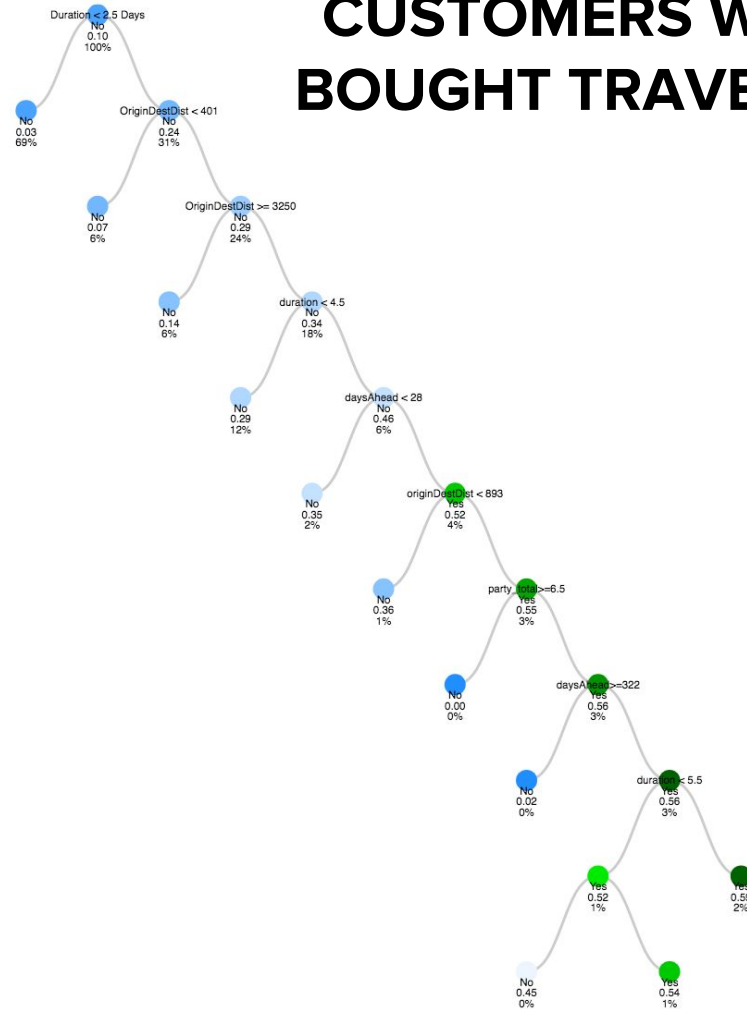


CUSTOMERS WHO ALMOST BOUGHT TRAVEL PACKAGES

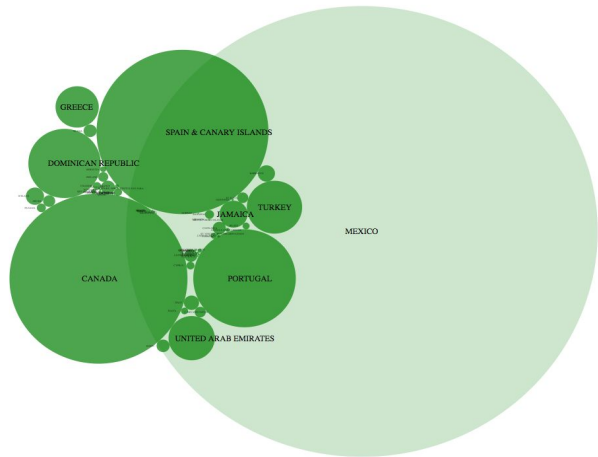


pred_tree	0	1
0	614674	57256
1	7643	10402

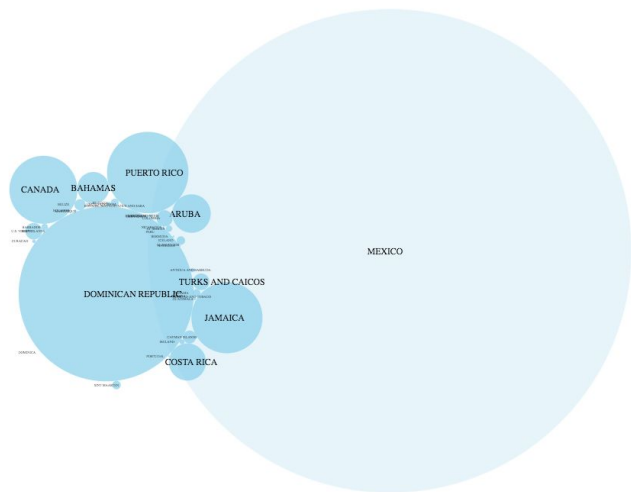
Classification Tree has 90.6% accuracy

US Origin

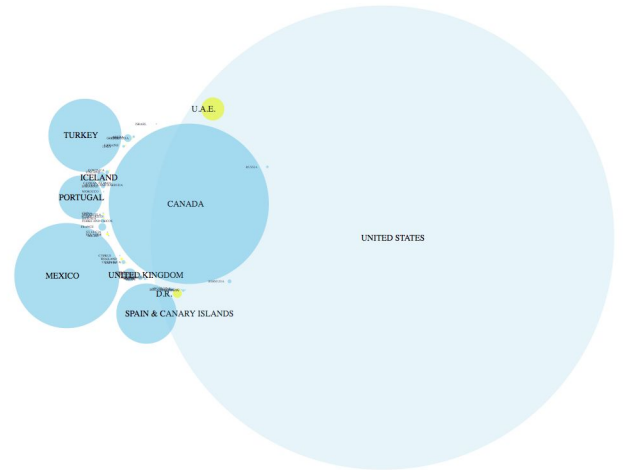
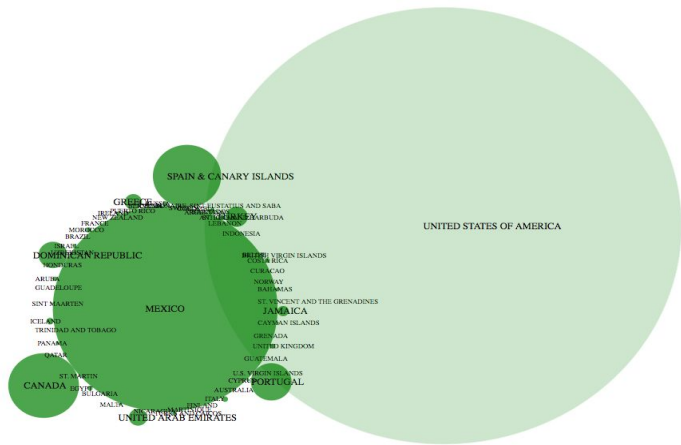
Buy the Package



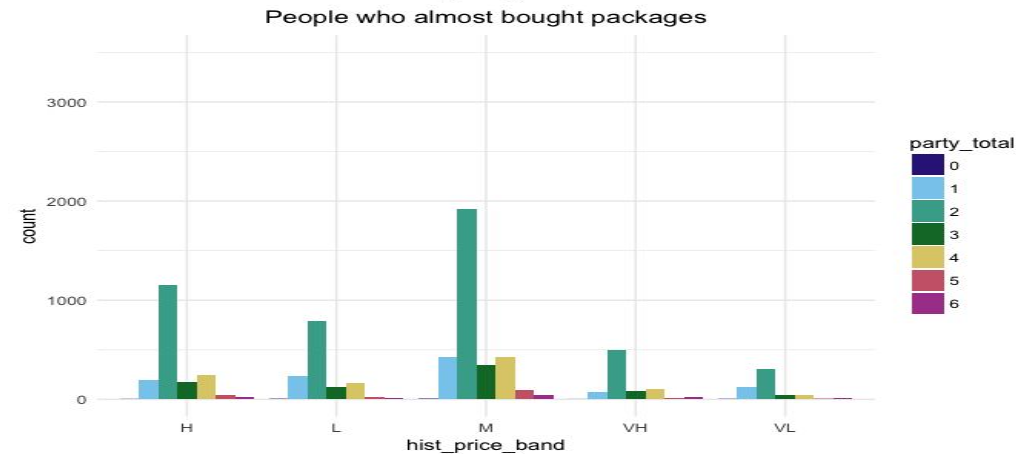
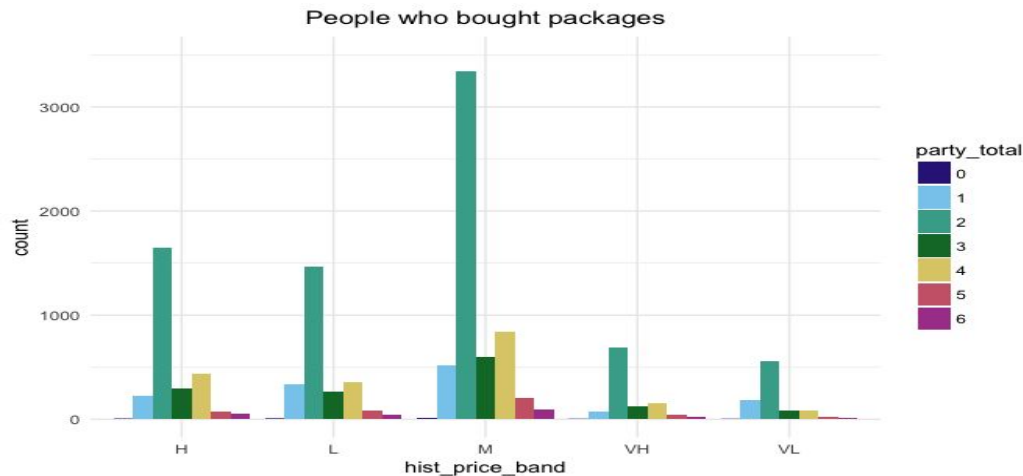
Don't Buy the Package



Non-US Origin



HOTEL DATA ANALYSIS




Insights

- + Groups are likely to choose hotels with medium price
- + Groups with smaller number of people tend to choose hotels with lower range prices
- + There are many more groups of 2 in the graph for people who bought packages than those who almost bought packages

RECOMMENDATIONS

Unreal Deal

Get 1 night free by booking together.





Limited Time: **Free self parking**

GR Solaris Cancun & Spa - All Inclusive ★★★★★ **+VIP**

Hotel Zone
1-800-222-0892 • Expedia Rate

✓ Free Cancellation within 24 hours!


 +  Economy/Coach flights and Economy car included in price

Booked in the last 20 hours

Very good! 4.2/5
(6,468 reviews)

~~\$1,242~~ **\$1,111**

per person includes flight + hotel + car, taxes and fees

 Earn 13,333 Expedia+ points

Destination: Cancun (3,412 mi)

Duration: 6 days

Booking ahead: 29 days

Rating: 4 star

Party size: 5

20,785 people * \$1,111 = \$23 million in revenue

Recommendations:

- Hotel packages should be tiered according to party sizes
- Focus on different regions for US and non-US travellers