

Data'll Be All

Our analysis centered on analyzing the habits of adults travelling without children and in groups larger than two using Expedia to book hotels. We decided to focus our analysis on this particular group because we were interested in travel trends for a group that, generally speaking, will have more freedom and choice when travelling. Those with children tend to be limited in choice financially, as well as having a preference for places children-friendly. Meanwhile, groups of one or two adults could very well be those booking business related travel through Expedia.

One of the first questions we wanted to address in regards to Expedia use, was how this user demographic is getting to Expedia. The majority of these users came through channel 541 (38%). With the next closest channel percentage wise being 510 (16.4%)

We also did an inquiry into the general preferences of these users when choosing a hotel, specifically exploring the cost of the hotel and the distance from the initial search. We found that users tend to choose hotels that are either medium in price or lower in price relative to the surrounding areas (71.7%). Additionally, we noted that hotels that were booked were medium or very close to the search location (80.3%). The interesting thing for this section of the analysis, was when compared to people traveling with children, the results were very similar. Intuitively, one might believe that those travelling without children might book the expensive hotels more than those with children (who wants their child accidentally breaking lamps in the Ritz). And also be more willing to stay places further from the intended location (less "Are we there yet"s in the backseat).

In our more exploratory stage with the data, we discovered that those in this demographic tend to be booking hotels in the same countries as those the query originated from. Examining further, we discovered that distance traveled from the query source tends to be region-dependent. Specifically, a group coming from, for example North America, follow the basic trend and the probability of them travelling more than about 5,000 miles from their query location is not as high. Some other regions such as Western Europe and Central America follow this trend, though not as perfectly. However, the regions of Australia and New Zealand, South Asian, South America, and Southern America do not exhibit this trend and are still quite likely to visit a location more than 5,000 miles from their area.

This information, specifically the last part could be very helpful in terms of marketing and advertising for Expedia. Knowing the channel that attracts people to the Expedia site most allows for Expedia to spend their advertising money in a more effective way, since more traffic is coming from 541, it pays to increase advertising there. Understanding what people are generally looking for in a hotel allows for advertisements to be more effective. And knowing the region a viewer is originating from can help for more targeted advertisements. For example, if Expedia knows a user is located in North America, showing them advertisements for hotels in Egypt will not necessarily be effective. But showing a visitor from Australia or New Zealand information for a hotel in England could be.