

Bayez II Men



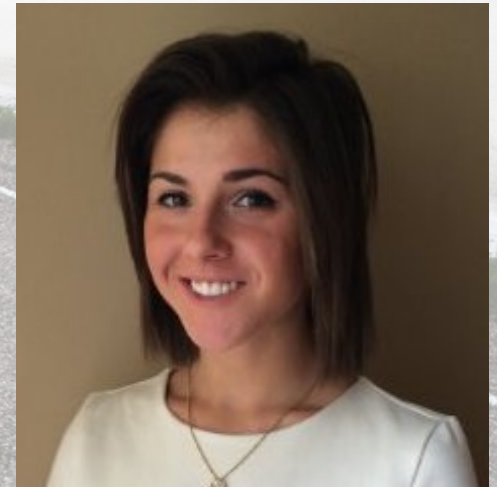
Derek Sasthav



Alisa Noll



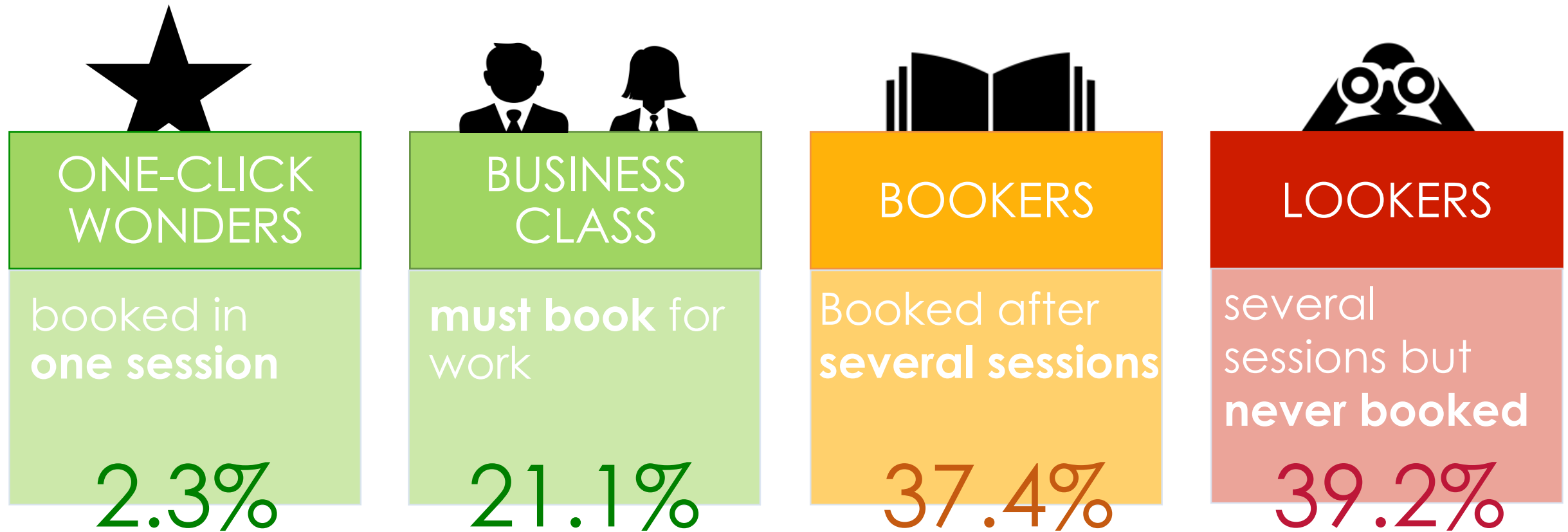
Amy Chiu



Nicol Drozdowicz

Industrial & Systems Engineering Students

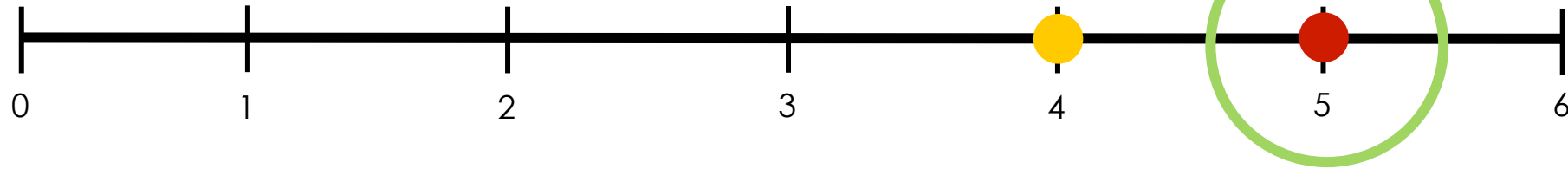
Let's break down Expedia's U.S. customer base...



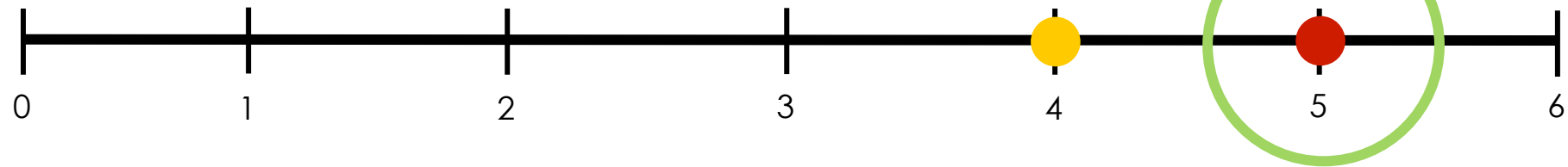
*excludes customers with only one session that didn't book a trip

Ideal Time for Promotions

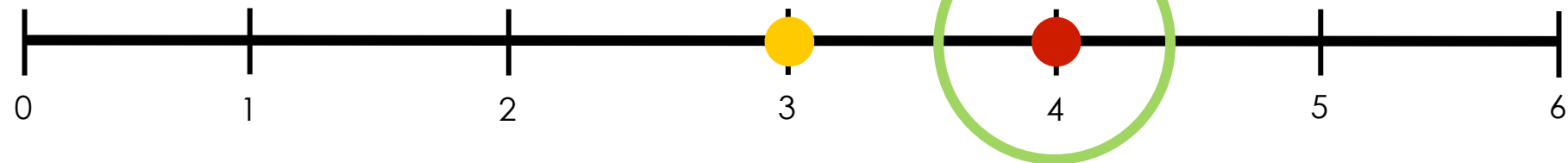
Average Number of Sessions Before Last Click



Average Number of Days Between First and Last Click



Average Number of Hotels Clicked On



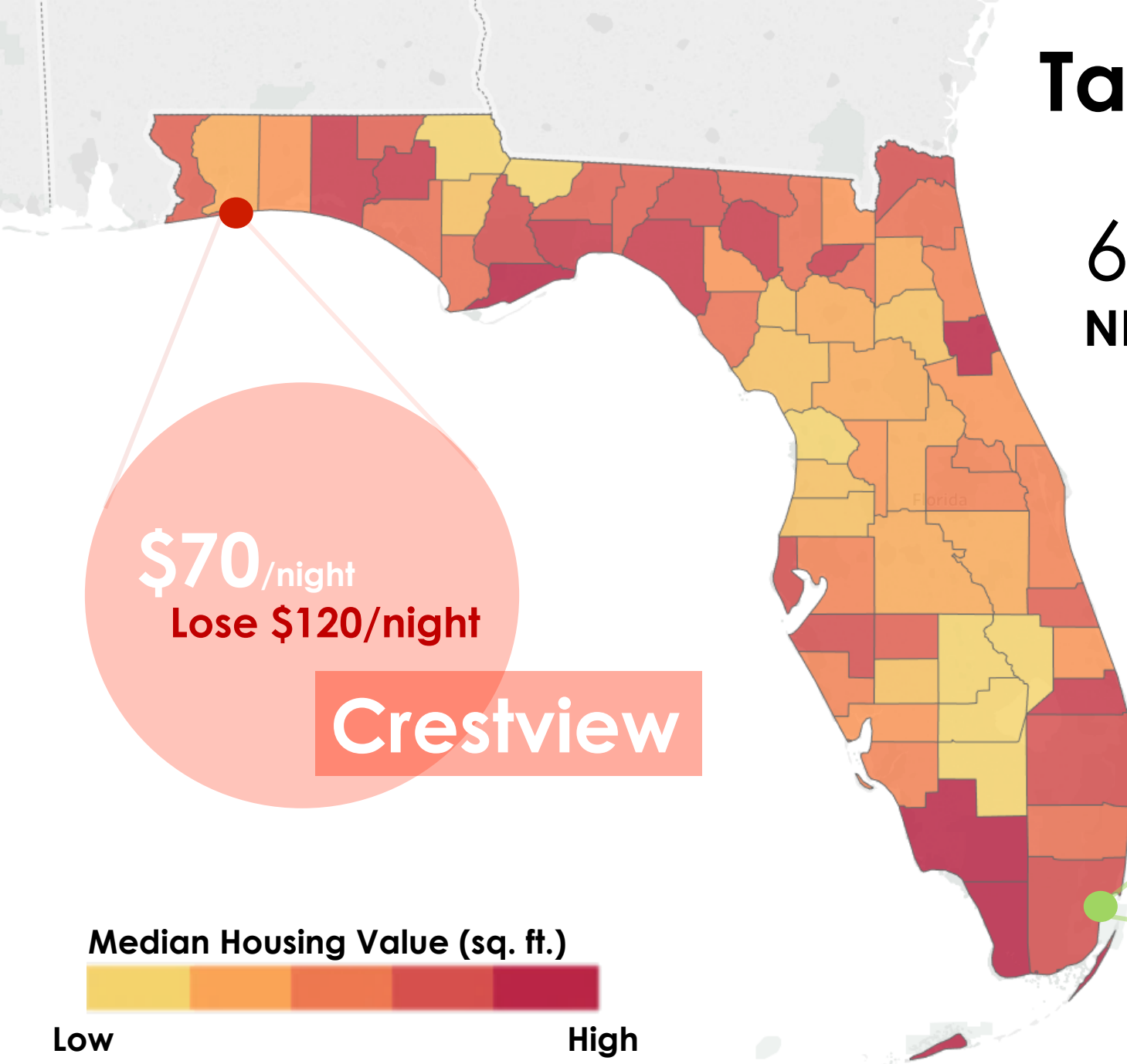
Key:

Bookers 

Lookers 

Target Expensive Areas with Promotions

61% of customers that looked at Miami,
NEVER BOOKED a trip to Miami



Miami

~~\$229/night~~
\$190/night
Gain \$120/night

SALE