

A large yellow double-headed arrow pointing left and right, framing the title text.

Tchebby Tchasers

Who Books Most?

Presented by:
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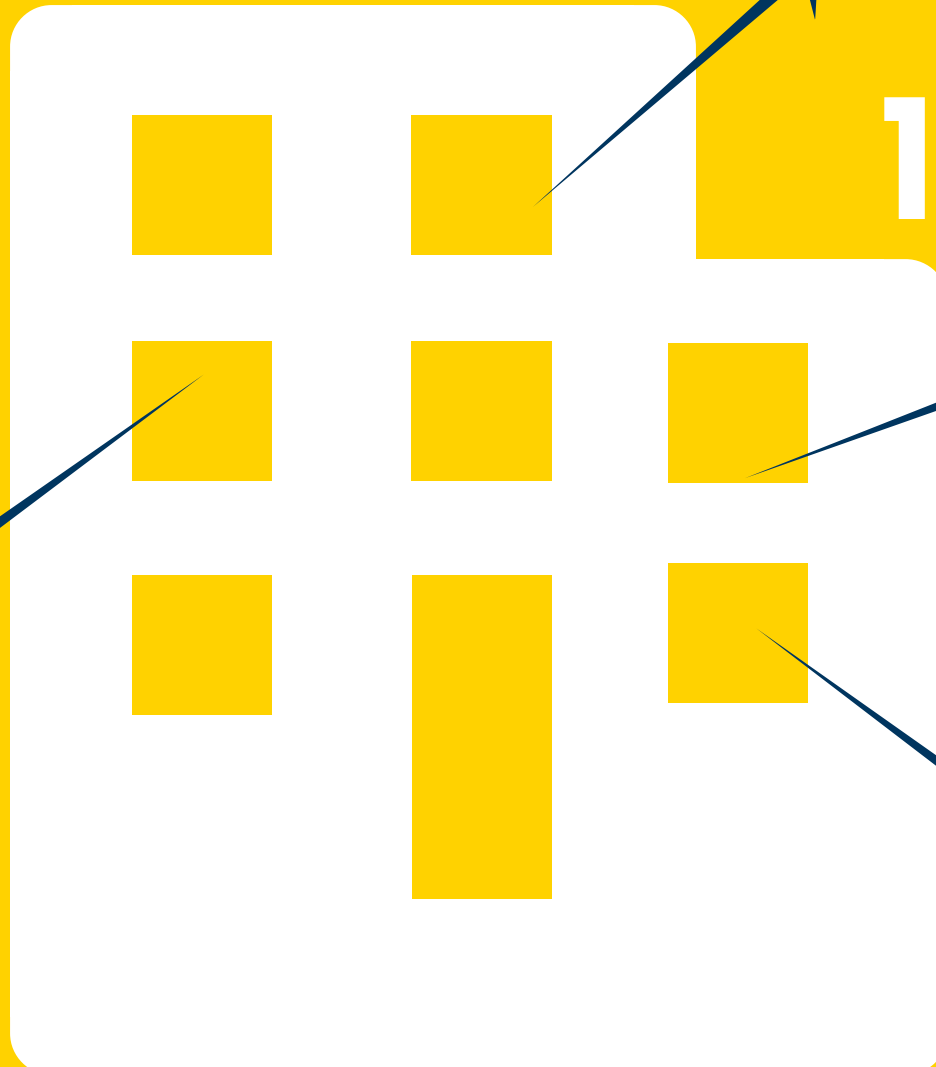
Expedia Super Bookers

super-booker
noun/soo-per boo k-er

1. Expedia user who books 10 times or more per year
2. The 1% of users that represent 10% of all bookings

2X

more likely
to have a
booking event



30% of all Expedia
users did not book
during the year

1 channel is used

6X

more often by
Super Bookers

2.5X

less likely to
book a
package deal

SVM Classifier

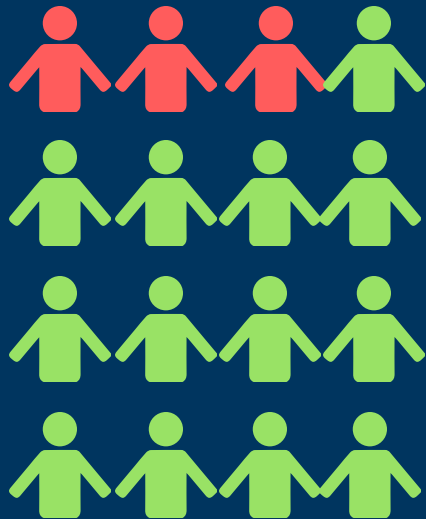
Confusion Matrix

1.1%	25.9%
0.2%	72.8%

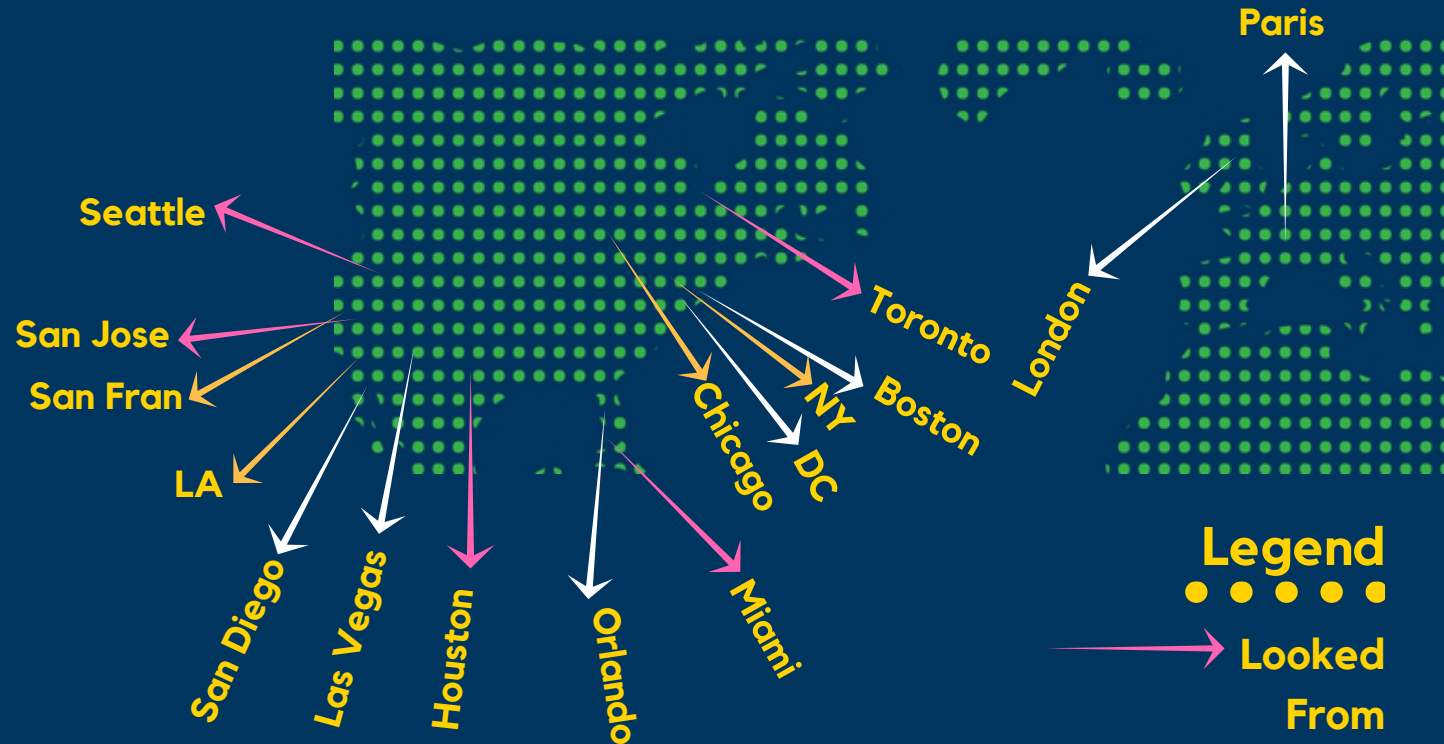
Correctly identified

85%

of Super Bookers



Finding Super Bookers



These locations represent **10%**
of the respective categories for
Super Bookers

Legend



Looked
From

Searched
For

Both