

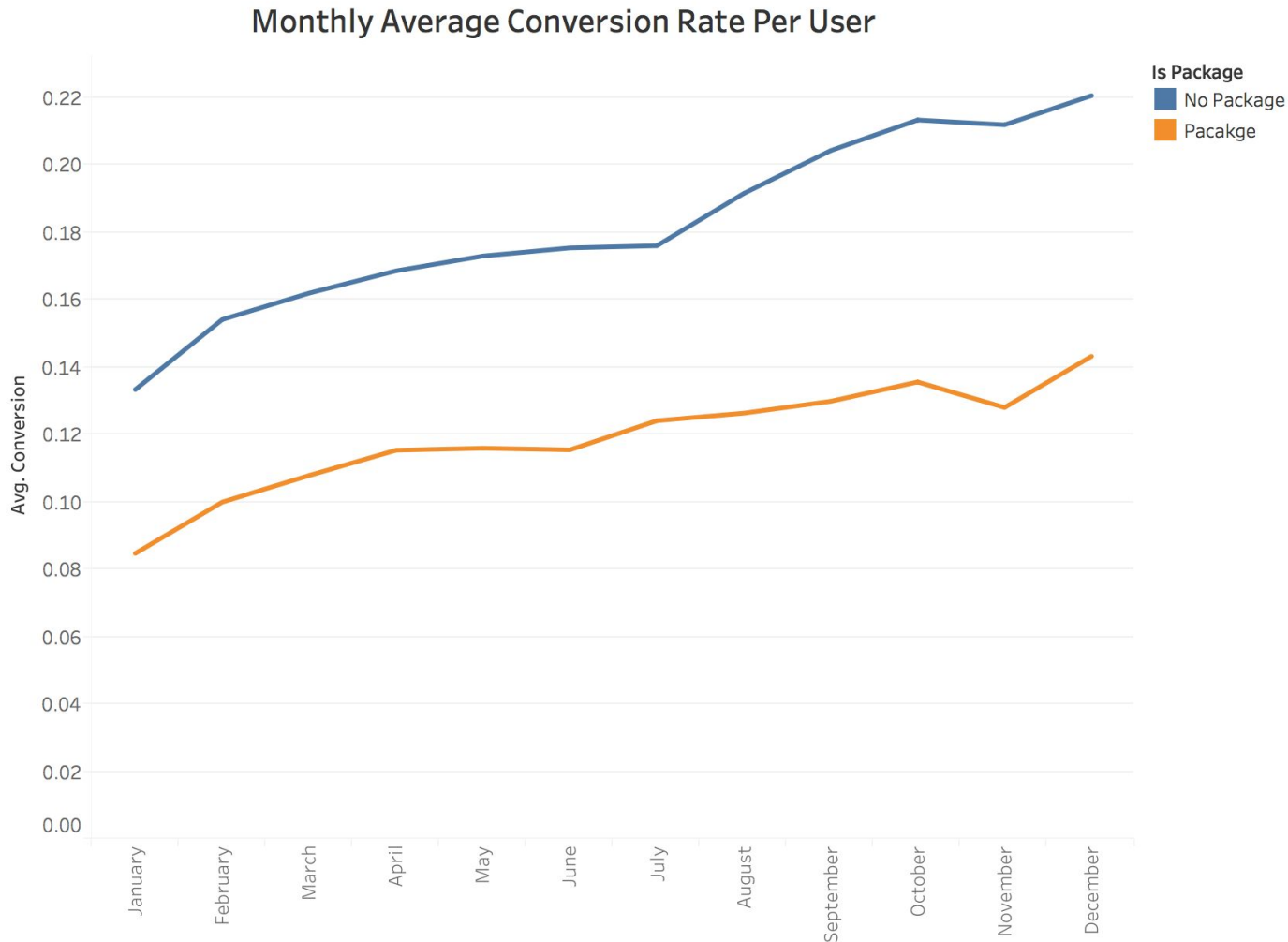
Expedia: Clicks, Trip Length, and Conversions Among Packages

Team: Off The GRID

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Methods

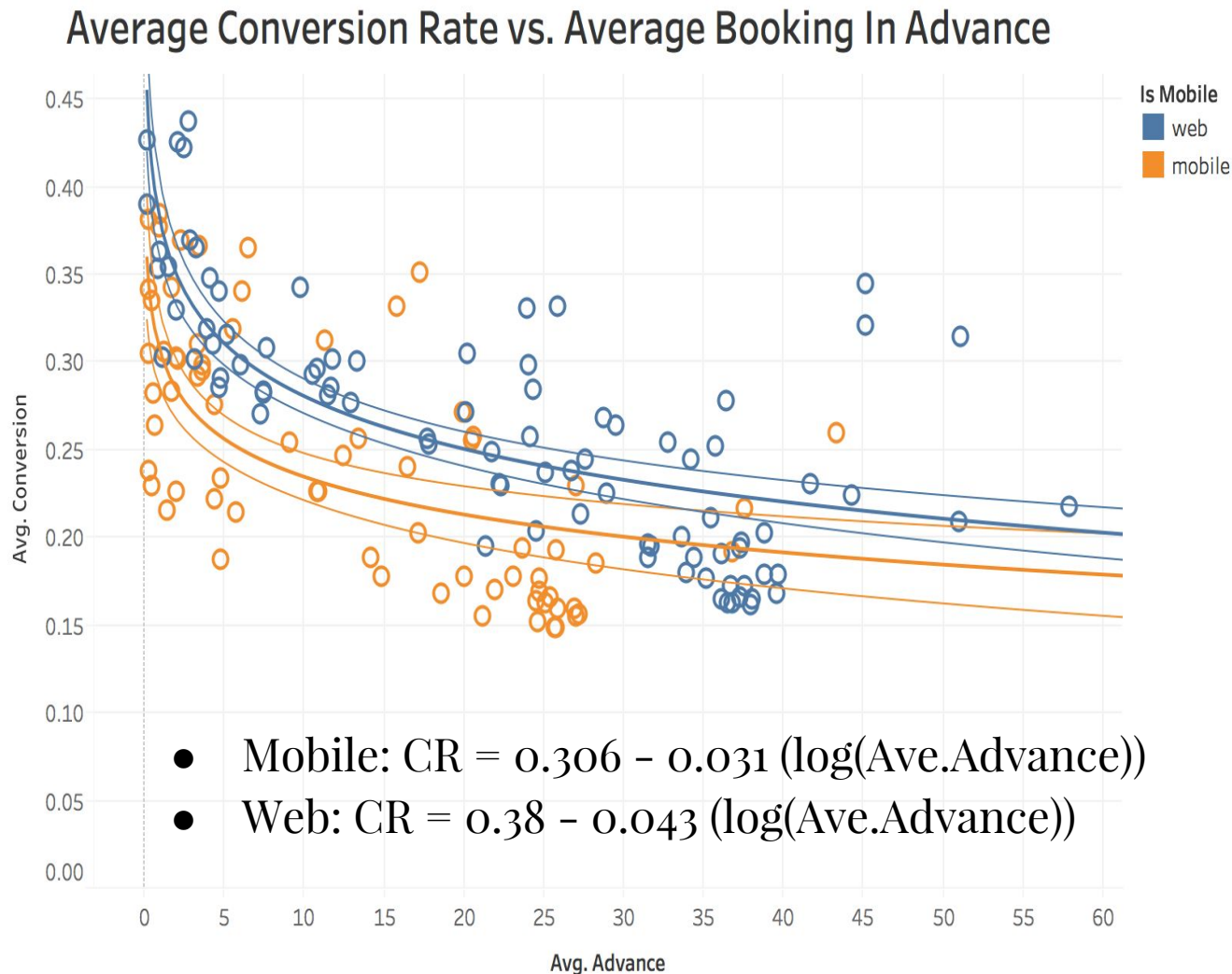
- Package users on average convert at a far lower rate than not (4.02% vs 9.98% per click)
- Packages account for 8.97% of books vs 91.03% for non-packages



The trend of average of Conversion for Date Time Month. Color shows details about Is Package.

Model

- Focus on improving conversion rates through mobile browsing.
- Package users browse more often with 17 vs 13 average clicks per user.



Conclusion

- Expedia wants to improve conversion rate and increase traffic of users who will book.
- We focused on unique users with high clicks but who did not convert.
- Overall conversion rate and profit margins could be increased by focusing on increasing conversions through package deals and mobile browsing.