

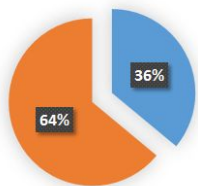


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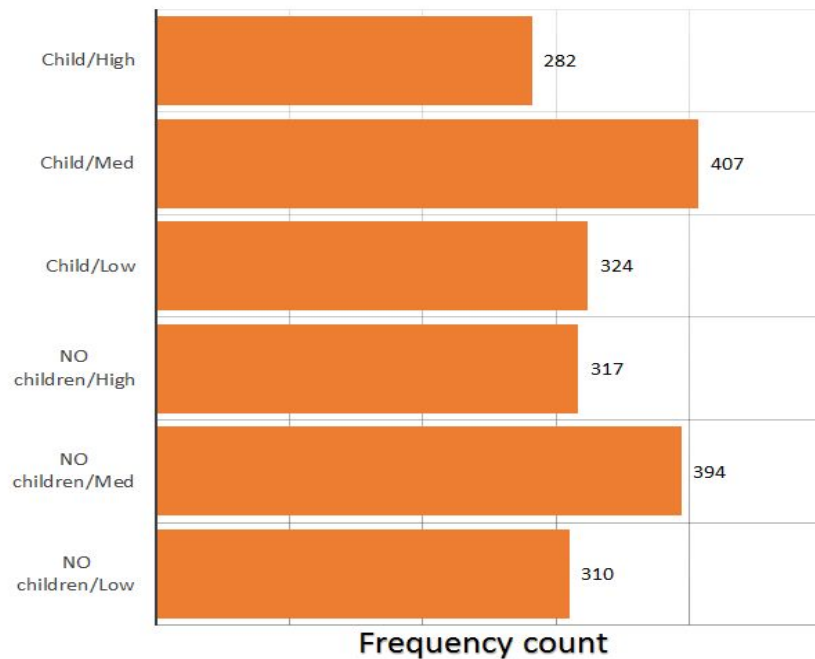
Expedia's Advertisement Strategy in Relation to User Type

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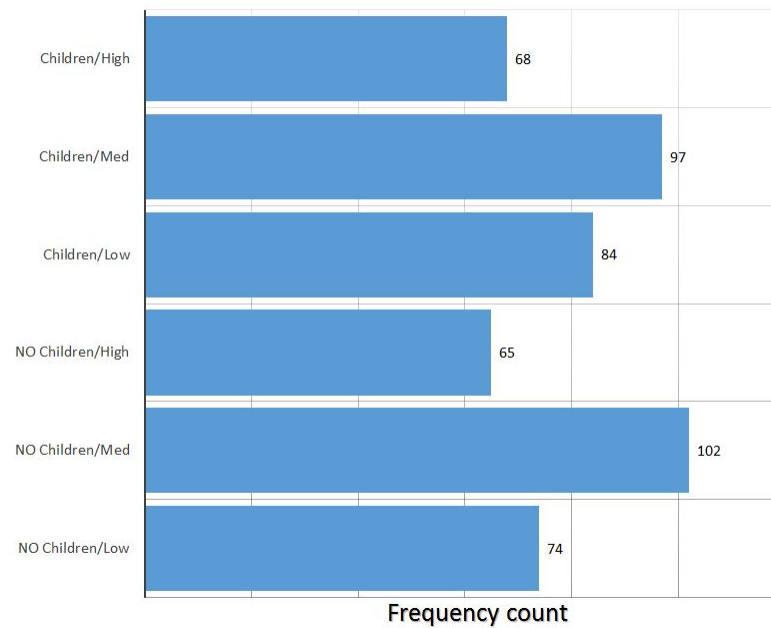
Mobile



Day



Night



Boston, Massachusetts

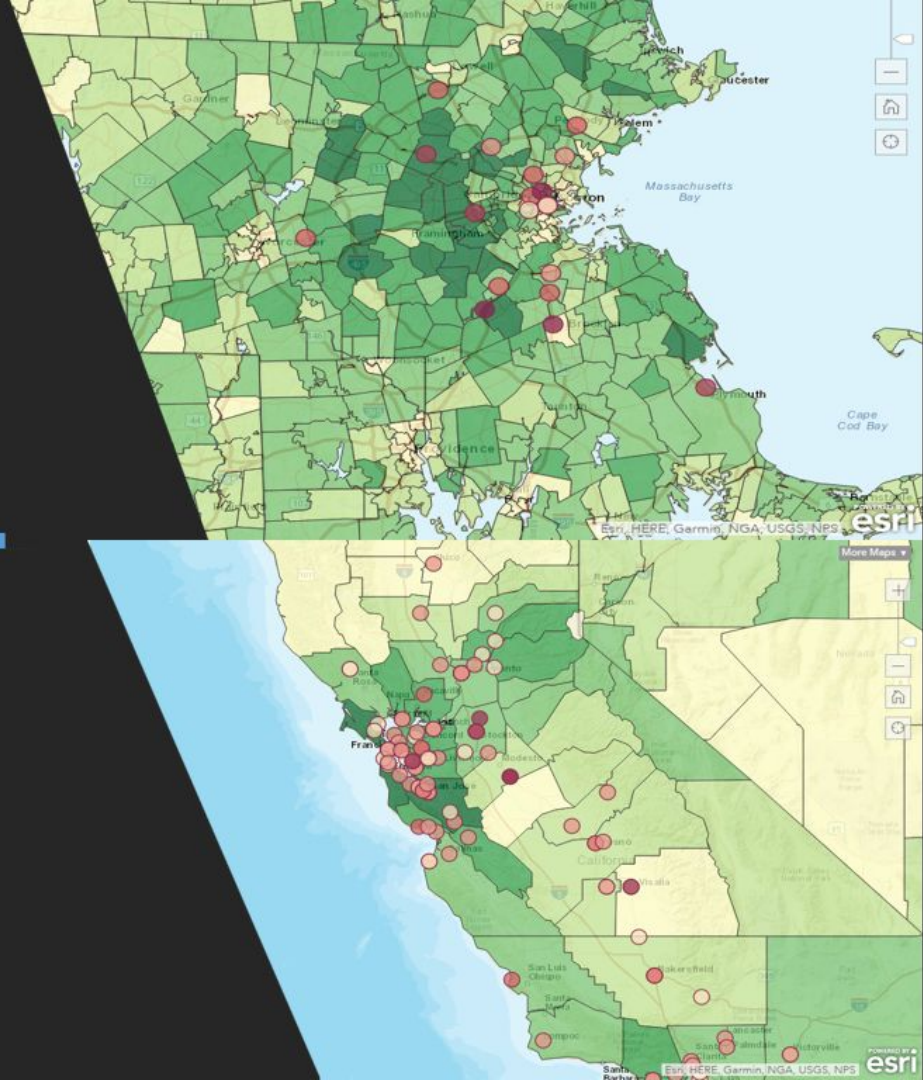
Median Income: 2016(Household)

Low \$37931

High \$95860

Cheap Travel

Expensive Travel



San Francisco, California

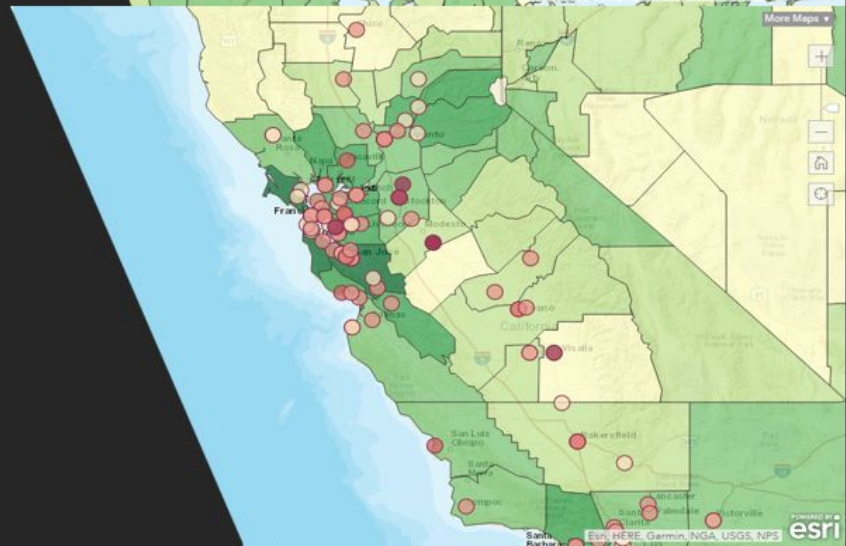
Median Income : 2016(Household)

Low \$33404

High \$197,249

Cheap Travel

Expensive Travel



In conclusion

A good approach would be for Expedia to advertise in a certain way that targets towards:

- Affordable travel destinations, since a greater portion of night-time and day-time users are interested in traveling to medium-price range travel destinations.
- Cheaper travel destinations for night-time users, since there is a clear proportion of individuals with children who are interested in traveling to low-price destinations.

Which may have the potential to increase target customers

Cluster of dark points in a dark shaded region means that there is some trend with users with high household median income and travelling extensively. We can use GPS information on phone to decide what type of advertisement should put on their app.