

Your Trip, R Way

How and When Our Customers Buy

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- The majority of Expedia's customer source is in the United States, therefore we decided to just focus on US searches and bookings
- Of the original dataset, we took a random sample of 100,000 bookings from the US:
 - 71% are US domestic flights
 - 29% are international flights (USA to some other country)
- We wanted to explore our customer base. Here are some questions we wanted to address:
 - Where do most of our customers go when they travel internationally?
 - Top 5 countries are: Mexico, Canada, Italy, Dominican Republic, and France
 - Does the weather in which the customer originally come from play a role in determining where the customer travels?
 - We did some online data-scraping and got the average weather from each country and the average weather from each state in the US
 - We found that customers who come from colder places in the US tend to travel to warmer countries
 - When do customers typically book flights to different countries depending on the month? Based on the month the user checked into their hotel, can predict
 - Specifically compared France and the Dominican Republic (relatively cold versus relatively hot destination countries)
 - More users checked into hotels located in France from June - October
 - Users go to France during the summer and part of the fall
 - More users checked into hotels located in the Dominican Republic from November - May
 - Users go to the Dominican Republic during the colder times of the year at home
 - Based on the month that users checked into their hotel, we can predict when they would book their trip
 - How many users use Expedia and what is the percentage that actually book?
 - The booking process by numbers: 70% of users end up booking at least once
 - Expedia collected 800,00 unique users
 - On average, users look at Expedia 19 times before booking
 - They look at 17.4 hotels
 - 24 days elapse before they go on expedia until the time they book
- What should Expedia do?
 - For warmer destination countries, Expedia should do more promotions from November-May
 - For colder destination countries, Expedia should put more promotions from May-September
 - Expedia can cut costs by decreasing the number of reserved rooms during not so popular months
 - The most important time to target users is when they start looking at multiple hotels because that is when most people get lost