



TEAM AMERICA

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Goal &
Value

Process

Results

GOAL & VALUE

Goal

- *Provide leisure travelers with personalized destination recommendations based on previous bookings with Expedia.*

Implementation

- *Targeted marketing campaign to existing Expedia customers*

Value

- *Increased marketing effectiveness*
- *Increase sales volume*

Goal &
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Process

Results

PROCESS

Data Subsets

Clustering

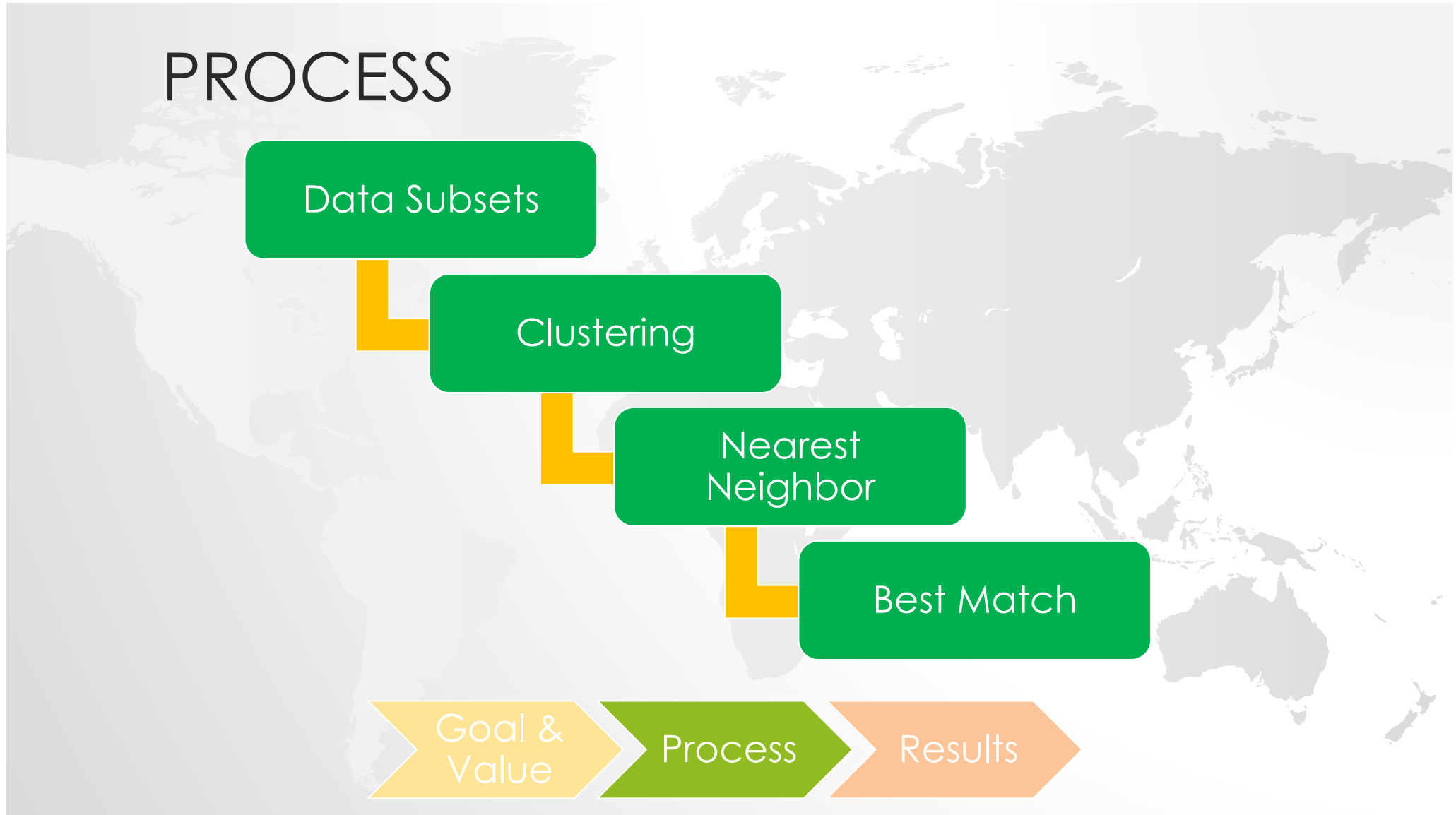
Nearest
Neighbor

Best Match

Goal &
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Process

Results



RESULTS

Customer A

- Traveled:
 - *London, England*
 - *Paris, France*
- Recommended:
 - *Glasgow, Scotland*
- Justification:
 - *Dining*

Customer B

- Traveled:
 - *Florence, Italy*
 - *Kastoria, Greece*
- Recommended:
 - *Toulouse, France*
- Justification:
 - *Architecture*
 - *Culture*

Customer Chris

- Traveled:
 - *Los Angeles, CA*
 - *Washington DC*
- Recommended:
 - *Chicago, IL*
- Justification:
 - *Museums*
 - *Nightlife*

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