



### The Godfrey Hotel Boston

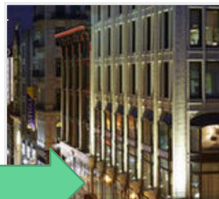
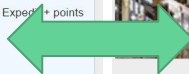
Theatre District

Travel & Leisure's "Coolest Urban Hotel"  
Spectacular downtown location, Free high bandwidth WiFi, Frette linen, 55" HDTV with media streaming, Bose Soundlinks & Mobile Key

1-866-267-9053 • Expedia Rate  
10 people booked this property in the last 48 hours  
Booked in the last 4 hours

Viewed  
**Wonderful! 4.5/5**  
(489 reviews)  
**\$515**  
avg/night  
Sponsored

Earn 3,538 Expedia+ points



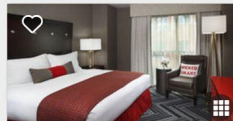
### The Godfrey Hotel Boston

Theatre District

Travel & Leisure's "Coolest Urban Hotel"  
Spectacular downtown location, Free high bandwidth WiFi, Frette linen, 55" HDTV with media streaming, Bose Soundlinks & Mobile Key

1-866-267-9053 • Expedia Rate  
10 people booked this property in the last 48 hours  
Booked in the last 4 hours

Earn 3,799 Expedia+ points



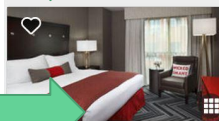
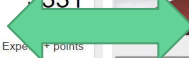
### Kimpton Onyx Hotel

West End

1-866-272-4856 • Expedia Rate  
9 people booked this property in the last 48 hours  
Booked in the last 4 hours

Excellent! 4.4/5  
(1,661 reviews)  
**\$331**  
avg/night

Earn 2,270 Expedia+ points



### Kimpton Onyx Hotel

West End

1-866-272-4856 • Expedia Rate  
9 people booked this property in the last 48 hours  
Booked in the last 4 hours

Earn 2,329 Expedia+ points

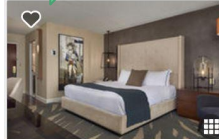


### Boston Fenway Inn

Kenmore Square

3.1 out of 5 (196 reviews)  
1-866-276-6393 • Free Cancellation  
6 people booked this property in the last 48 hours  
Booked in the last 15 hours

**\$41 \$39**  
rate per night  
Reserve Now, Pay Later  
Earn 268 Expedia+ points

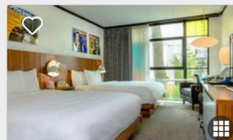


### Revere Hotel Boston Common

Back Bay

1-866-276-6393 • Expedia Rate  
14 people booked this property in the last 48 hours  
Booked in the last 4 hours

Excellent! 4.4/5  
(3,630 reviews)  
**We have 4 left at \$476**  
avg/night  
Earn 3,269 Expedia+ points

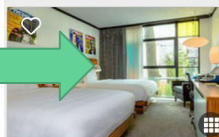


### The Verb Hotel

Kenmore Square

1-866-279-5332 • Expedia Rate  
9 people booked this property in the last 48 hours  
Booked in the last 22 minutes

Wonderful! 4.5/5  
(1,371 reviews)  
**\$179**  
avg/night  
**Sale!**  
Earn 2,604 Expedia+ points



### The Verb Hotel

Kenmore Square

1-866-279-5332 • Expedia Rate  
9 people booked this property in the last 48 hours  
Booked in the last 24 minutes

Wonderful! 4.5/5  
(1,371 reviews)  
**\$399**  
avg/night  
**Sale!**  
Earn 2,741 Expedia+ points

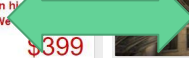


### Kimpton Marlowe Hotel

Cambridge

1-866-281-6817 • Expedia Rate  
15 people booked this property in the last 48 hours  
Booked in the last 36 minutes

Wonderful! 4.6/5  
(2,651 reviews)  
**\$399**  
avg/night  
Earn 2,737 Expedia+ points



### Kimpton Marlowe Hotel

Cambridge

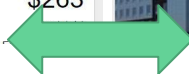
1-866-281-6817 • Expedia Rate  
15 people booked this property in the last 48 hours  
Booked in the last 38 minutes

Wonderful! 4.6/5  
(2,651 reviews)  
**We have 6 left at \$424**  
avg/night  
Earn 2,912 Expedia+ points



### New to Expedia! Homewood Suites by Hilton Boston Logan Airport Chelsea

**\$263**  
avg/night



### New to Expedia! Homewood Suites by Hilton Boston Logan Airport Chelsea

Logan International Airport (BOS)

1-866-286-0843 • Expedia Rate  
16 people booked this property in the last 48 hours

**\$263**  
avg/night  
Earn 1,700 Expedia+ points

# Methods

```
(3.7-3.4) + 2.327 * sqrt( (.88**2)/229497 + (.885**2)/729167 )  
(3.7-3.4) - 2.327 * sqrt( (.88**2)/229497 + (.885**2)/729167 )
```

```
(.227-.131) + 1.96 * sqrt( .227*(1-.227)/729167 + .131*(1-.131)/229497 )  
(.227-.131) - 1.96 * sqrt( .227*(1-.227)/729167 + .131*(1-.131)/229497 )
```

```
(.71-.67) + 1.96 * sqrt( .71*(1-.71)/229497 + .67*(1-.67)/729167 )  
(.71-.25) - 1.96 * sqrt( .71*(1-.71)/229497 + .25*(1-.25)/729167 )
```



Weakly related data  
poor ML performance



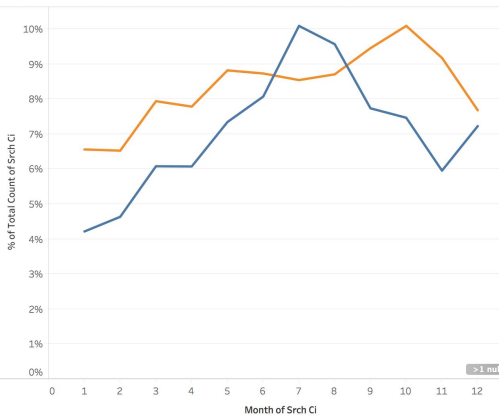
```
isBusiness <- clicks %>%  
  group_by(user_id) %>%  
  filter(is_booking == 1, srch_adults_cnt/srch_rm_cnt <= 1, srch_children_cnt==0,  
         distance_band == 'C' | distance_band == 'VC' | distance_band == 'M', srch_adults_cnt <3)
```

```
will_book_model <- neuralnet(will_book ~ hist_price_band + popularity_band, data = data1k_train, hidden = 5)  
plot(will_book_model)  
model_results <- compute(will_book_model, data1k_test[, c("hist_price_band", "popularity_band")])  
predicted_strength <- model_results$net.result  
cor(predicted_strength, data1k_test$will_book)
```

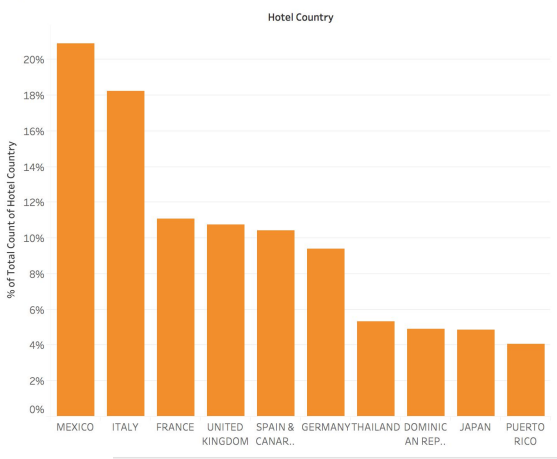
ANN  
code

# Differences

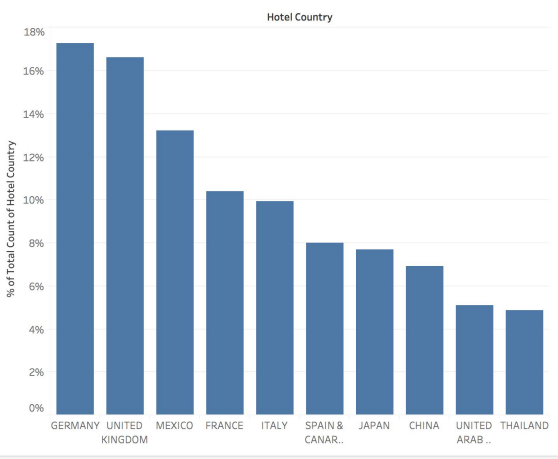
Popular Check in Months for Business vs. Family



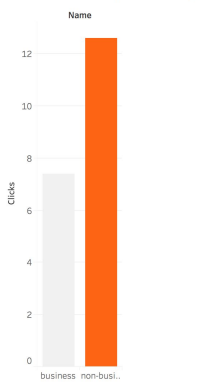
Popular Destinations for Non-Business



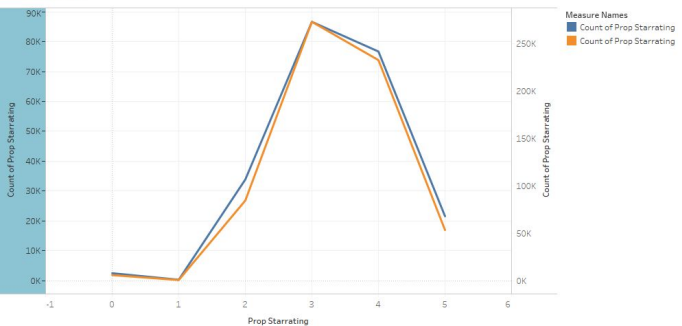
Popular Destinations for Business



Number of Clicks per Booking



Star Ratings



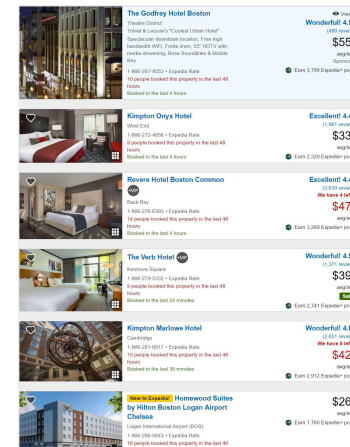
The trends of Count of Prop Starrating and count of Prop Starrating for Prop Starrating. Color shows details about Count of Prop Starrating and count of Prop Starrating.

# Solutions/ Applications

I'm on business



Only 13% of business travelers made a booking on mobile!



Number of Business Travelers Outside of US/Canada

