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Introduction:
Expedia is a global company in an increasingly digital, mobile market. To stay at the forefront of its field requires investment in different varieties of promotions. Considering the cost of mobile advertisements, we decided to explore what the dataset has to say about what methods Expedia can use to market most effectively to its mobile customers.

Data: We used mini_clicks dataset since it's a random sample from clicks.csv.

Results:
Slide 1: First, we examined the proportion of people browsing Expedia on mobile devices versus more traditional internet devices, as represented by the darker green line. We then plotted the same ratio for only those users who make purchases, as represented by the lighter green line. As you can see in the visualization, while the proportion of total site visitors who are using mobile devices remains generally consistent, the proportion of people booking rooms who are using mobiles has a large peak over the weekend.

Slide 2: We looked at the same trend but examined them by the hours of the day. There are several peaks throughout the day but the most significant occur around midnight and in the afternoon.

Slide 3: We used a bar chart to present the book over click rate for 4 most frequently mentioned channels (231, 293,510,541). We calculated book over click rate for each channels by using the sum of the number of book divided by number of click grouped by each channel. The bar chart shows channel 510 and 541 are more favorable platform for booking on mobile devices.