



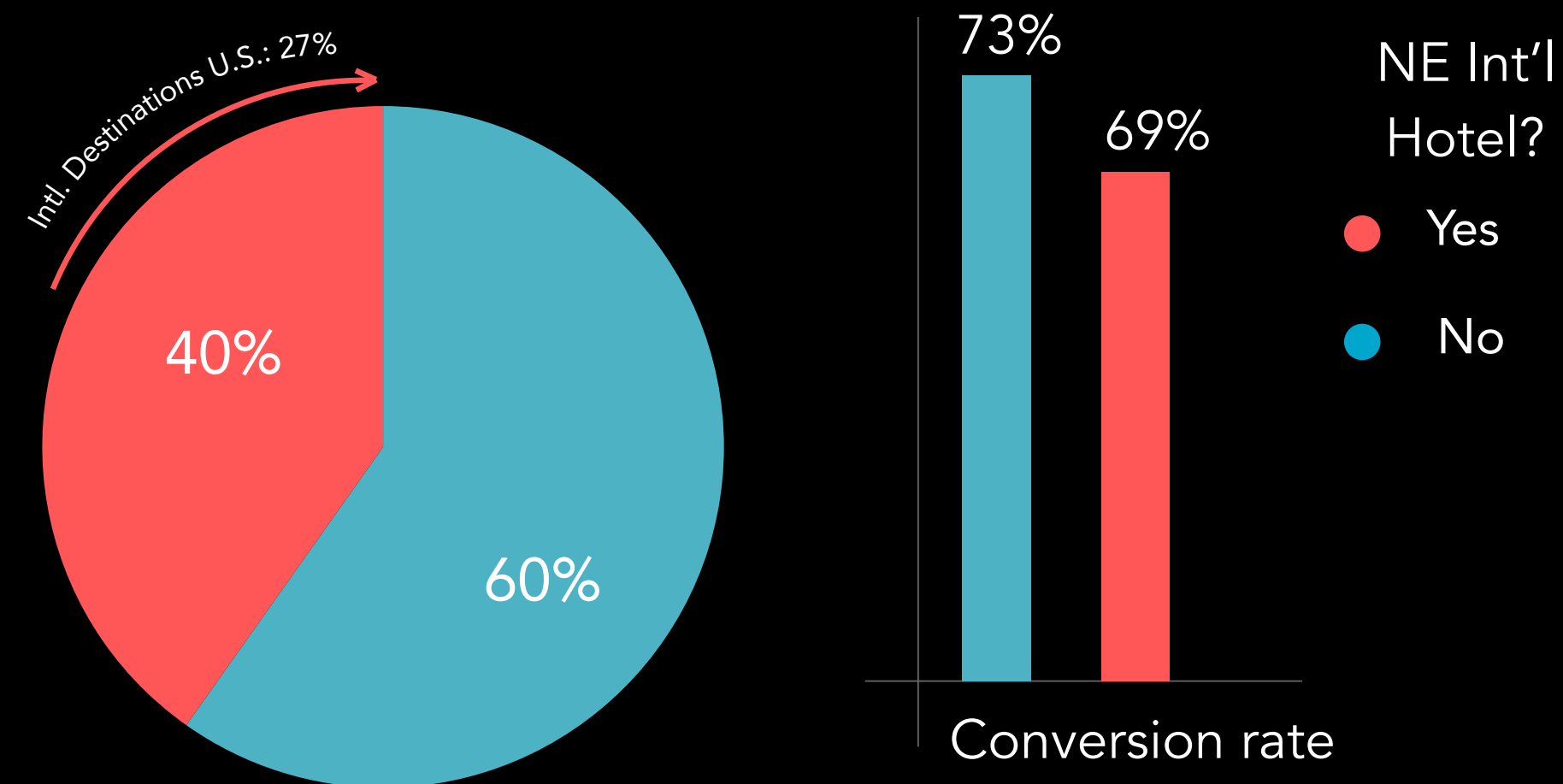
DATA DAWGZ

Yi Ai Chen, Don Lee, Parker Mansfield, Sid Narayan, Yixin Zhang

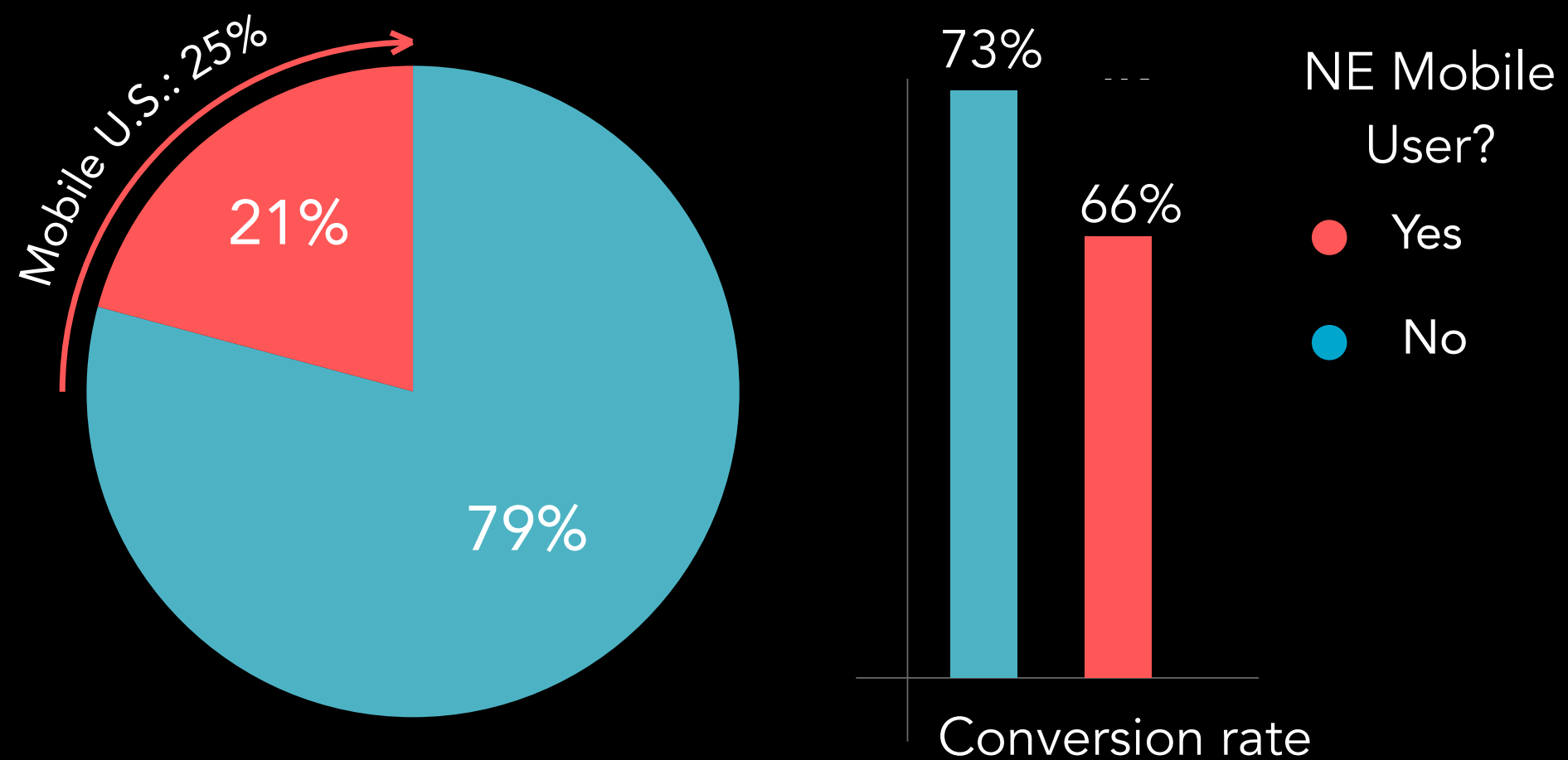
*Marketing strategy to target consumers in
Northeastern U.S.*

How do we increase conversion rates in the Northeast?

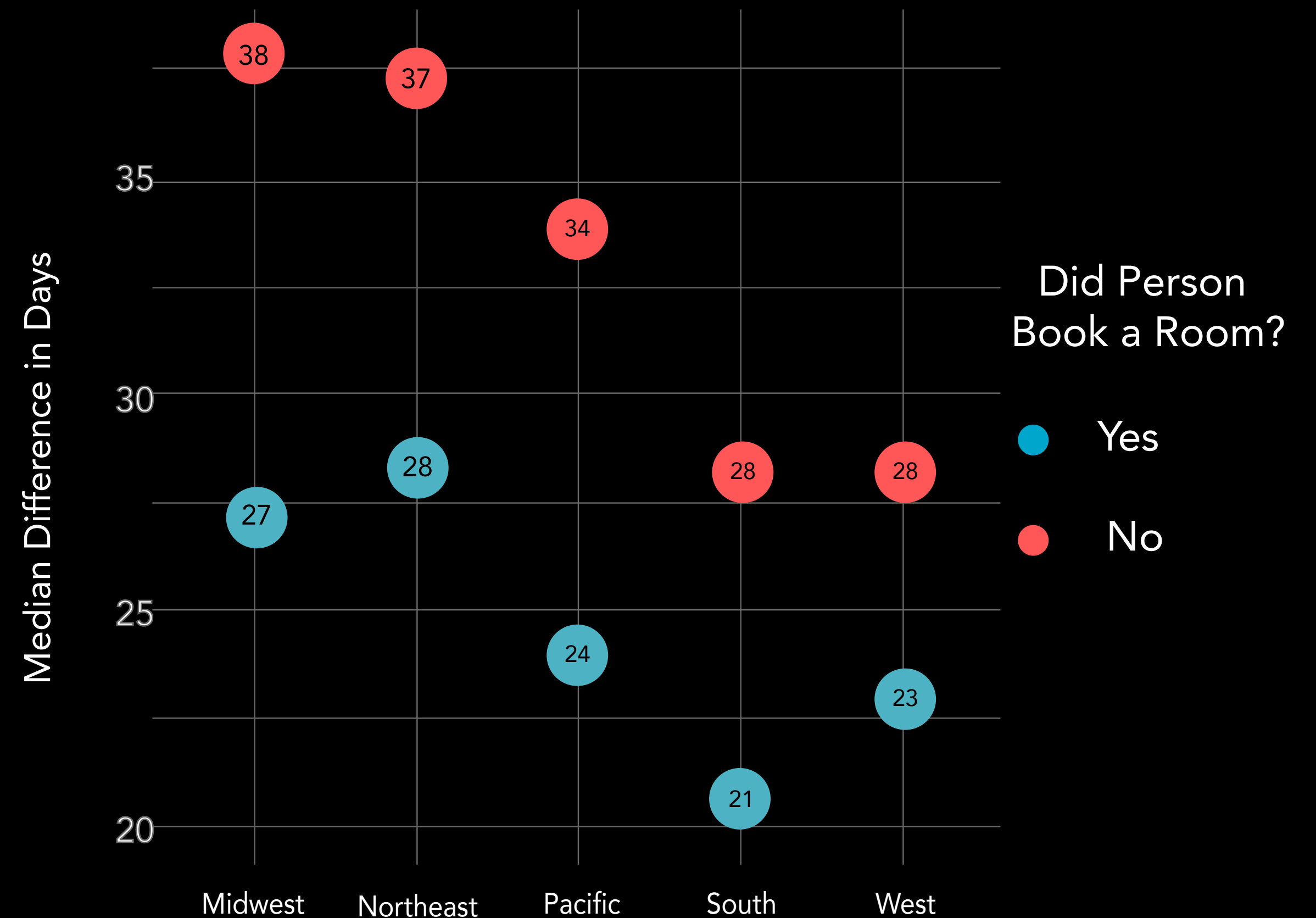
International vs. domestic destinations

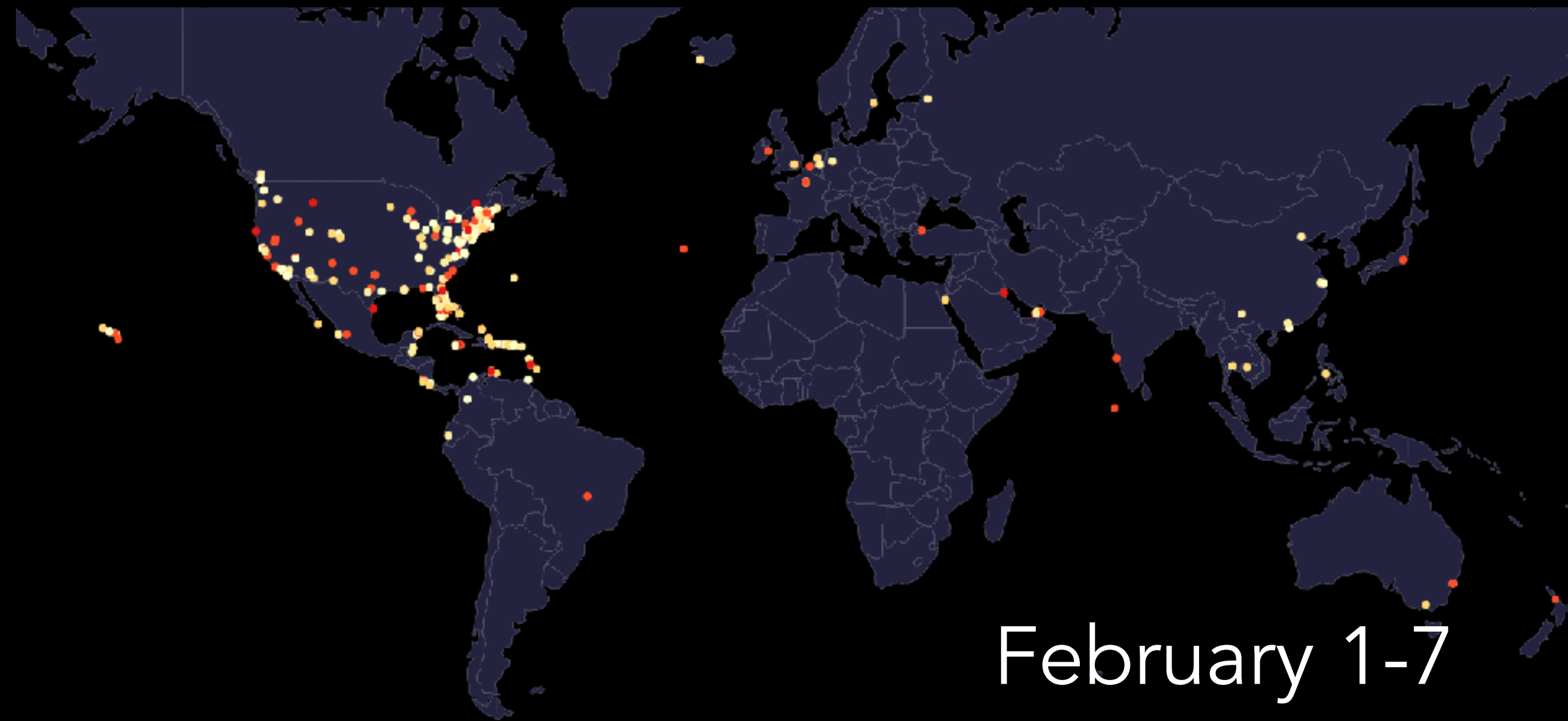


Mobile vs. non-mobile platform



Median Difference in Lag by Region





1-2: 3-8: 9-18: 19-28: 29-43: 44-66: 67-91: 92-123: 124-363: 364+:



How many days in advance does someone in the Northeast search for a hotel?

