



# The Destination Dictionary

Find your perfect destination  
in just a few words.



# Background

---

COVID-19 has caused a disruption to the travel industry

---

With the development of new vaccines, the new challenge is to get people excited about travel once again!

# The Destination Dictionary

*A data product to help increase engagement in the travel industry*

Not sure where to travel? Use this machine learning algorithm to find your perfect destination in just a few words.

What activities do you want to do on vacation? ex. I want to go to the beach

You should travel to:  
Bali, Indonesia



# Recommendations

- Integrate the Destination Dictionary technology into pages where Top Destination lists are published to drive engagement with future travelers and drive traffic to affiliate links
- Use the Destination Dictionary technology paired with a chatbot on travel websites to act as a virtual travel agent
- Collect the data from users to better understand travel trends, popular destinations and popular activities



# Future Work

*How I can continue to make the Destination Dictionary better!*

Continue tweaking the cleaning/preprocessing steps to improve model score

Train the model on more classes/cities

Improve Dash App

Train a Deep NLP model on the dataset

# Thank you!

*I hope this project inspires your future travels!*

TIA PLAGATA

EMAIL

[tiaplagata@gmail.com](mailto:tiaplagata@gmail.com)

GITHUB

<https://github.com/tiaplagata>



# Appendix: Model Summary

FINAL TESTING F1 SCORE ————— 82%

FINAL TESTING ACCURACY SCORE ————— 81%

NUMBER OF CLASSES ————— 12

ALGORITHM ————— Multinomial Naive Bayes Model

# Appendix: Model Confusion Matrix

