



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 recall 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!

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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

