Targeting Clients Based on Book Ratio
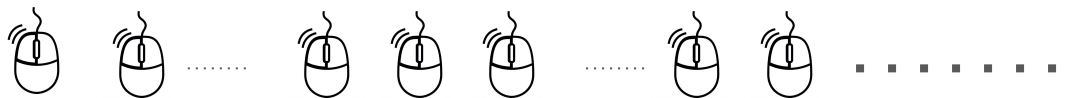
ASA DataFest 2017

Datopia

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Kalina Martinova
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User Behavior Pattern

An "Attempt" 👤 Ends With
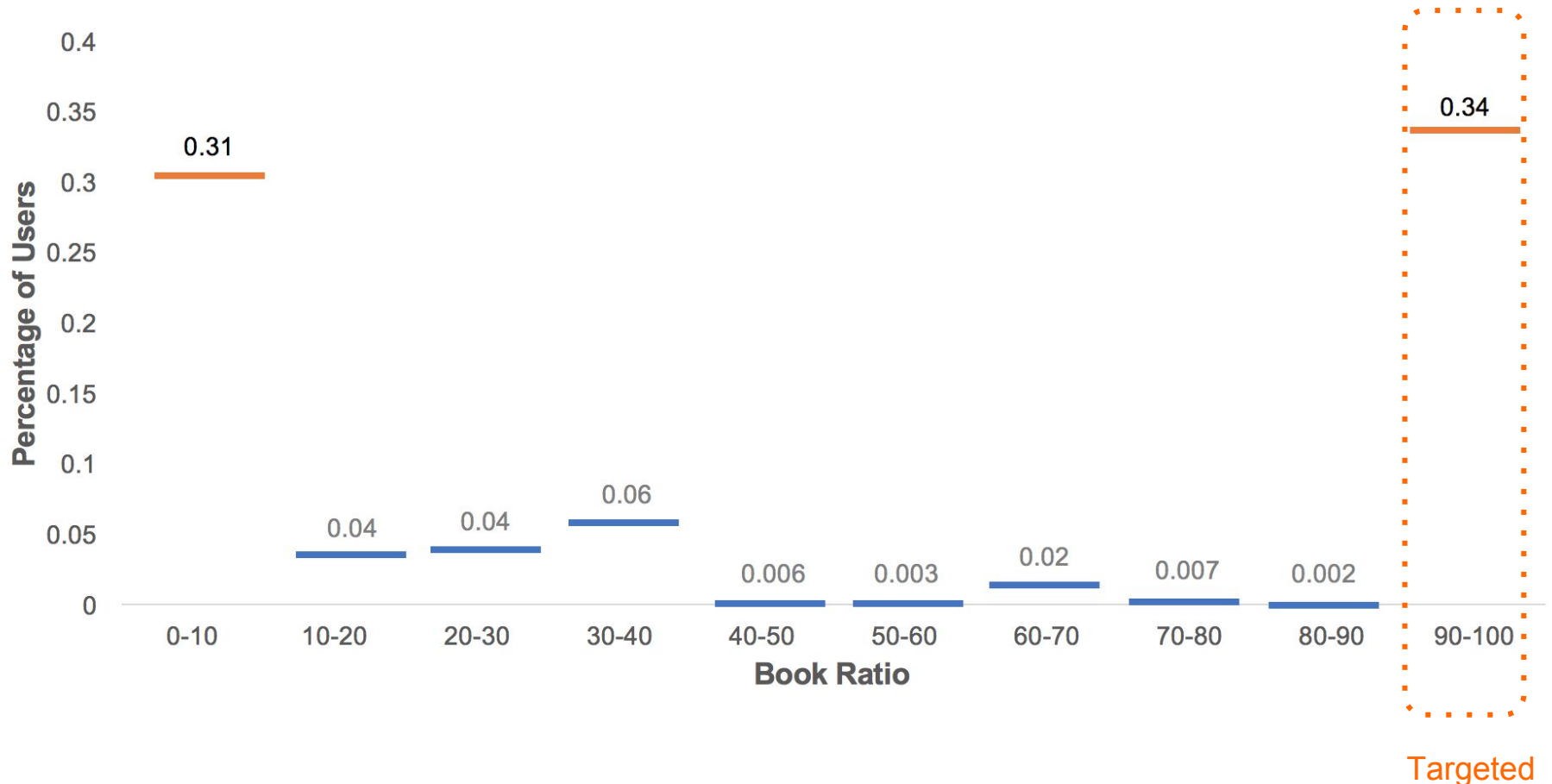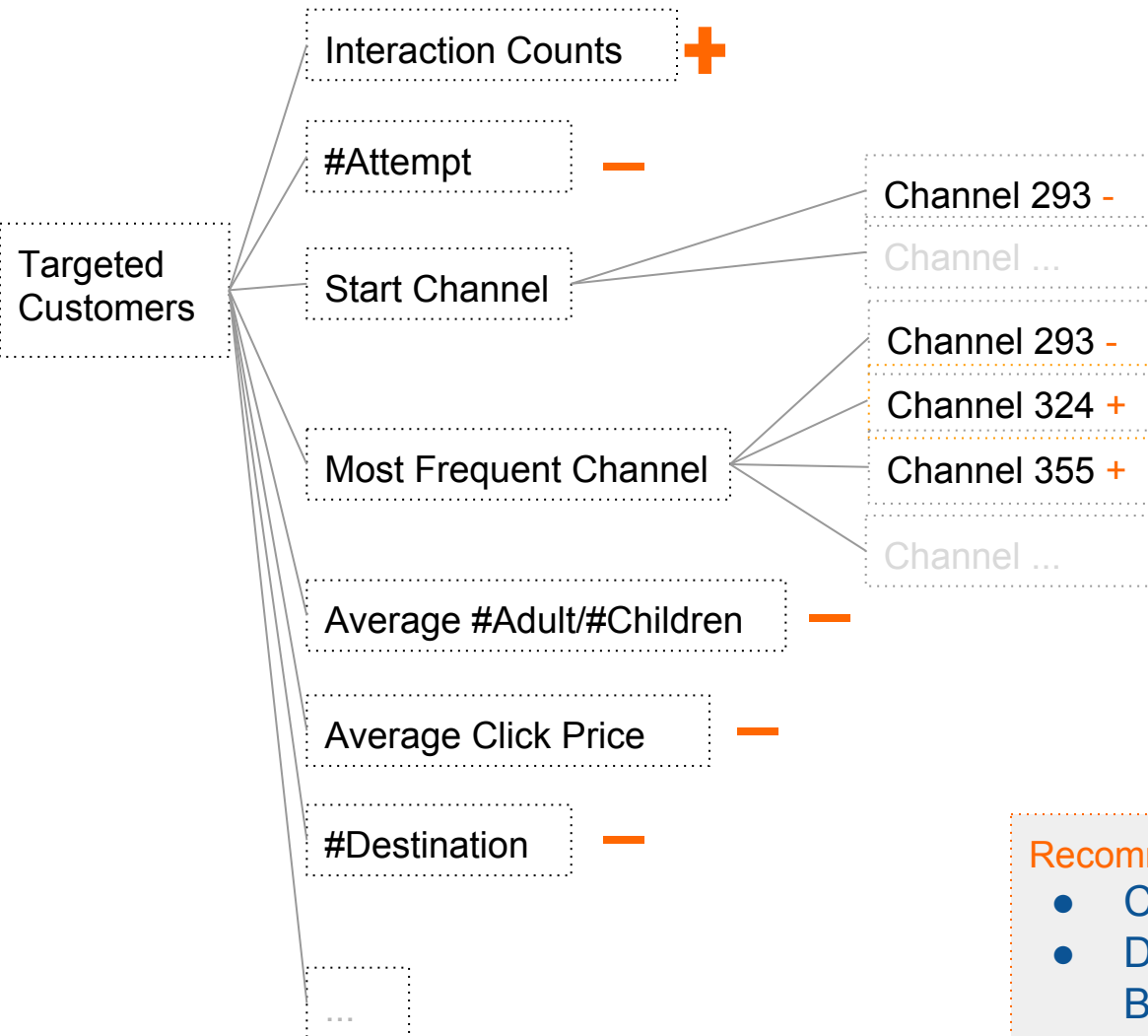- A booking
- 2-Day Inactivity

> 2 days

Our Targeted Customer

34% of the total customer, 92% of which only come to the website once and have successful booking experience

$$\text{Book Ratio of a User} = \frac{\text{Booking Count}}{\text{Attempt Count}}$$

Features of Our Targeted Customer