

Targeting Clients Based on Book Ratio

ASA DataFest 2017

Datopia

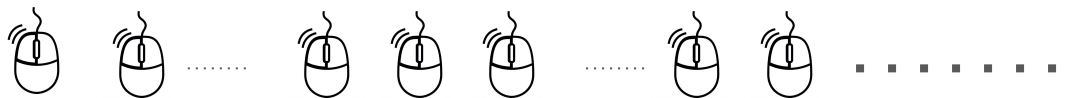
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User Behavior Pattern

An “Attempt”  Ends With

- A booking
- 2-Day Inactivity

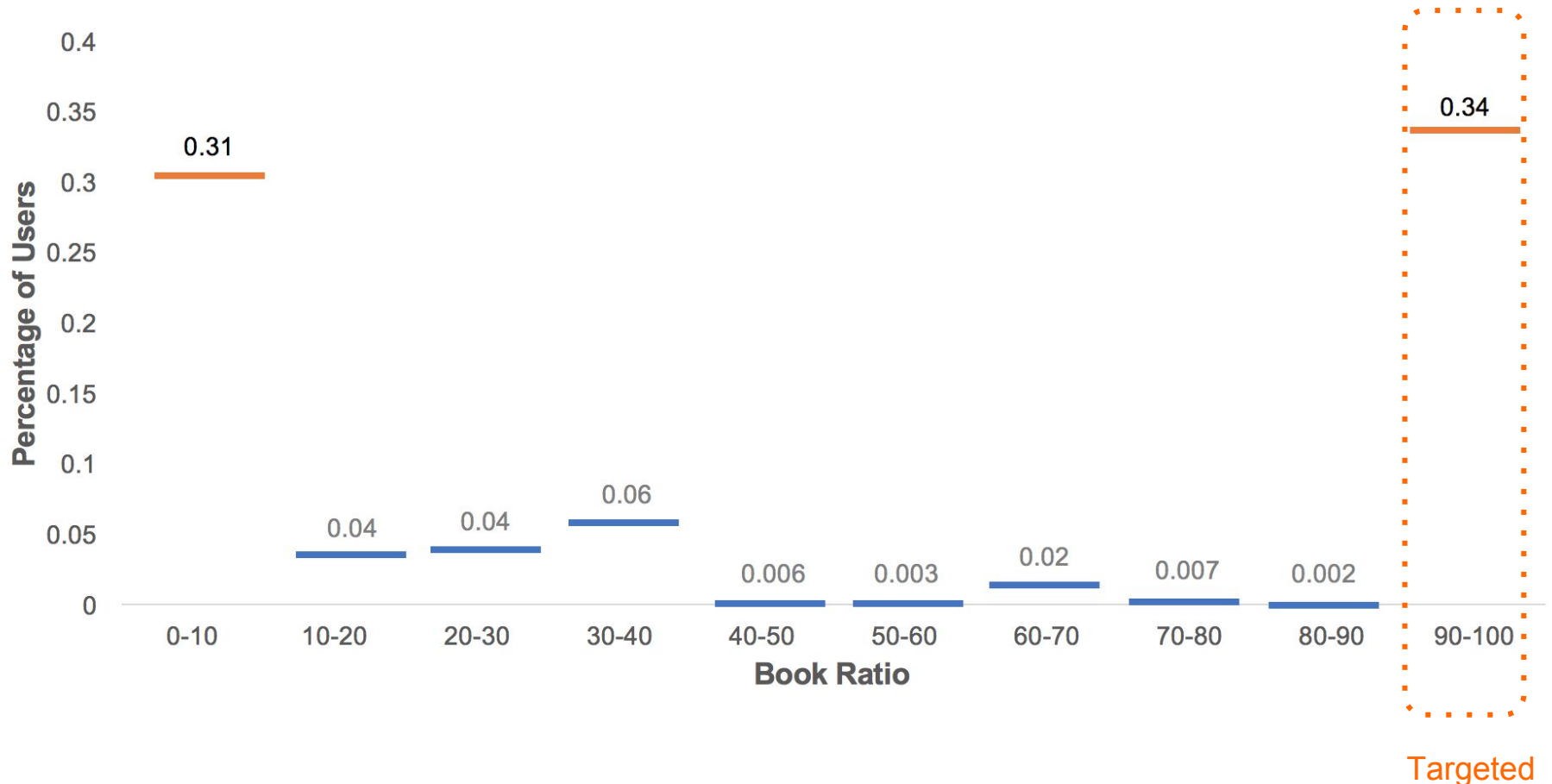


> 2 days

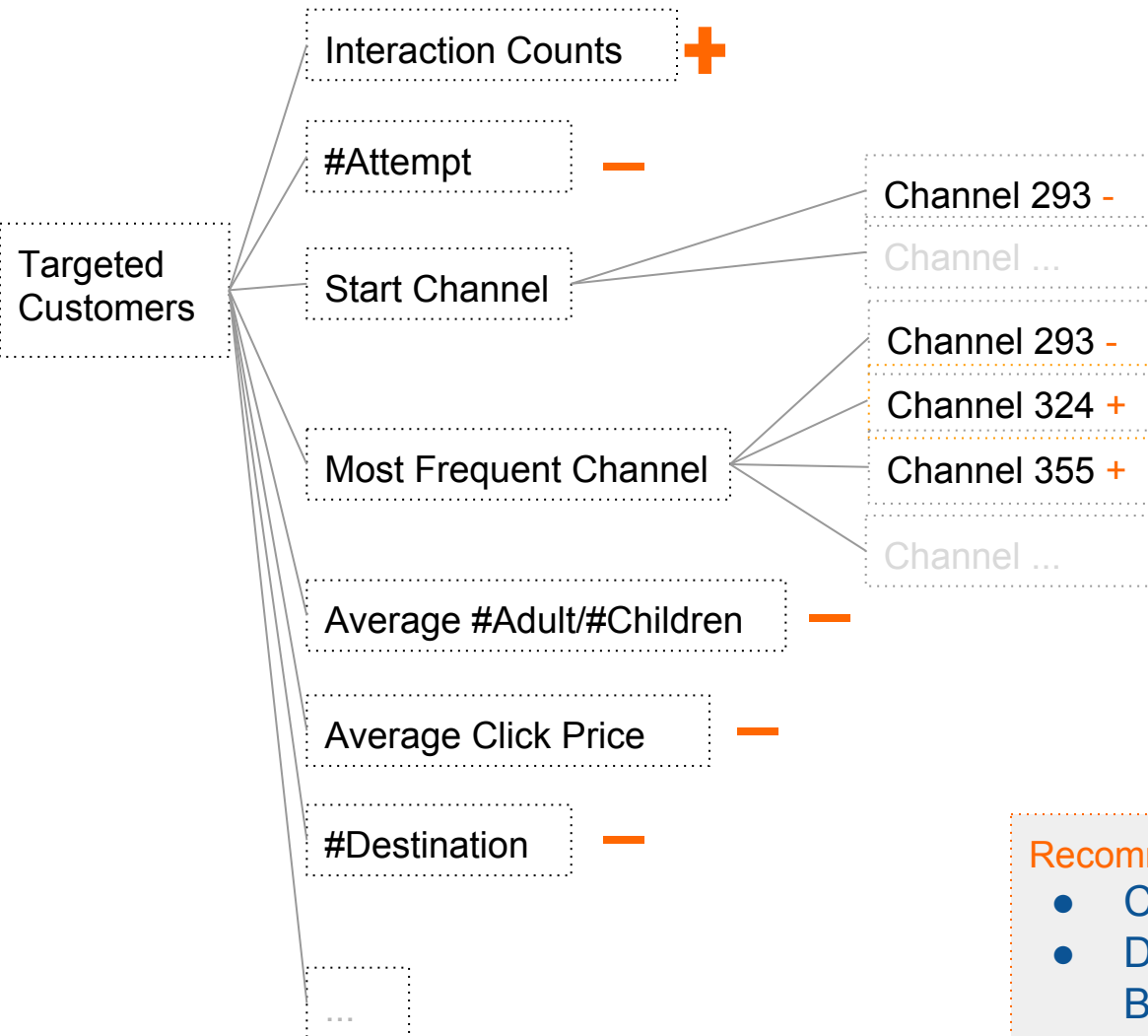
Our Targeted Customer

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



Logistic Regression Results to find out the impact of the selected important features of our targeted customers

Recommendations :

- Channel Advertisement Optimization
- Develop Family-Package and Business-Package Products