DataFest 2017 Presentation

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Introduction

• Condensing the Data
  • Combining variables
  • Deleting variables
  • Formatting issues

• Research Question
  • What distinguishes clickers from bookers?
  • Seasonality trends of length of stay
  • Regional mobile usage to access Expedia
Tree Diagram of Clicking & Histogram of Days
Hotel Ratings & Seasonality

- Average length of stay = 3
- Length of stay between seasons
- Outliers
Mobile Percentage Map

Min.   1st Qu. Median  Mean   3rd Qu. Max.
0.1532 0.1999  0.2288  0.2303 0.2497  0.3224
Conclusion

• Those who click can be distinguished from those who book
  • Similar interactions, length of stay, number of people

• Interactions increase during the summer

• Mobile Usage Generally Greater in South; Less in Northeast
Thanks!