Customized Hotel Recommendations

B10 Team **Stats Trek**

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Our Goal

Provide return users with Customized Recommendations to increase booking rate

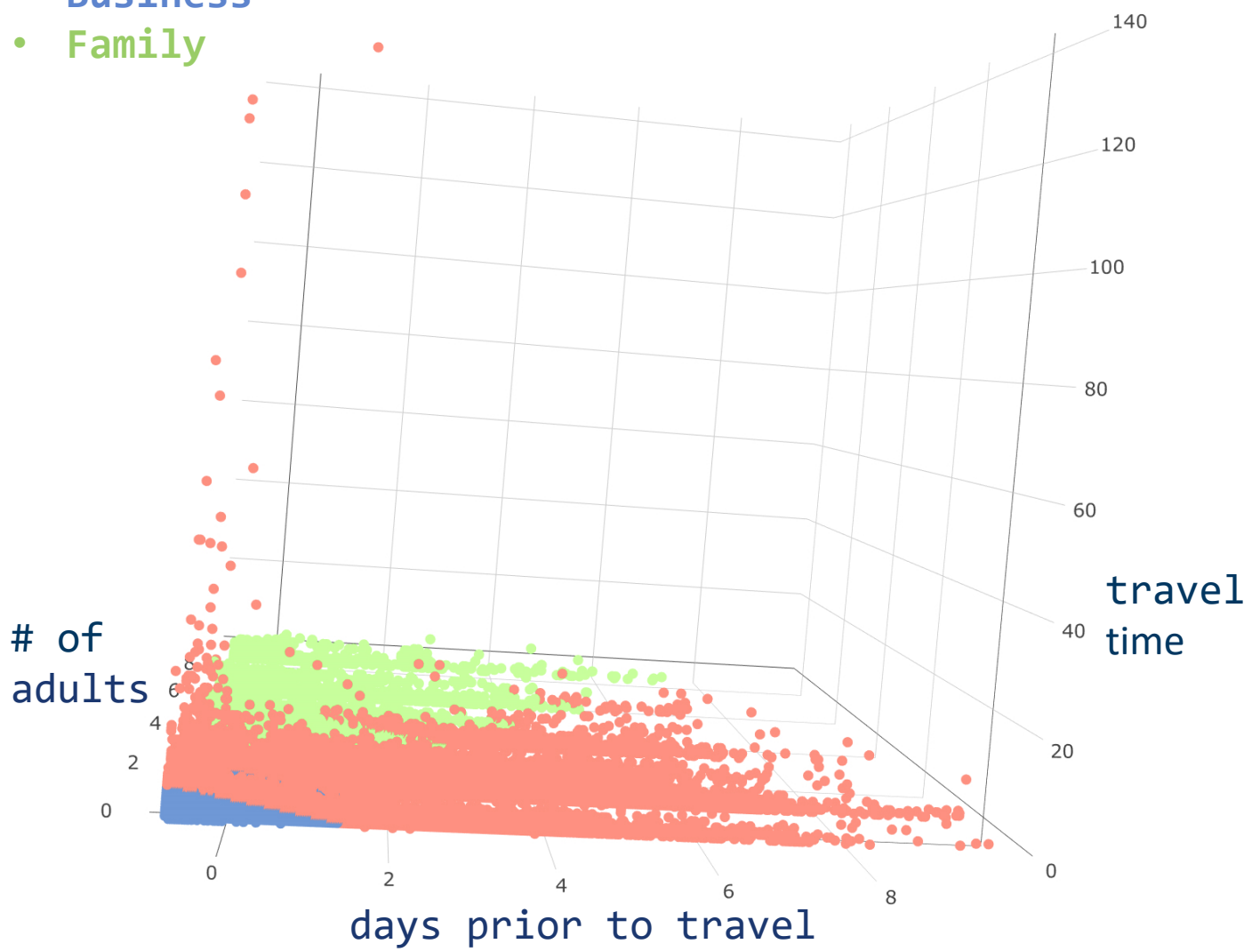
Method

Result

Cluster	Days Prior to Travel	Number of Adults	Travel Time
International	2.07	0.02	0.86
Business	-0.31	-0.29	-0.12
Family	-0.02	2.26	-0.06

* All results are standardized

- International
- Business
- Family



Recommendation

- High star rating
- Package Promotion

- Branded Hotel
- City Center

- Large Suite
- Family Activity