

Hotel Tonight

Jonathan Geggatt
Data Engineering Manager

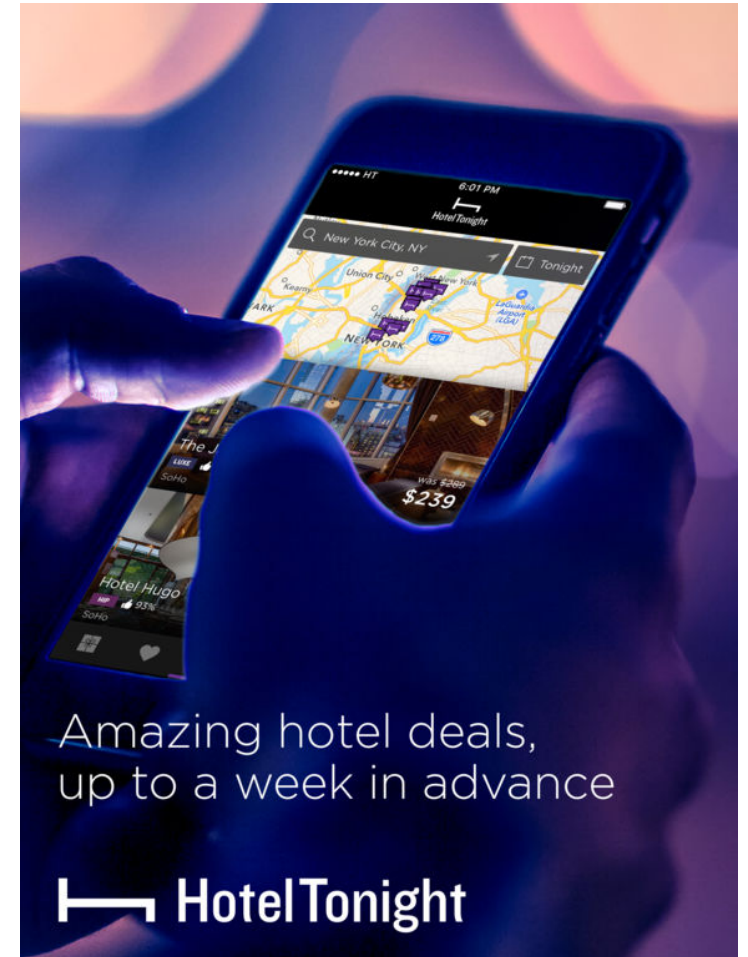


Data @ HotelTonight

Jonathan Geggatt - Sr. Data Engineering Manager

Make Tonight Unforgettable

- #BUILD #QUESTION



Where We Fit In



HotelTonight + Snowflake

- What we needed:
 - Scale to match our growth
 - Robust: high availability, simple cloning
 - Flexible: semi-structured data
 - Disaster Recovery

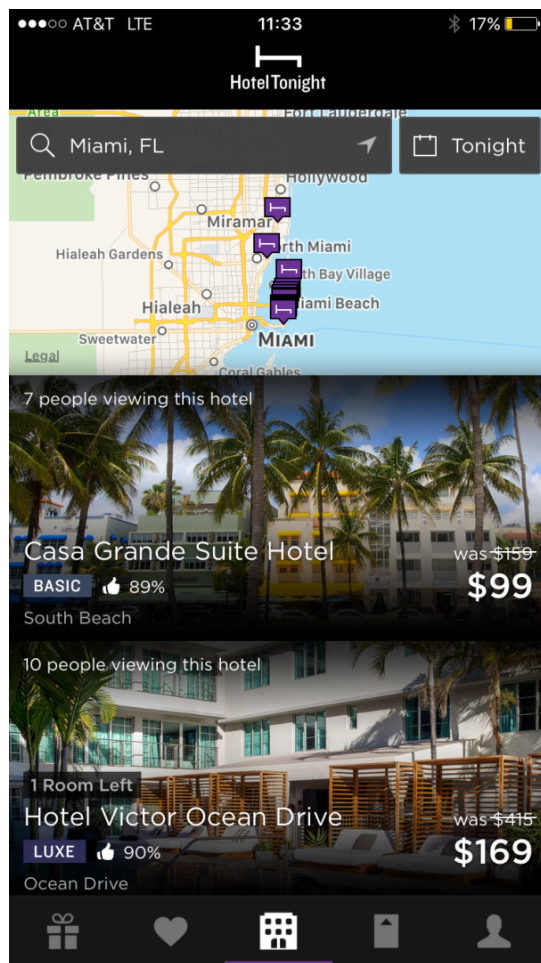


How HT Uses Data

Table Stakes

- Financial Reporting:
 - Close of Month, Transaction Reconciliation, Audit Support
- Marketing Performance:
 - Attribution
 - Return on Ad Spend

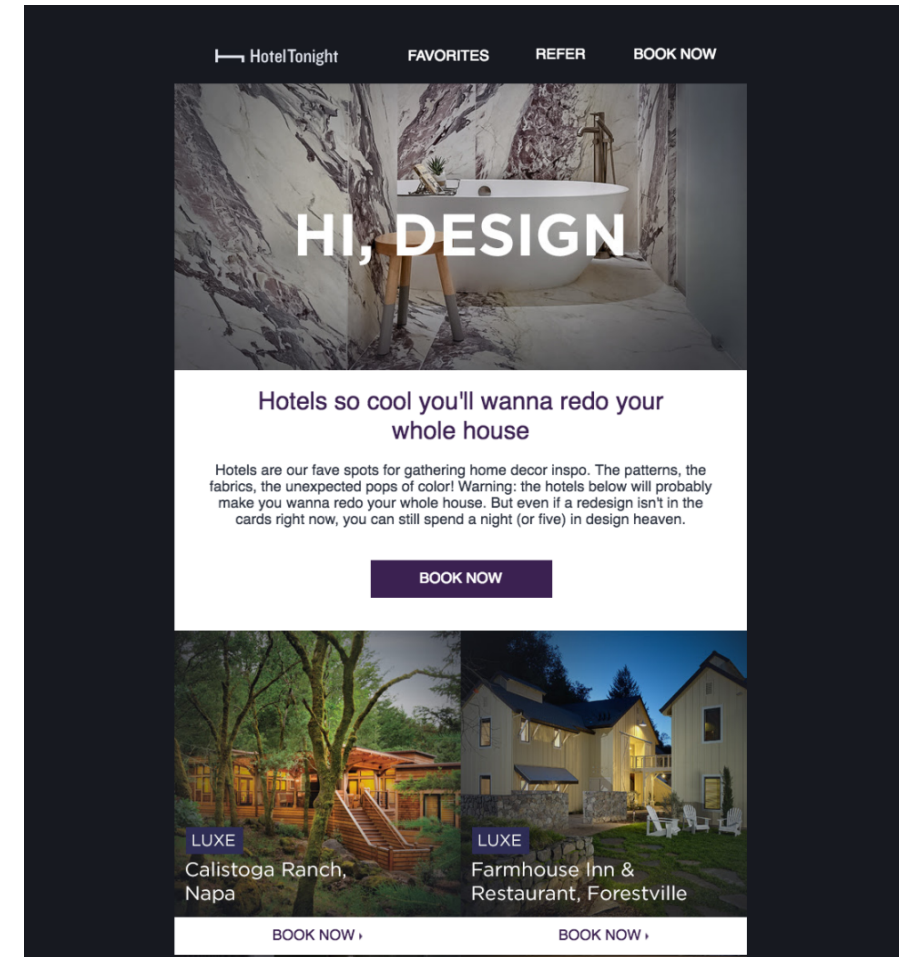
Data-Driven Products – Search



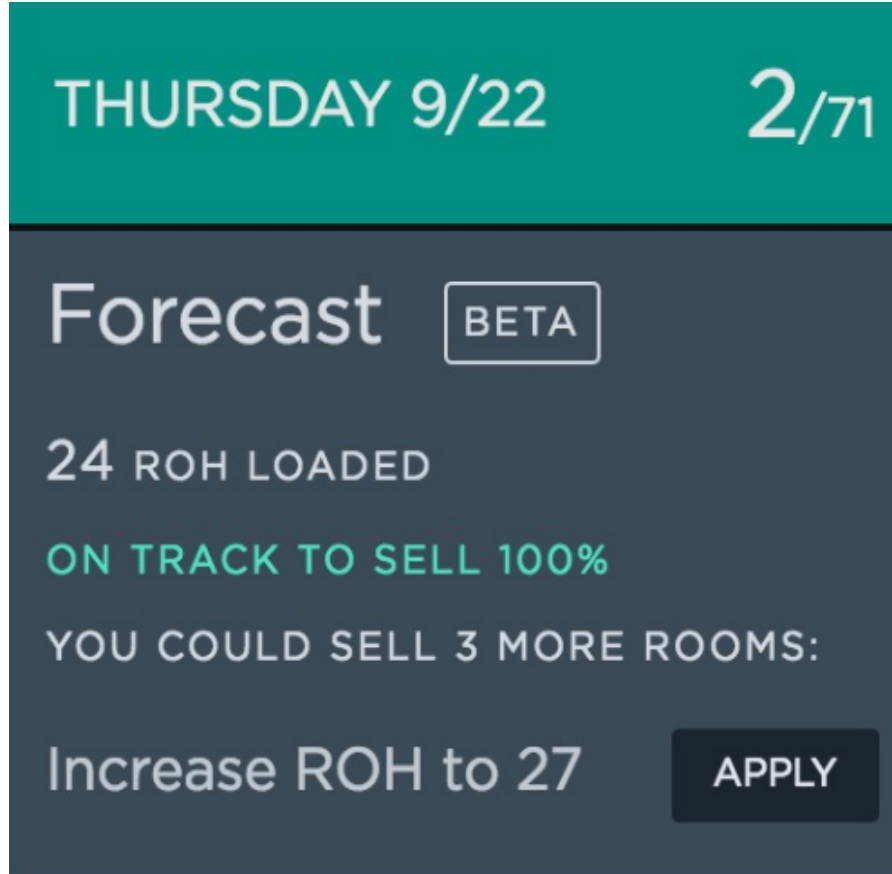
- Feedback to the algo:
 - inventory quality
 - historical performance
 - discount
 - much more
- Personalization (coming soon!)

Data-Driven Products – Email Targeting

- Timely
- Relevant
- Behavior-driven
- Live rates!



Data-Driven Products – Demand Prediction



THURSDAY 9/22 2/71

Forecast BETA

24 ROH LOADED

ON TRACK TO SELL 100%

YOU COULD SELL 3 MORE ROOMS:

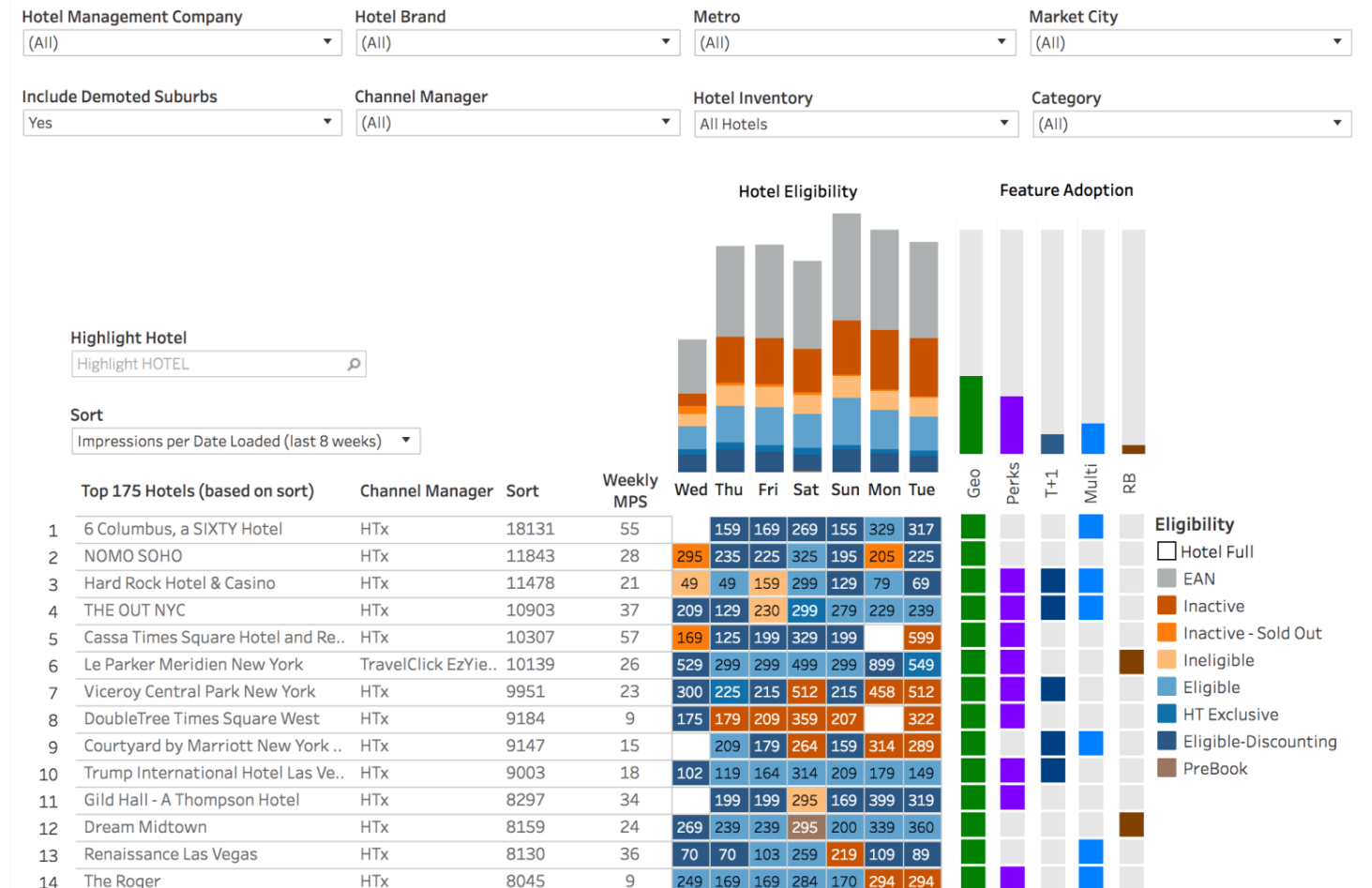
Increase ROH to 27 APPLY

The screenshot shows a dark-themed dashboard. At the top, a teal bar contains the date 'THURSDAY 9/22' and a counter '2/71'. Below this, the word 'Forecast' is displayed in large white text, followed by a 'BETA' label in a white-bordered box. The text '24 ROH LOADED' is shown in white. A green line of text reads 'ON TRACK TO SELL 100%'. Below that, 'YOU COULD SELL 3 MORE ROOMS:' is written in white. At the bottom, 'Increase ROH to 27' is shown in white, with a dark grey 'APPLY' button to its right.

- Using machine learning, we are able to predict demand in our most active markets, and translate that data into tangible reasons for hotels to engage with our marketplace.

Data-Driven Products – Market Manager Performance

- Who to call
- What's their status
- What to push for



Strategy and Insights

- Product Analysis
- Customer Behavior and Segmentation
- Supply Quality
- Search Algorithm Performance
- Marketing Optimization
- Customer Service Optimization
- Modeling and Forecasting

What We Love About Snowflake

Data Engineering

- ETL: Aloomo/Spark/Airflow/Python
- Scaling - horizontally and vertically
- Semi-structured (JSON) querying
- Loading through S3

Data Engineering

- Cost control
- Warehouse/Query optimization
- Compliance

Find the Hotel of Your Dreams!



End