



An Automatic Recommendation System using Project Thank You eMail

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Throughout the guest experience, at an IHG brand hotel, chances are you will receive an email communication that contains an offer. For example, “Earn 5,000 miles on your next stay”. Using only Open Source software, resident statisticians begin the task of building an automatic recommendation system, with  as a core component. The pilot project for this endeavor is named, “Thank You eMail”. The name is fitting since the plan is to deliver offer recommendations through the Thank You email; which are distributed 24-72hrs after a guest has checked out. Given the high volume of email transactions the team must meet standard IT constraints e.g. > 1msec response time. This presentation will show the role of  in the enterprise wide solution, and how Java it used to integrate it with other very popular and easily accessible tools.

Packages: R Sessions, FlexMix (latent class regression), Bayesm, and more

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