

MENTION THE USEFUL KPIS YOU WANT TO MEASURE FOR SUCCESS/FAILURE OF THIS SOLUTION.

- Measuring the success of the solution involves tracking key performance indicators (KPIs) that reflect user engagement, satisfaction, and the impact on business goals. Here are some useful KPIs to consider:
- Usage Metrics:
 - Filter Usage Rate: The percentage of users who engage with the aircraft type filter when searching for flights.
 - Searches with Preferred Aircraft: Number of searches where users specified a preferred aircraft type.
- Conversion Metrics:
 - Conversion Rate of Filtered Searches: The percentage of users who book a flight after using the preferred aircraft filter.
 - Booking Completion Time: Average time taken by users to complete a booking after applying the aircraft type filter.
- User Satisfaction:
 - Customer Feedback and Ratings: Collect user feedback through surveys, reviews, or ratings specifically related to the new aircraft type filter.
 - Net Promoter Score (NPS): Measure how likely users are to recommend Expedia after using the new feature.

- Operational Efficiency:
 - Reduction in Ticket Changes or Cancellations: Track the number of users who previously had to change or cancel flights due to aircraft type preferences and observe any reduction in such requests.
- Business Impact:
 - Revenue Increase: Analyze if there is a noticeable increase in revenue from flights booked by users who use the aircraft type filter.
 - Market Share Growth: Monitor if Expedia gains market share compared to competitors due to the unique aircraft preference feature.
- Technical Performance:
 - Page Load Time: Ensure that the new filter does not significantly impact the website or app's performance.
 - Error Rates: Monitor any technical issues or errors related to the implementation of the new feature.
- User Engagement:
 - Time Spent on Search Page: Measure the average time users spend on the flight search page, indicating increased engagement with the filter options.
 - Frequency of Return Visits: Determine if users return to Expedia more frequently after the introduction of the new feature.
- Global Impact:
 - Geographic Adoption: Observe the adoption of the aircraft type filter across different regions and identify any geographical patterns in user preferences.
- Competitive Analysis:
 - Comparison with Competitors: Compare the success of the aircraft preference feature with similar features offered by competitors in the online travel industry.
- Accessibility and Inclusivity:
 - Usage by Diverse Demographics: Ensure that the feature is accessible and useful for users of different ages, backgrounds, and abilities.