



# **BUSINESS CASE PRESENTATION**

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# AGENDA



**01**

Introduction

**02**

Analysis

**03**

Documentation  
and insights

**04**

Recommendations  
and Conclusion

# INTRODUCTION:



## **Air France - Digital Marketing Plan**

**Leverage the digital resources and  
maximize your profit.**

**AIRFRANCE** 

## **Background**

**One of the largest airline groups  
based in France (Founded in 1933)**

**Faces stiff competition  
from other airlines and online  
travel agencies in digital marketing  
recently.**

**Must utilize the digital resources  
(Big Data) and make effective  
decisions to achieve future success.**

## **ANALYSIS:**

**Customer  
Segmentation**

**Keyword  
Analysis**

**Competitor  
Analysis**

**Performance  
Measurement**

**AIRFRANCE** 



## DOCUMENTATION AND INSIGHTS:

**Raw Data**

**Profitable  
performance**

**Best  
performers**

**4510 obs. of  
24 variables**

**324 obs. of  
24 variables**

**65 obs. of  
25 variables**

**We cleaned up the  
data and separated it  
into two groups,  
profitable  
performers, and non-  
profitable performers**

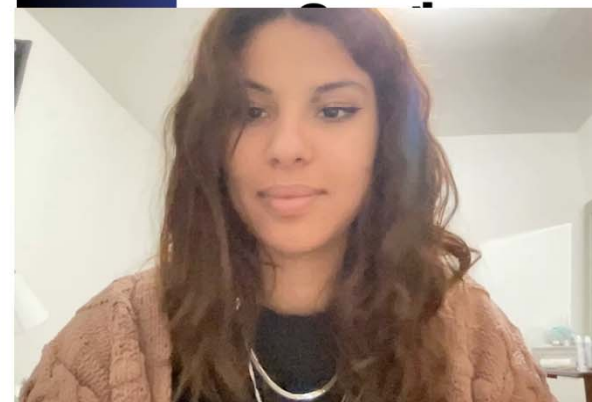
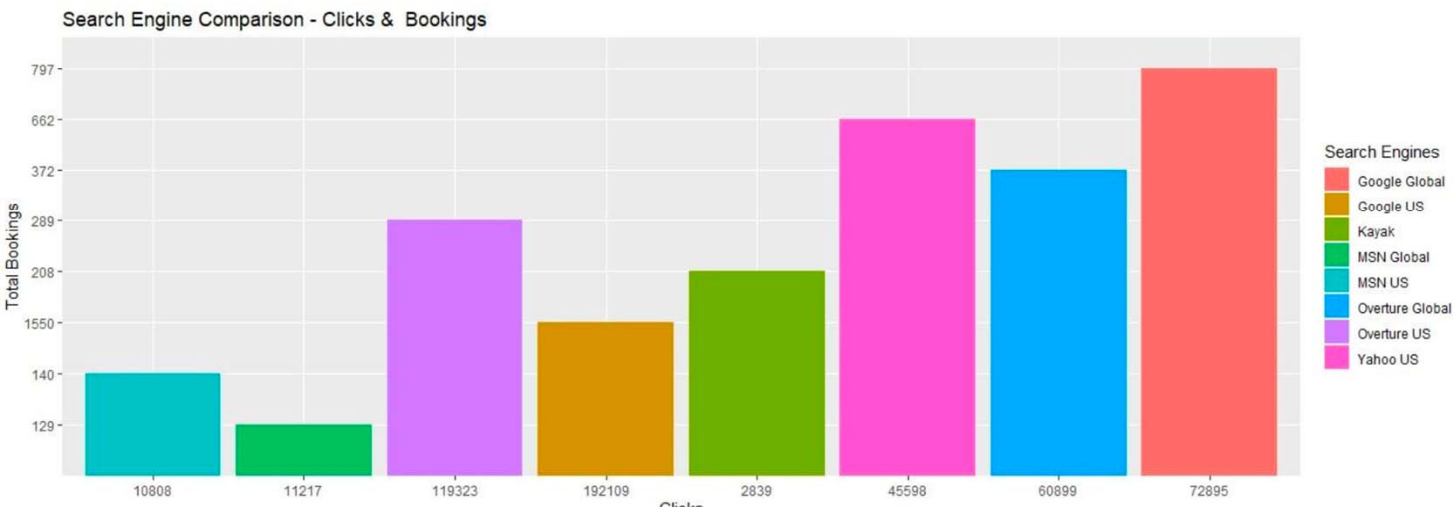
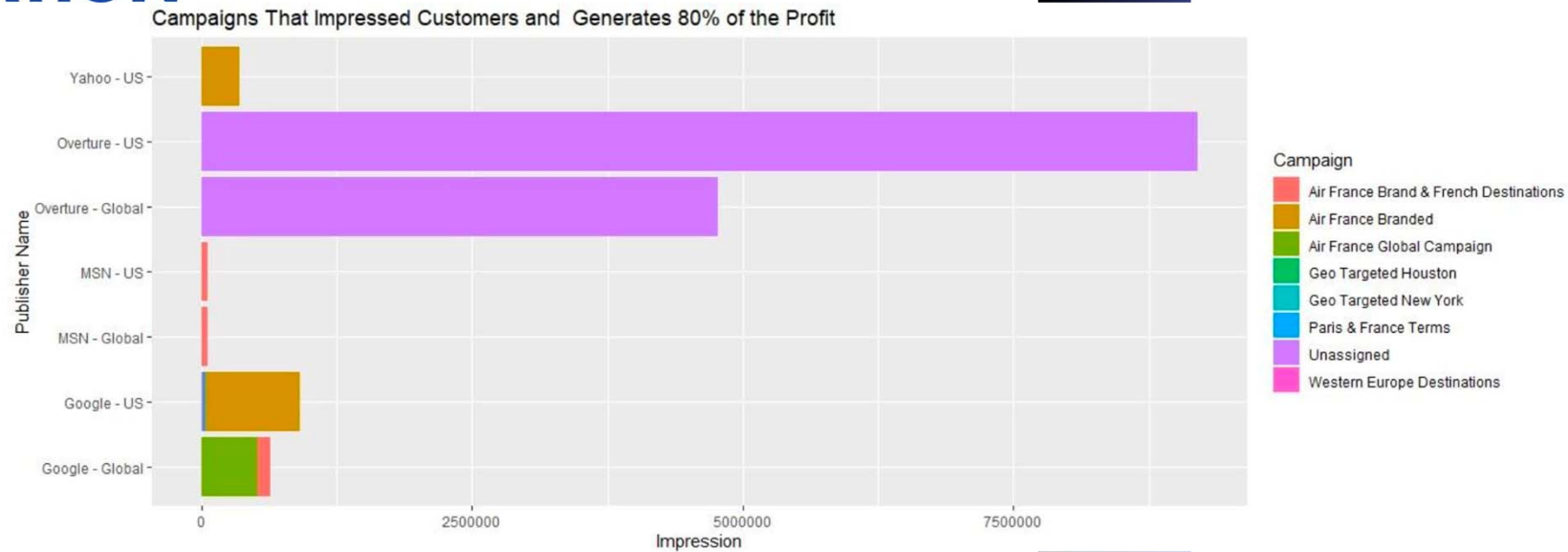
**we decided to take  
the get top 20%  
best performing of  
observations**



**AIRFRANCE** 

# DOCUMENTATION AND INSIGHTS:

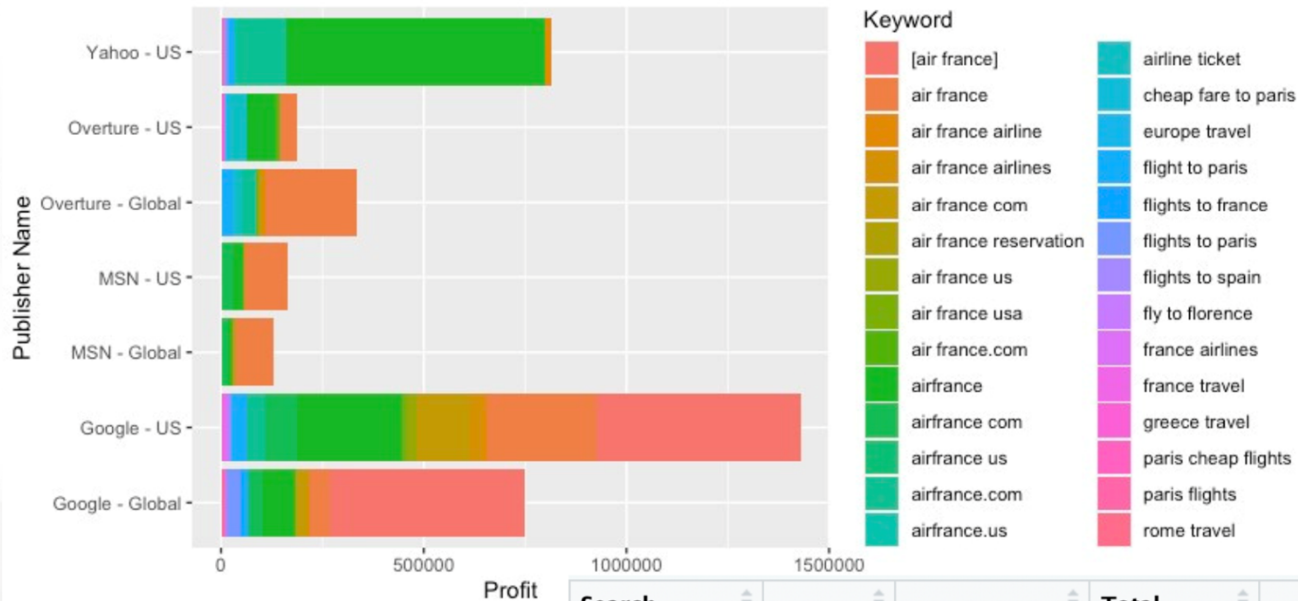
- Parameters
- Top keywords





# RECOMMENDATIONS AND CONCLUSION

Keywords That Generates 80% of the Profit



- Google US is the best channel for the highest profit; we spent \$474k on the Google channel.
- Kayak is the best channel based on cost ratio by 0.01, followed by Yahoo with 0.05.

## Suggestion

- Shift the budget from Overture and Google to Kayak and Yahoo

Search Engine	Clicks	Media_Cost	Total Bookings	Net_Revenue	loss_gain	cost_ratio	Rev_cost_ratio
Kayak	2839	3567.133	208	230126.9	226559.7	0.01550073	64.513107
Yahoo US	45598	46197.825	662	882288.9	836091.1	0.05236133	19.098063
MSN Global	11217	12160.362	129	145524.2	133363.9	0.08356245	11.967098
MSN US	10808	16098.487	140	181549.8	165451.3	0.08867257	11.277445
Google Global	72895	120946.712	797	929549.8	808603.1	0.13011321	7.685614
Overture Global	60899	64295.862	372	430084.7	365788.8	0.14949581	6.689151
Google US	192109	353640.599	1550	1745481.8	1391841.2	0.20260343	4.935751
Overture US	119323	141976.074	289	347433.2	205457.2	0.40864274	2.447125



**THANKS FOR WATCHING**

