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| **Pricing & Data Analyst**  Business Case |

Business Case 1

Introduction

This document includes one fictional case of our selling performance in Budgetair.it, our Italian brand, from the Aeroprice channel. Aeroprice is a fictional metasearch channel that acts as a marketplace for OTAs and airlines to sell their flight products (take as a reference Skyscanner, Kayak, or GoogleFlights).

We would like you to prepare a solution and share it with us before the deadline communicated in the email. This exercise aims to gain insight into how you work and approach different projects that you could face as a Pricing Data analyst at Client. You can choose any software and methods to solve these cases. Summarize your findings, logic, and assumptions **in a presentation targeted at a business audience.**

Data

In the attachment, you will find four different files:

* This document, where you can find the detailed task for the business case.
* A zipped folder named daily\_transaction.zip (contains 92 CSV files), which contains daily records of new bookings from Aeroprice selling channel. This data represents market movement and Client's market share.
* A zipped folder named daily\_clicks.zip (contains 92 CSV files), which contains number of clicks received by Client, airlines, and other OTAs from Aeroprice selling channel based on airlines and routes. This data represents our commercial movement.
* An Excel file named info.xlsx, containing information and explanations about terms and codes used in the datasets which you might not be familiar with.

Task 1

* Compile the files in the zipped folder “daily\_transaction.zip” into one file.
* Compile the files in the zipped folder “daily\_clicks.zip” into one file.
* How efficient is your method?
* Is it scalable to be used to compile 365 files of a year?

Task 2

Provide an analysis based on the data to answer the following questions:

* What is the noticeable change in the market across months that impacts profitability (total margin)?
* Suggest possible reasons for the change (both from the market side and Client commercial side) and explain how you arrive at the conclusion.
* What do you think can be done better to improve the profitability?

*Useful tips*:

* Try to generate several additional metrics that can help your analysis.
* Create the presentation in a clear and engaging way with tables, graphs, or diagrams to help guide your audience. Where needed, provide the assumption you took during the analysis.

Output

* A presentation file in .pdf, .ppt, or .pptx format describing the method choice and compiling process (Task 1) and your analytical work (Task 2).
* Two compiled files in .csv format for Task 1.
* A reproducible working code, a spreadsheet with an intact formula, and/or a data processing diagram to help us understand how you process the data to provide the analysis. Avoid using file formats that cannot be read by standard software (you can keep the default format of the generic coding script, such as .ipynb or .R, as long as it is readable in plain text or HTML, .twb is not preferred).