

A series of thin, black, wavy lines that curve and overlap, creating a dynamic, abstract shape in the top-left corner.

BUSINESS ANALYSIS

WWW.TEAM-7.COM

A series of thin, black, wavy lines that curve and overlap, creating a dynamic, abstract shape in the bottom-right corner.



CONTENT



01

INDUSTRY

02

COMPANY

03

INSIGHTS

AIRLINE INDUSTRY

- \$13 Billion (2006)
- Low return
- Highly competitive
- Highly regulated
- Fluctuating demand

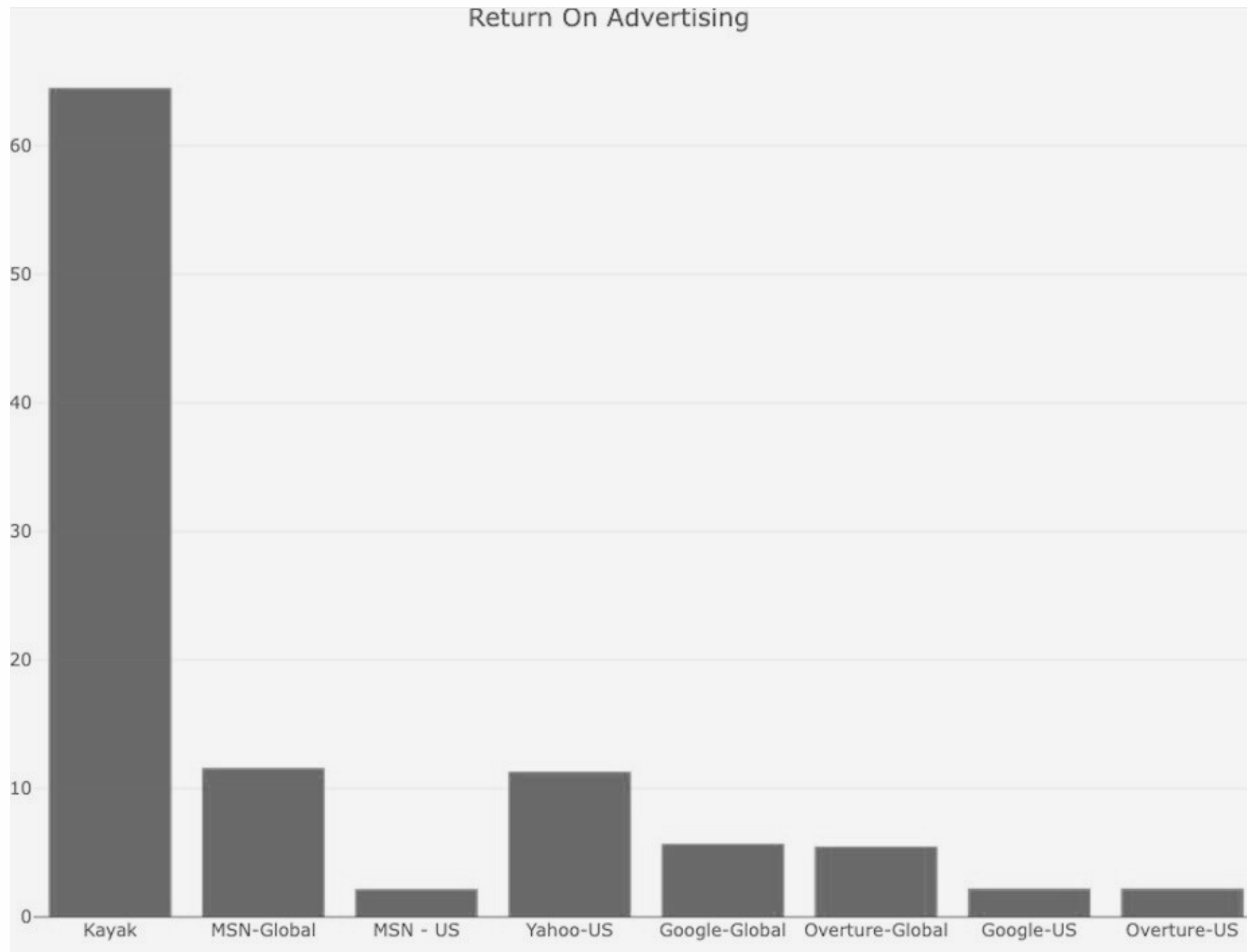


AIR FRANCE

- Started operations in 1933
- Main operation in Europe and Africa
- Formed Sky Alliance with KLM (2004)
- Rationalization and flexibility



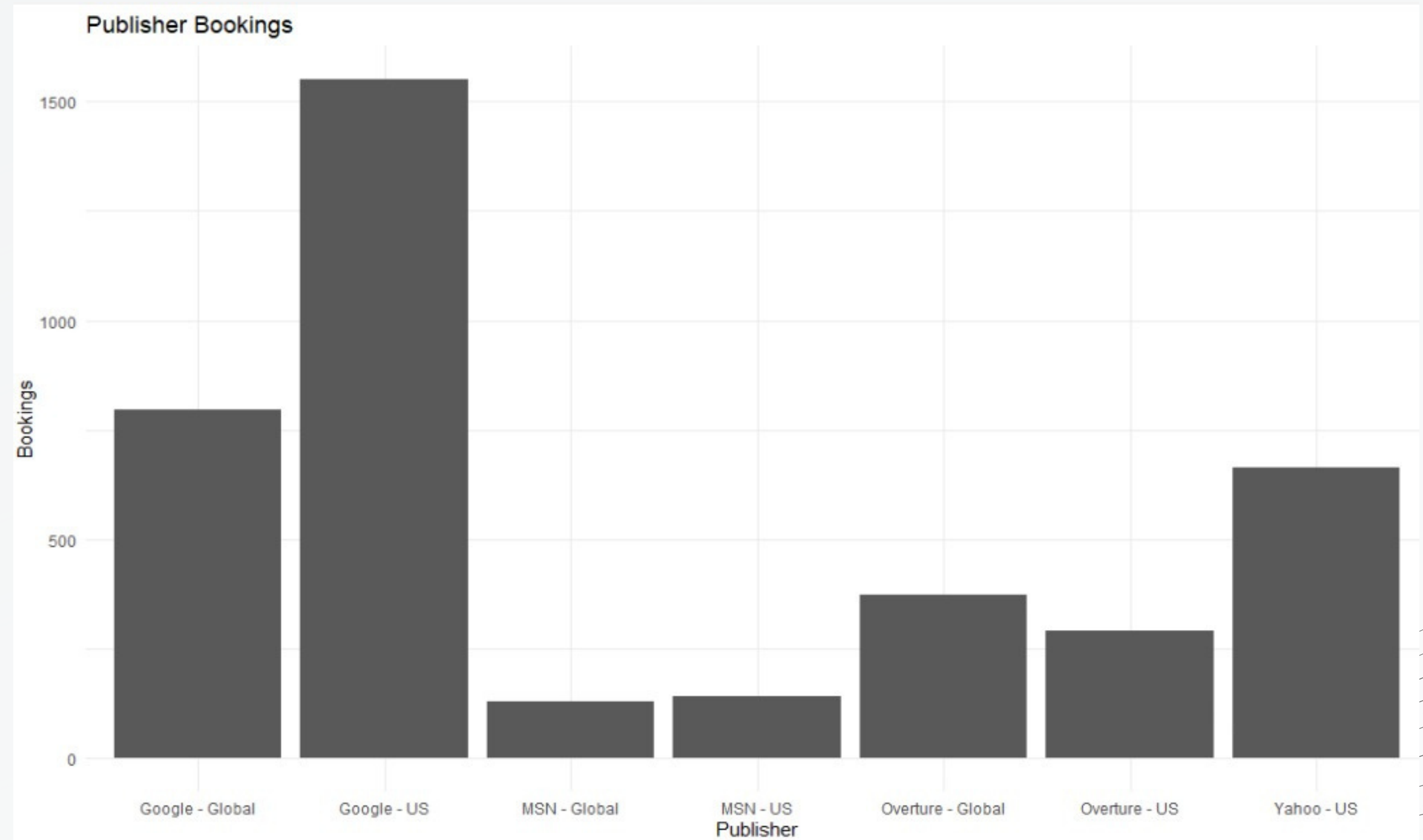
INSIGHT 1: RETURN ON ADVERTISING PER PUBLISHER



- Kayak has the highest Return on Advertising
- Overture US has the lowest Return on Advertising

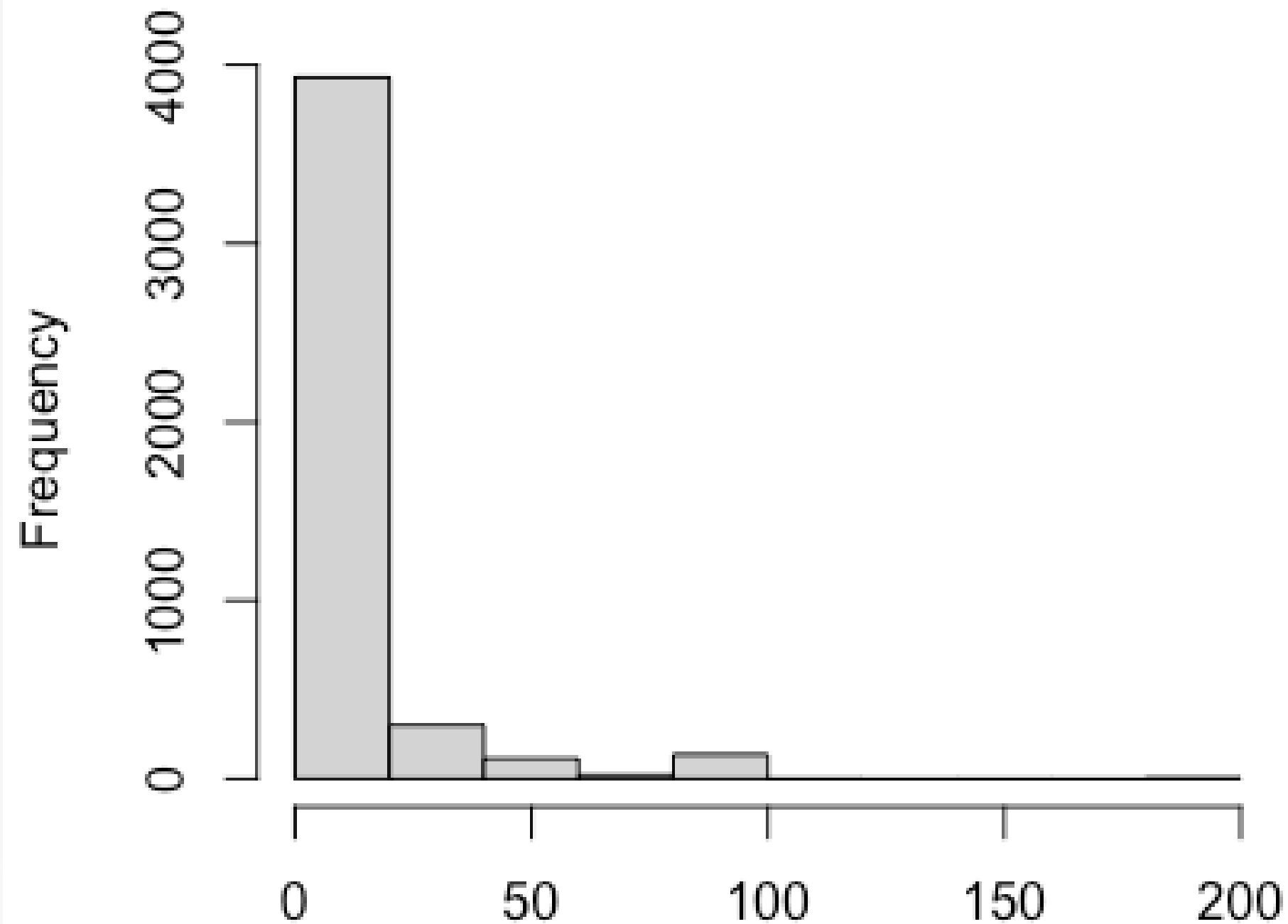
INSIGHT 2: VOLUME OF BOOKING PER PUBLISHER

- Google US outperformed other players
- MSN Global was the least performer



INSIGHT 3: EFFECTIVENESS OF ADVERTISEMENTS

Histogram of Air\$`Engine Click Thru %`



- Less than 10% of the advertisements are appealing