

A dramatic low-angle shot of an Air France Concorde on a runway at night. The aircraft's four engines are visible, with the central one being the largest. The cockpit is illuminated, and the runway lights create a strong perspective leading towards the plane. The sky is a deep blue, and the overall scene is lit with warm, golden light from the runway.

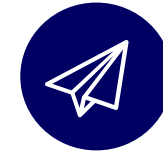
AIRFRANCE

TEAM 7



AGENDA

Today



Company & Industry overview



Business problem



Analysis approach & rub data



Findings:

✓ Descriptive

✓ Predictive



Insights & Recommendations

Company & Industry Overview



DoubleClick
and Kayak
Data Sets



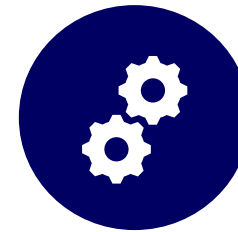
International travel
as the fastest
growing market



263%
increase in online
bookings



SEM

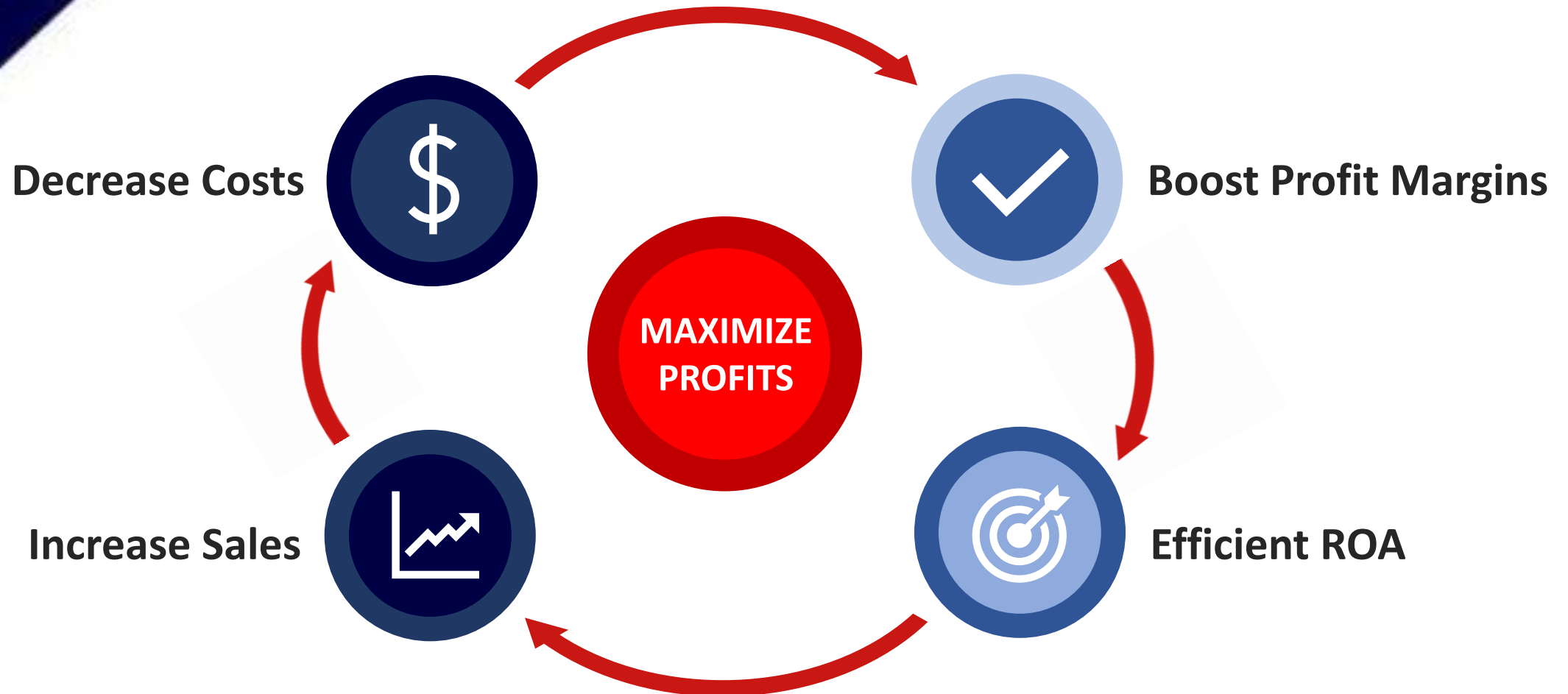


Search engine
optimization



Pay-per-click

Business problem



Rub Data

Cleaning column names

- ✓ *Length*
- ✓ *Spaces*



Dealing with N/A

- ✓ *Flagged*
- ✓ *Dropped*

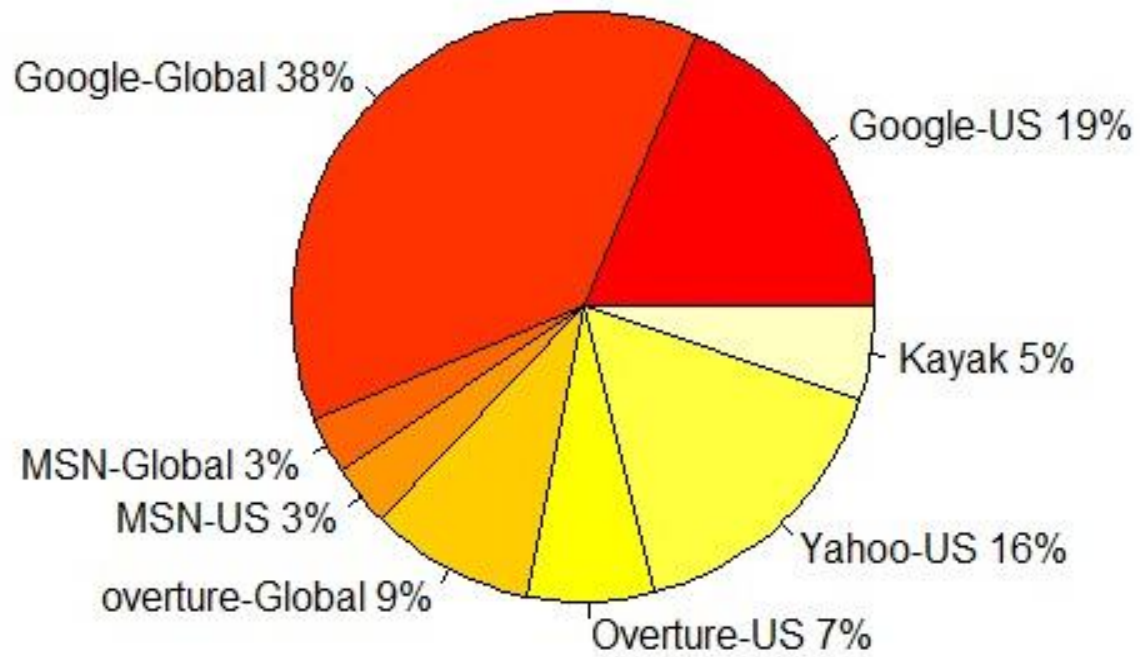


Numeric conversions

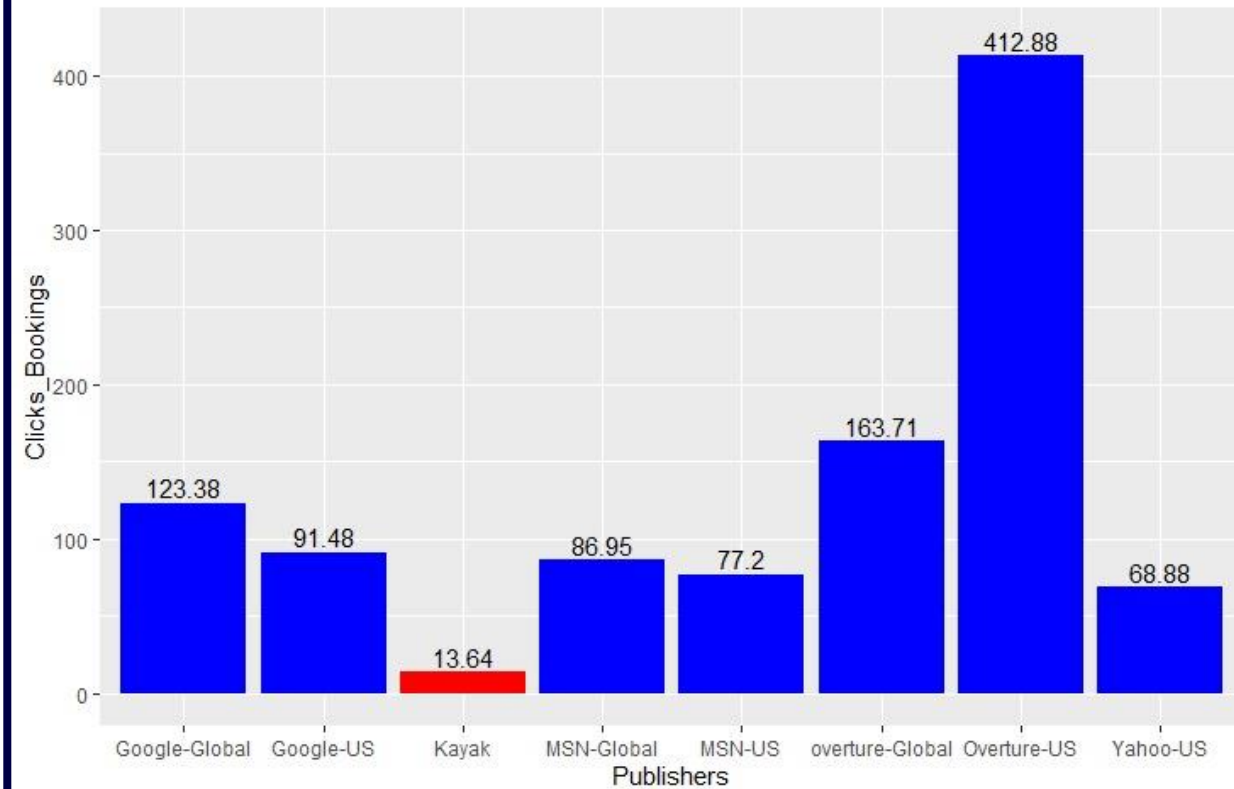
- ✓ *Success* into binary
 - "Any bookings" : 1
 - 0 : 0
- ✓ *Match* into binary
 - "Advanced": 1
 - Rest : 0

Descriptive analysis

Bookings per publisher

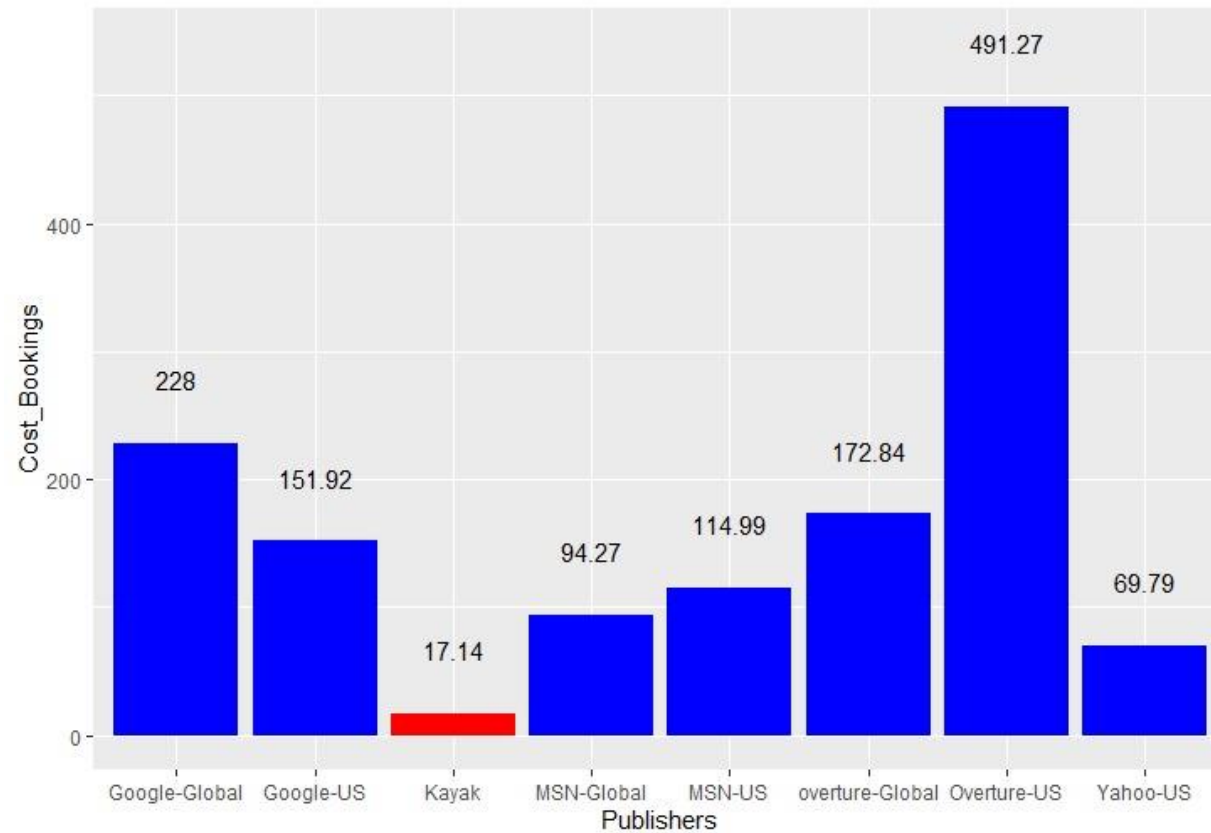


Clicks per booking

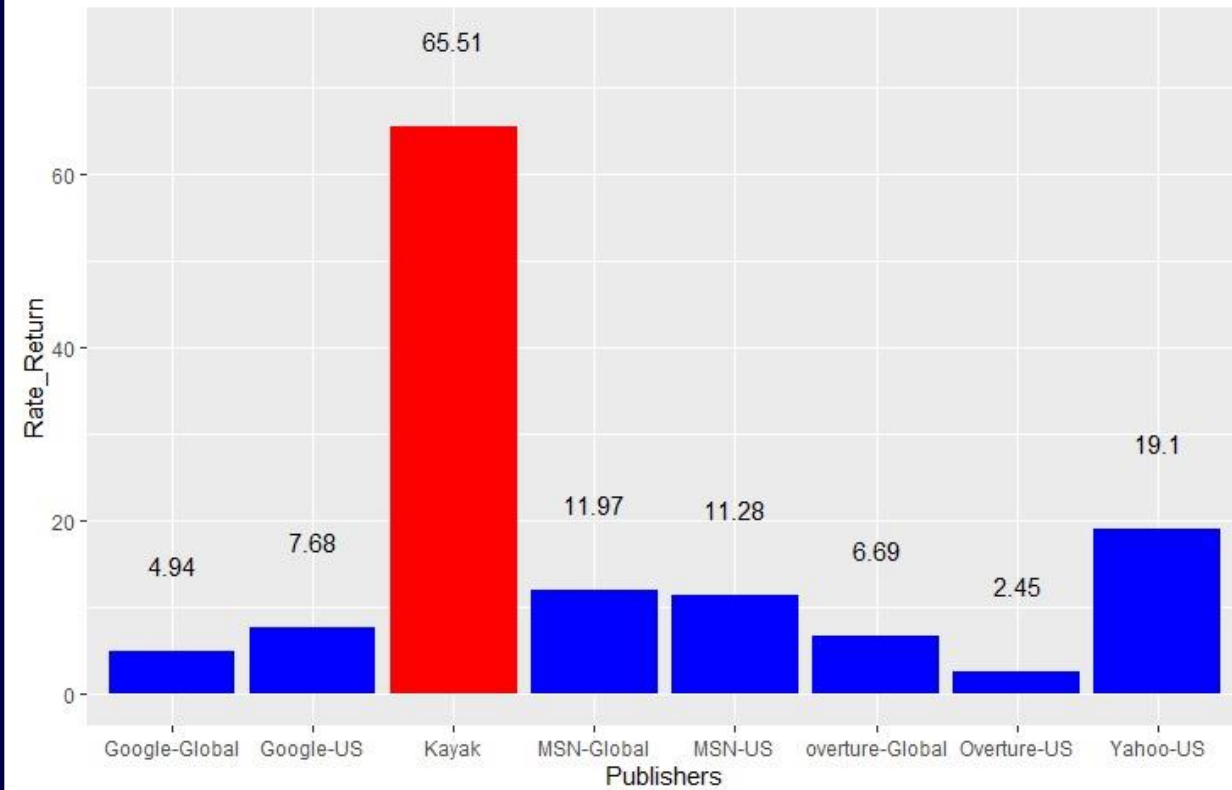


Descriptive analysis

Cost per booking

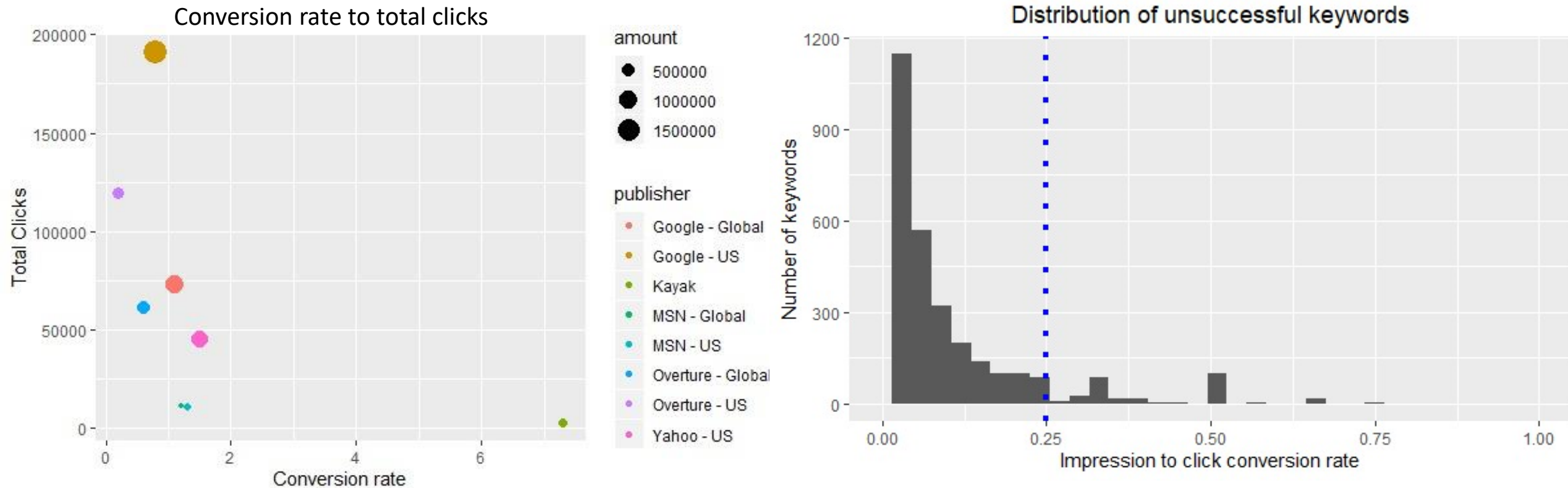


Return rate



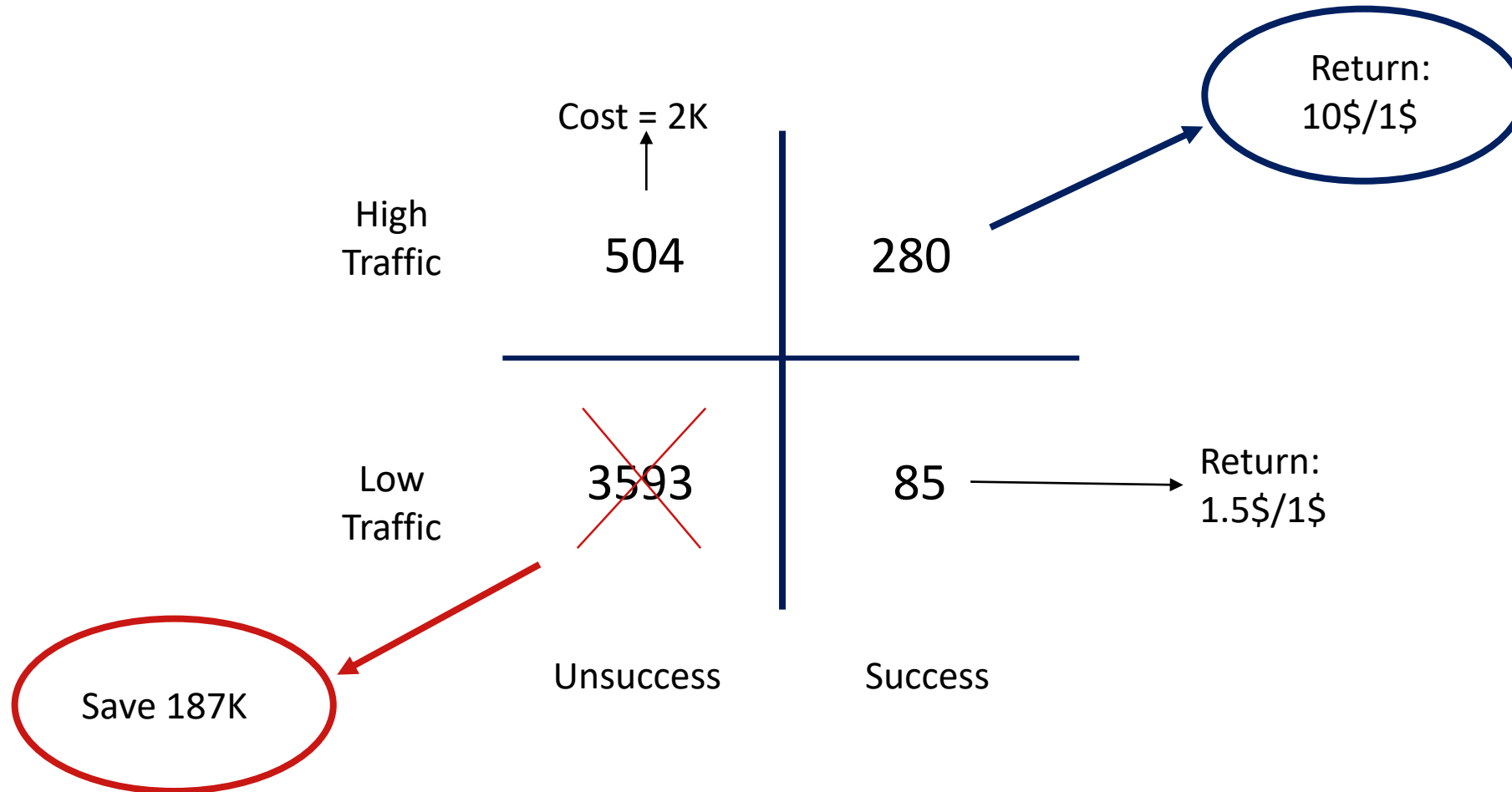
Predictive analysis

1st Approach: Conversion rate



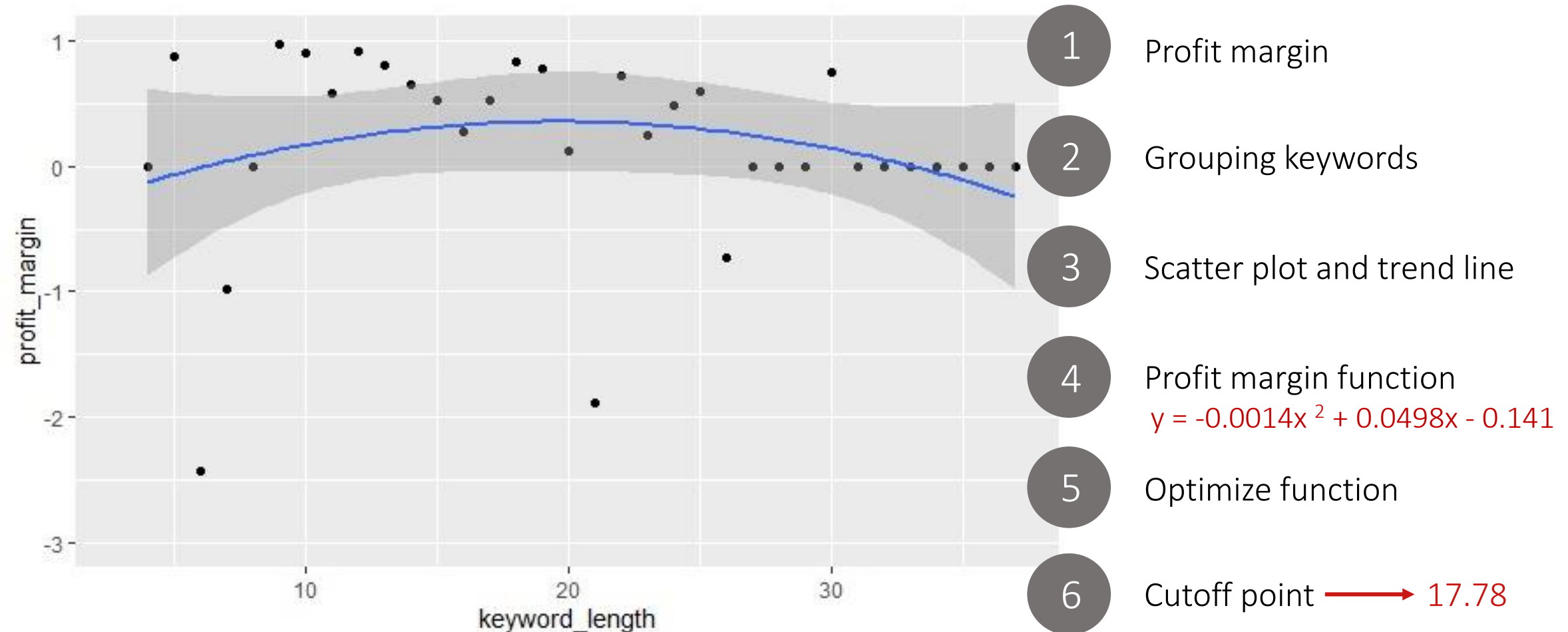
Predictive analysis

1st Approach: Conversion rate



Predictive analysis

2nd Approach: Keyword optimization



Predictive analysis

All
Keywords

publisher	Keywords	Bookings	Cost	Revenue	Net_Revenue	Return_rate	Cost_per_booking	Clicks_per_booking	Cost_margin	Profit_margin
MSN - Global	99	129	12160.36	145524.2	133363.9	11.97	94.27	86.95	0.08	0.92
MSN - US	98	140	16098.49	181549.8	165451.3	11.28	114.99	77.20	0.09	0.91
Overture - US	661	289	141976.07	347433.2	205457.2	2.45	491.27	412.88	0.41	0.59
Overture - Global	553	372	64295.86	430084.7	365788.8	6.69	172.84	163.71	0.15	0.85
Yahoo - US	635	662	46197.82	882289.0	836091.1	19.10	69.79	68.88	0.05	0.95
Google - Global	386	796	120927.70	928253.6	807325.8	7.68	151.92	91.48	0.13	0.87
Google - US	2030	1548	352949.25	1742182.1	1389232.9	4.94	228.00	123.38	0.20	0.80
total	4462	3936	754605.56	4657316.6	3902711.1				0.16	0.84

Using
18 as
cutoff
point

publisher	Keywords	Bookings	Cost	Revenue	Net_Revenue	Return_rate	Cost_per_booking	Clicks_per_booking	Cost_margin	Profit_margin
MSN - Global	75	126	11643.36	138090.1	126446.8	11.86	92.41	84.71	0.08	0.92
MSN - US	75	131	15502.45	174906.2	159403.8	11.28	118.34	79.21	0.09	0.91
Overture - US	340	271	124669.37	326358.3	201689.0	2.62	460.03	380.00	0.38	0.62
Overture - Global	321	343	59644.59	395777.8	336133.3	6.64	173.89	161.80	0.15	0.85
Yahoo - US	297	650	38993.62	871587.5	832593.8	22.35	59.99	65.72	0.04	0.96
Google - Global	300	769	112814.16	904636.3	791822.1	8.02	146.70	89.51	0.12	0.88
Google - US	1433	1475	320788.09	1679188.6	1358400.5	5.23	217.48	118.67	0.19	0.81
total	2841	3765	684055.65	4490544.9	3806489.3			-----	0.15	0.85

Conclusion

▶ KAYAK 👍 OVERTURE 👎

▶ Approach 1 for the existing keywords

▶ Approach 2 for future keywords

▶ Performance will improve by 4% on profit margins



MEET THE TEAM

Team 7



**Abby
Antony**
India



**Delara
Vafaeinejad**
Iran



**Dongwoo
Kang**
South Korea



**Georg
Stotzingen**
Germany



**Marta
Moreno**
Spain



**Victoria
Landa-Steinau**
USA

