

Data Science - Final Project - Lightning Talk

Predict the Possibility that a Traveler would book his next trip on the same carrier

Most Commonly used data captured during any booking

- Name of Traveler
- Companion Details (Family/Friends if any)
- Date of Birth
- Citizenship
- Origin Location
- Destination Location
- Time of Departure
- Flight Number
- Carrier Name
- Class of Travel - Economy/Business/First
- Type of Travel - Domestic/International
- Connection Type - Direct Flight/Connecting Flight
- Seats Information
- In Flight Service Requested - Meals, WiFi etc

What could be the deciding factor

- Cost of Ticket
- Seating comfort
- Refund Policy of Tickets
- Ontime Departure and Arrival
- Duration of Travel - Shortest Travel Distance
- Offering Loyalty Points accumulation through Travel
- Quality of InFlight Service - Meals, WiFi, Flight Attendant Service etc

What could be different aspects of the analysis

- Travel is a world class business and is driven by different factors. While performing an analysis of returning customers different aspects should be considered so that the outcome of this analysis is not generalized for all types of Travel. Based on the factors that could influence deciding factor on a Travel there could be below types of Travel.
- Domestic Travel
- International Travel
- Seasonal/Holiday Travel
- The factors those are considered for Travel could be very specific based on one of the above category of Travel. It would be a better approach to perform analysis for each of these category of travel separately and predict the possibility of returning Traveler.

What factor could impact the analysis?

- The Traveler doesn't always performs direct online booking of Flights. Its booked by their preferred Travel Agents who suggests some carrier of their choice to make a booking.
- For Corporate Travel the corporates are tied up with specific carrier at times. In such scenario though the same Traveler keeps traveling on the same flight multiple times but it would not necessarily be his preferred carrier.

Challenges

- How to fetch the Travel data? Its not available in public domain.