



Hult International Business School
Data Science: R
February 2022

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Agenda

1

Overview

2

Objectives

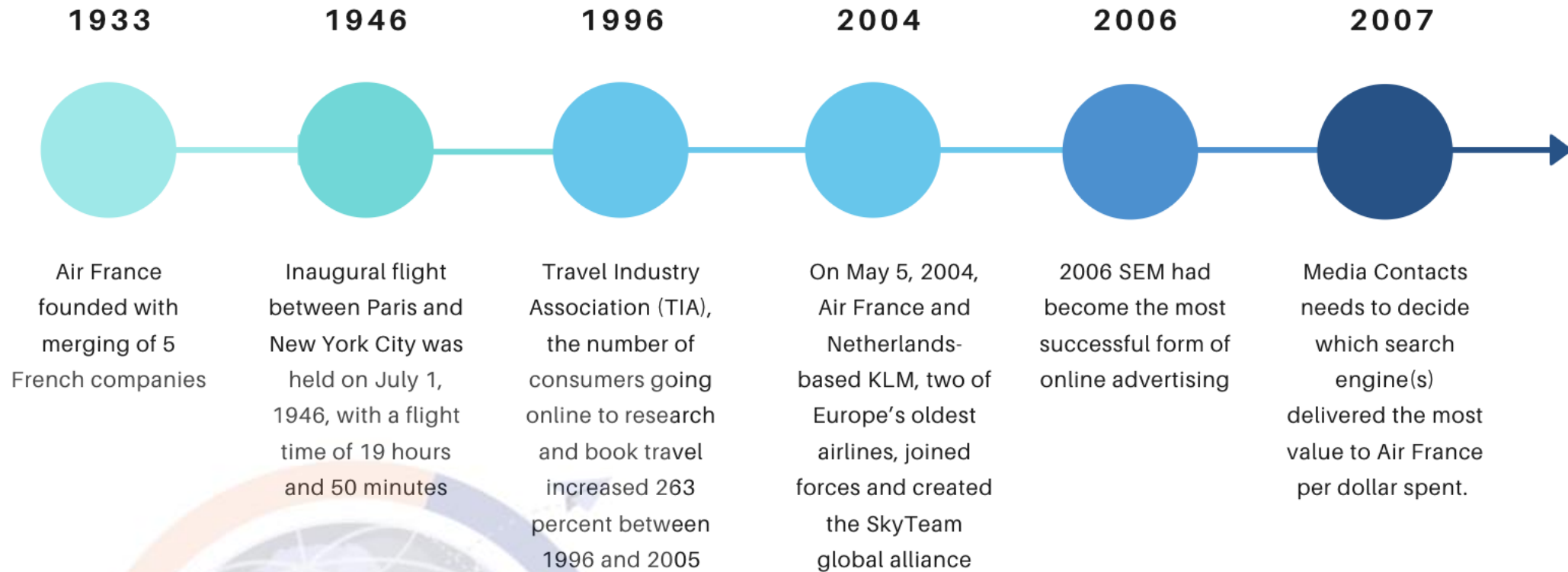
3

Analysis

4

Recommendations

Overview of Air France and E-Commerce Air Travel



Overview of Air France and E-Commerance Air Travel

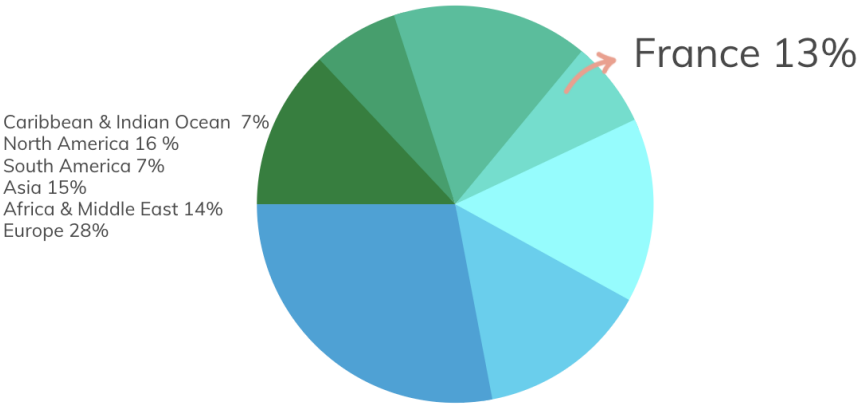
Exhibit 2

Scheduled International Passengers Carried in 2006 (World)		
Rank	Airline	No. of Passengers
1	Ryanair	40,532,000
2	Lufthansa	38,236,000
3	Air France	30,417,000
4	British Airways	29,498,000
5	KLM	22,322,000
6	Easyjet	21,917,000
7	American Airlines	21,228,000
8	Singapore Airlines	18,022,000
9	Emirates	16,748,000
10	Cathay Pacific Airways	16,667,000

Source: World Air Transport Statistics (WATS). WATS provides statistics from more than 350 airlines, including low-cost carriers. This represents a complete statistical picture of the airline industry in 2006.

Scheduled Passengers Carried in 2006 (World)		
Rank	Airline	No. of Passengers
1	American Airlines	99,835,000
2	Southwest Airlines	96,277,000
3	Delta Airlines	73,584,000
4	United Airlines	69,265,000
5	Northwest Airlines	55,925,000
6	Lufthansa	51,213,000
7	Air France	49,411,000
8	All Nippon Airways	49,266,000
9	Japan Airlines	48,911,000
10	China Southern Airlines	48,512,000

2006 SCHEDULED PASSENGER REVENUE BY DESTINATION



Source: World Air Transport Statistics (WATS). WATS provides statistics from more than 350 airlines, including low-cost carriers. This represents a complete statistical picture of the airline industry in 2006.



Air France's Objectives

Optimize through reducing costs by adjusting SEM strategy

Improve ROA

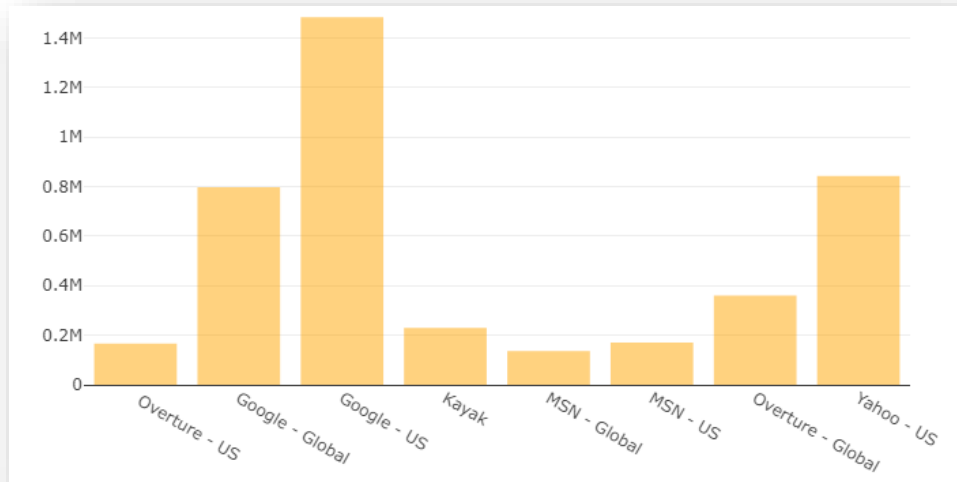
Increase market share in the US

Measure results through new campaign

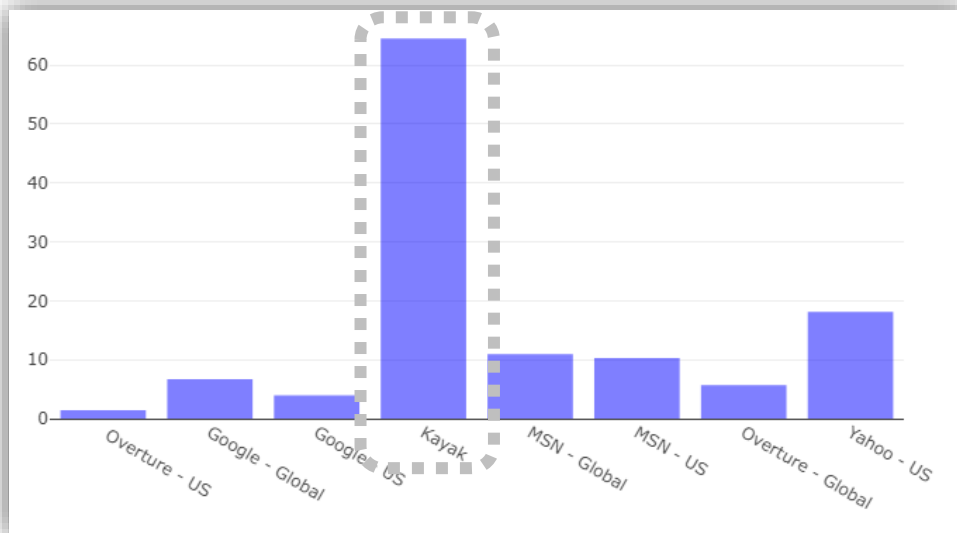


Publishers

Revenue (\$)

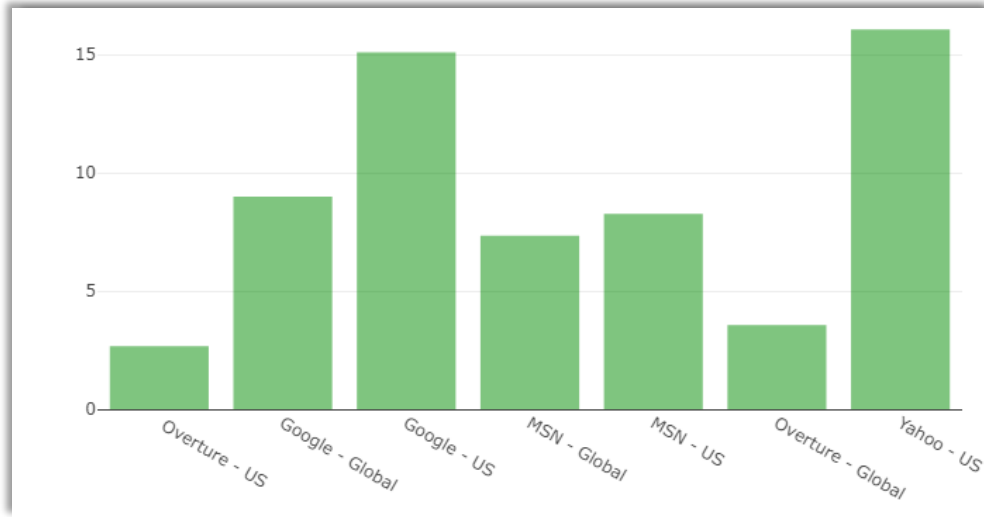


ROA (%)

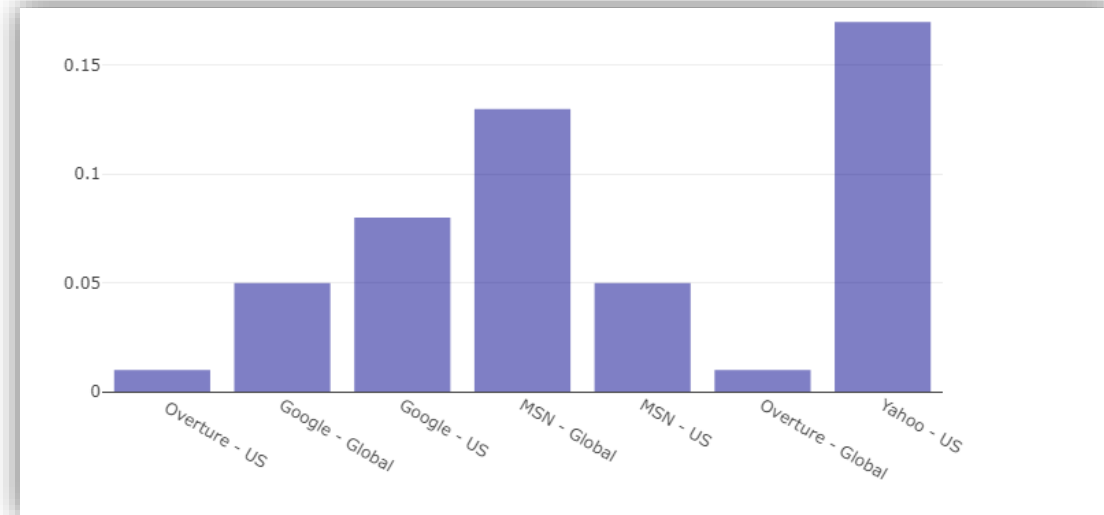


Publishers' rates (%)

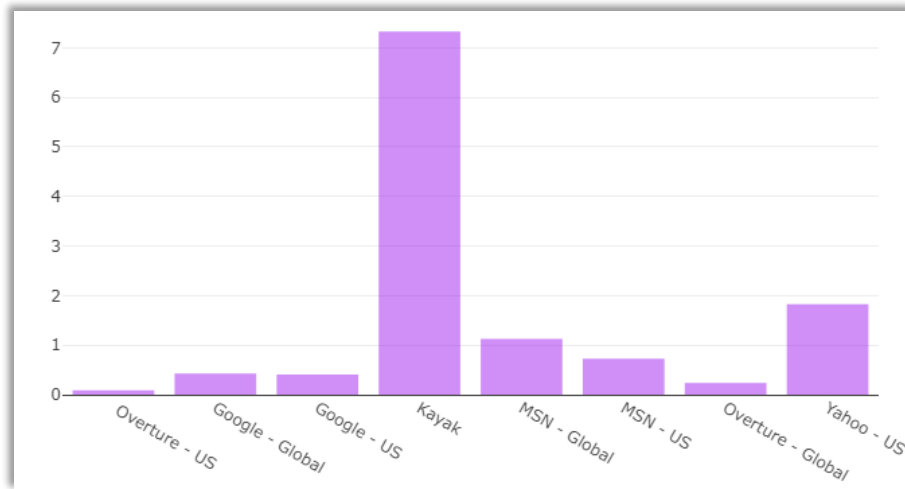
Average
Click
Through
Rate



Booking probability

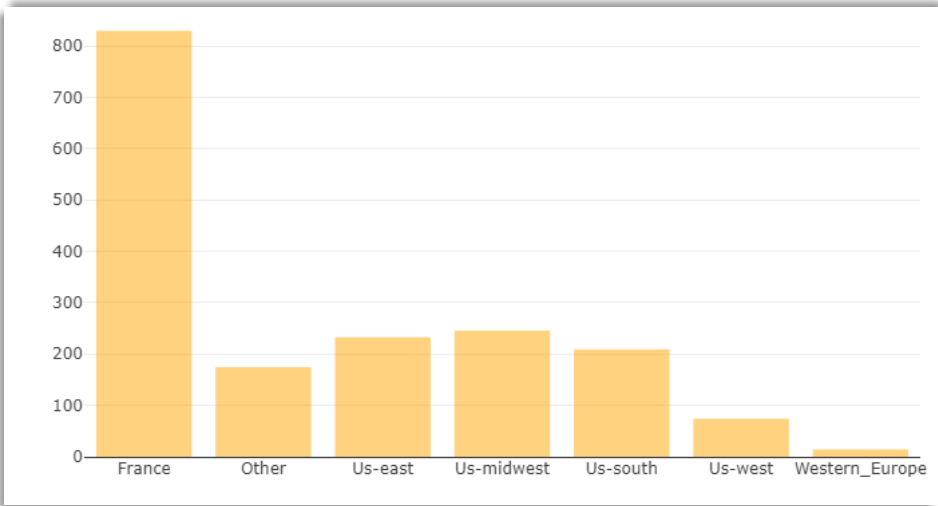


Transaction
Conversion
Rate

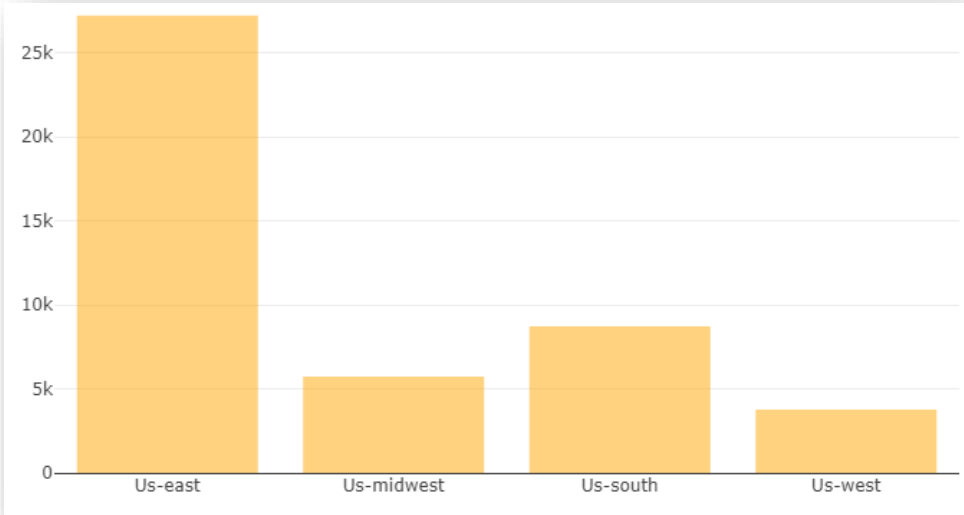
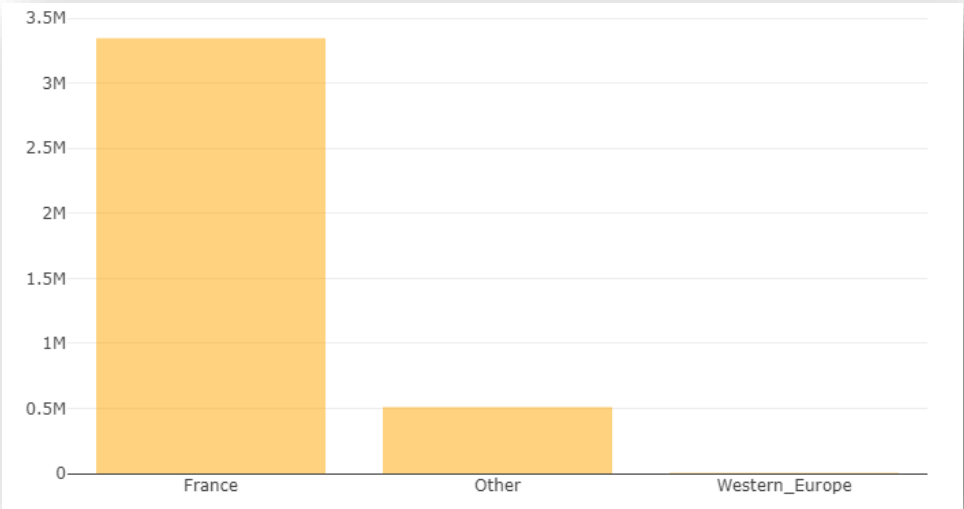


By Campaign region

ROA (%)



Revenue (\$)



Key Insights

Revenue

- Google US, Google Global, and Yahoo! US are the top three performers

ROA

- High potential with Kayak and Yahoo! US

Publishers' Rates

- Booking Probability overall low with top performer, Yahoo! US, with 0.17%

Campaign Region

- All US regions demonstrate a high percentage of ROA
- Highest revenue generated locally in France



Recommendations

Kayak

- ✓ Increase advertising funds



Restrict key words

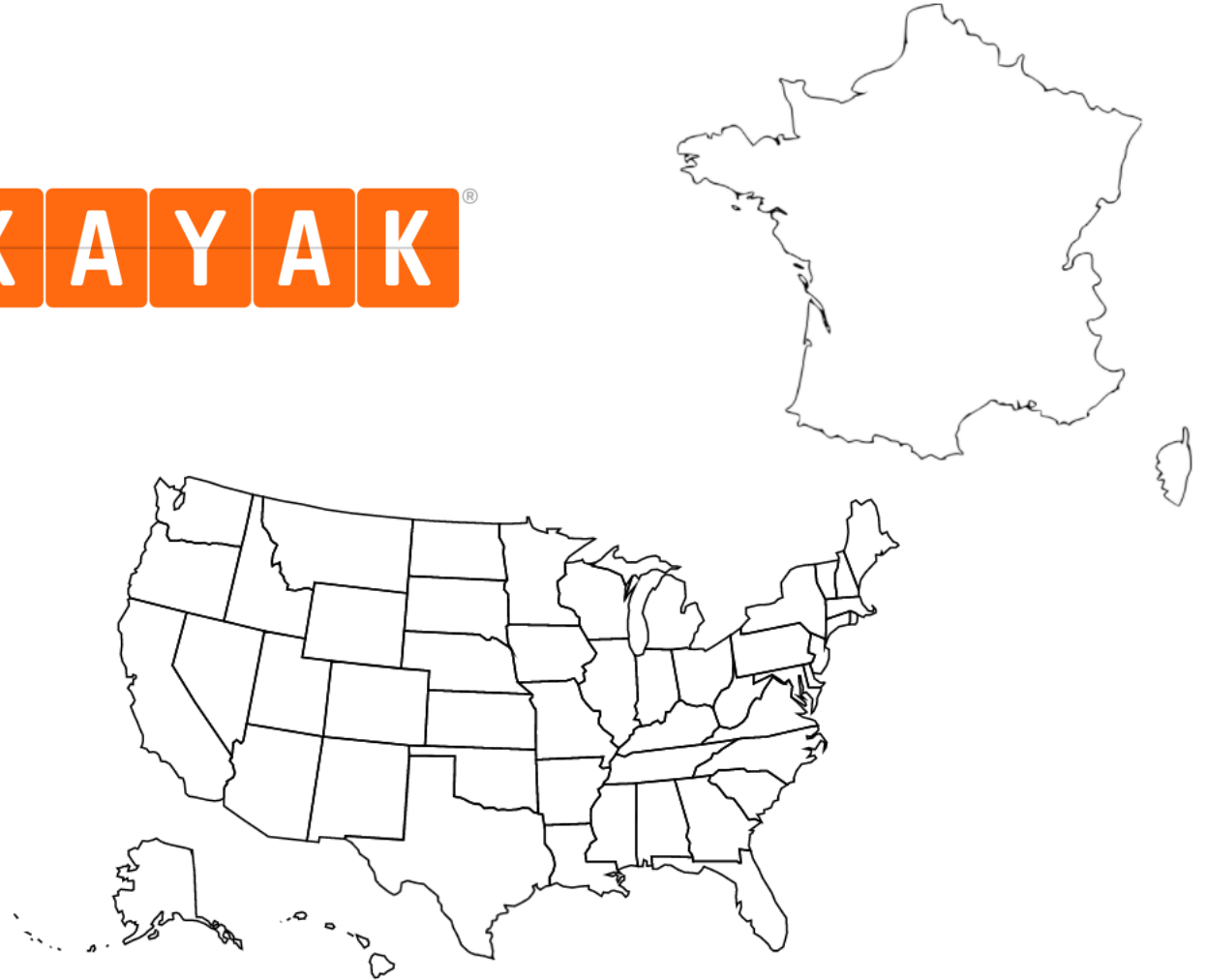
- ✓ Profitable
- ✓ ROA more than 3x

US

- ✓ Focus: East, Midwest, and South
- ✓ Increase ads for national flights

KPI's

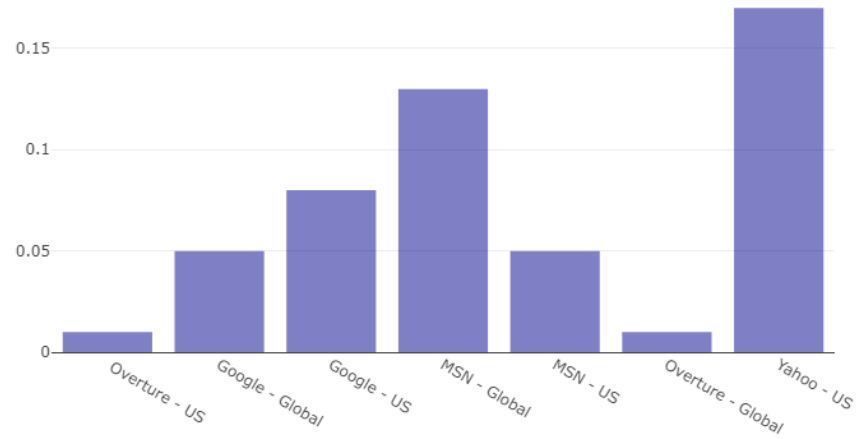
- ✓ ROA
- ✓ Click Through Rate
- ✓ Booking probability
- ✓ US Market share



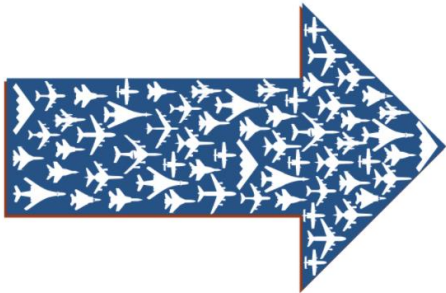
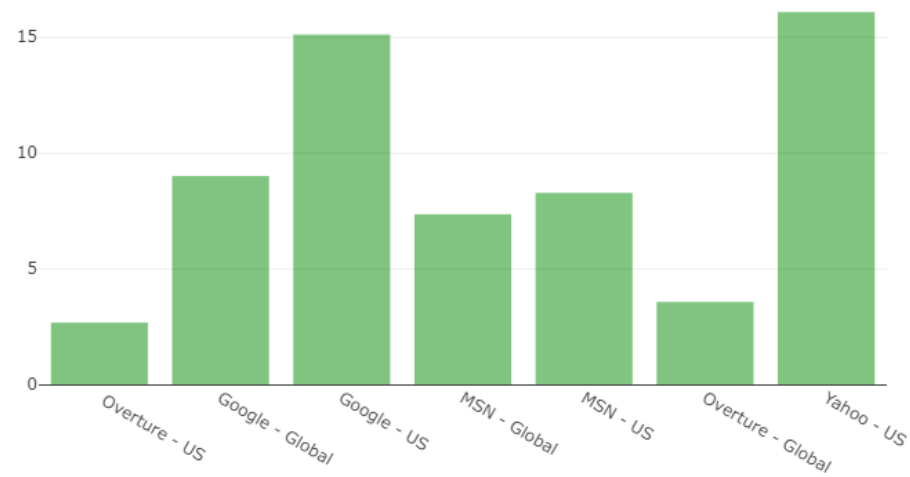
Recommendations

Initial Analysis

Average Probability of booking

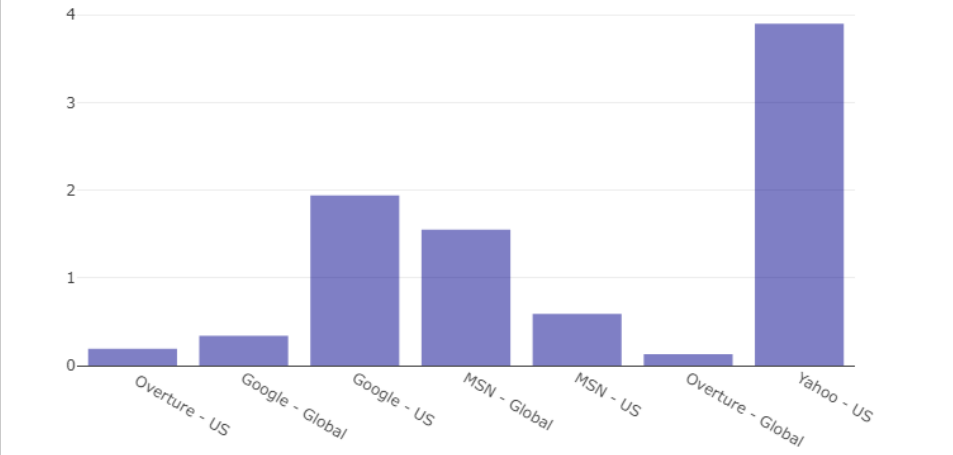


Average Click through rate

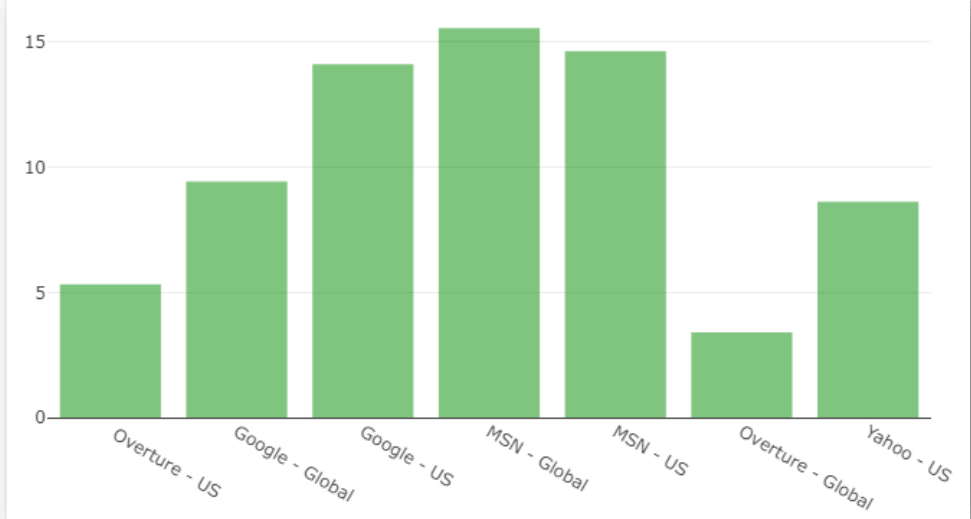


Optimized

Average Probability of booking - Profitable



Average Click through rate



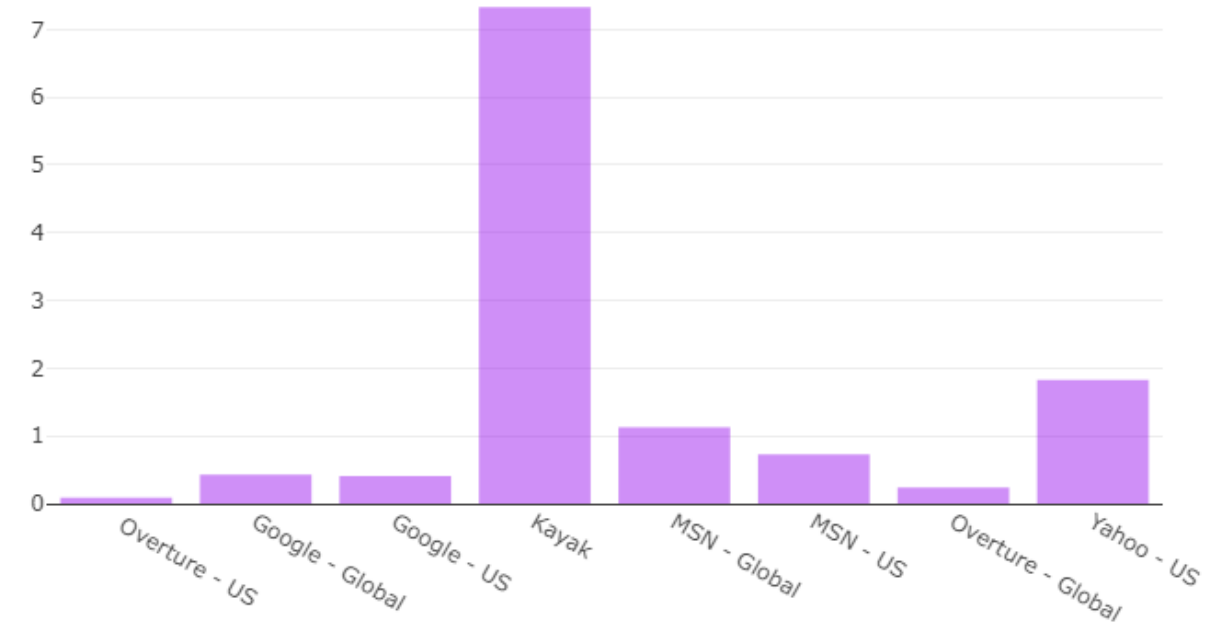
Recommendations

Initial Analysis

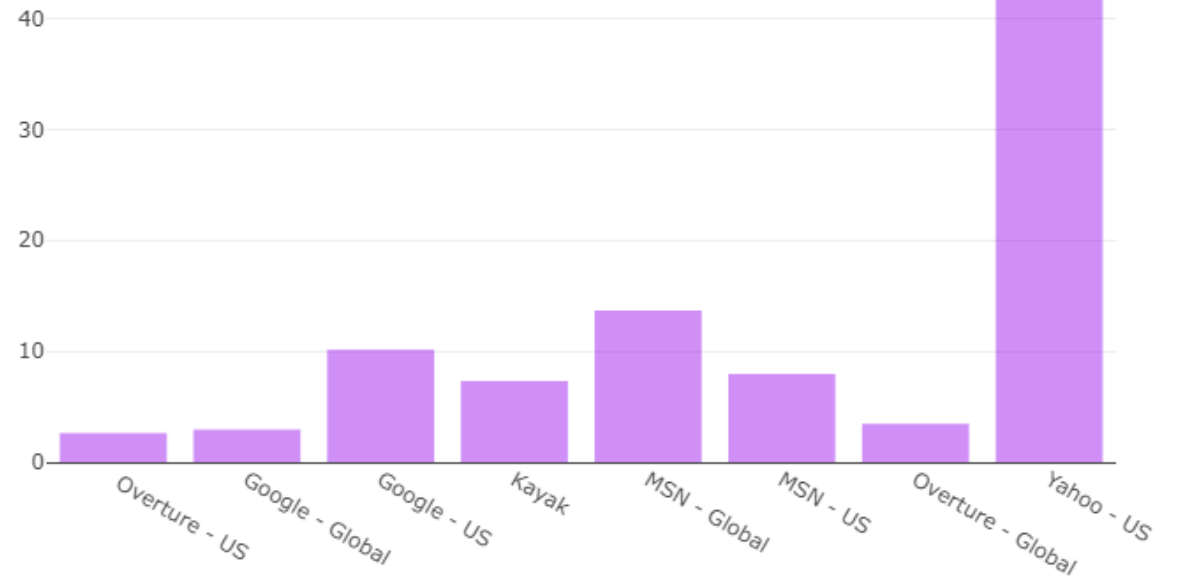


Optimized

Average Transaction conversion rate



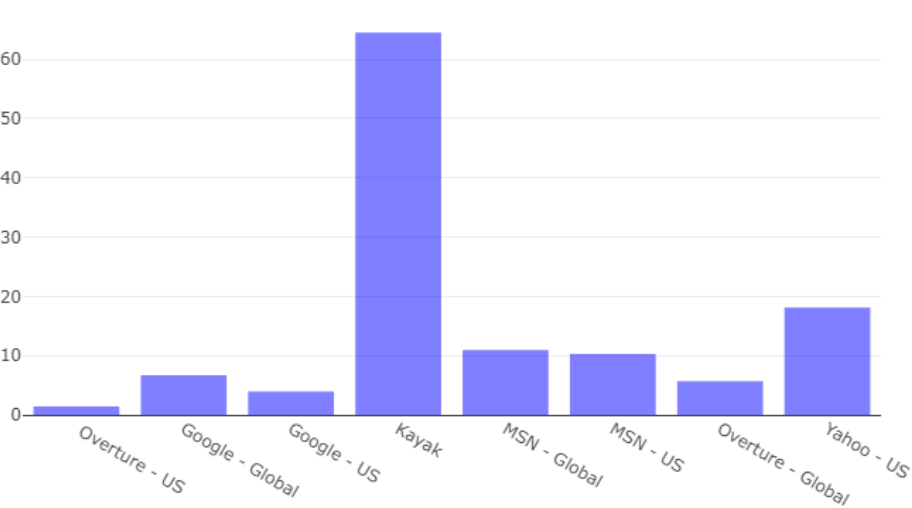
Average Transaction conversion rate



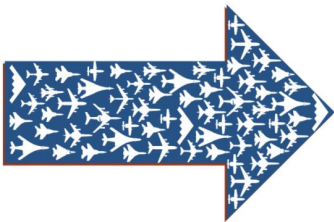
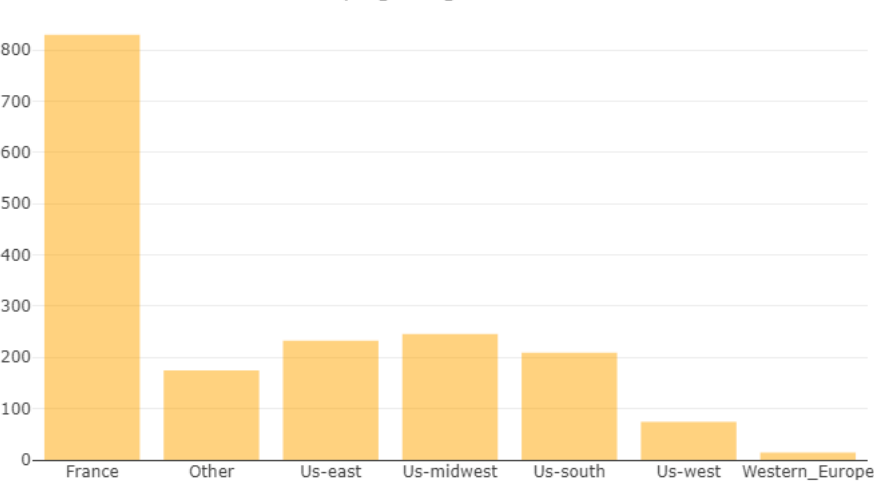
Recommendations

Initial Analysis

ROA by Publisher

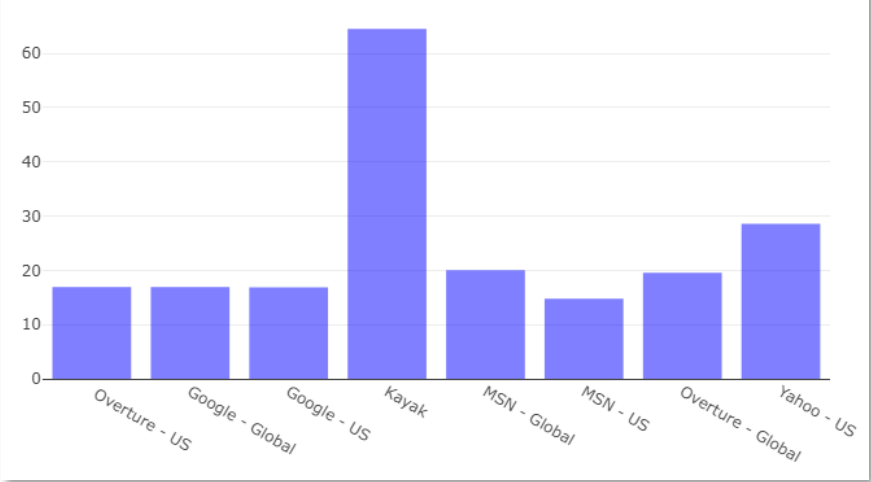


Campaign Region ROA

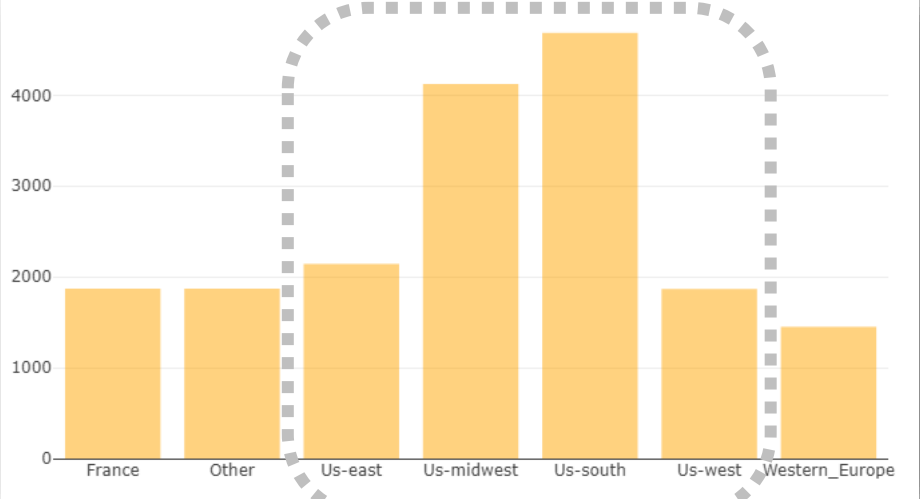


Optimized

ROA by Publisher



Campaign Region ROA





THANK YOU !
