**CHAPTER 1**

**INTRODUCTION**

* 1. **Research Background**

Revenue Management is essential for every airline business, and the seat is the main product of an airline. The purpose of the system is to maximize the revenue of each airline routes based on demand. This demand, however, depends on factors such as historical demand, seasonality, seat pricing based on purchase lead days, competitors pricing and customer behaviour. The demand for the seat is often uncertain. However, the capacity is limited, and it is not possible to increase in case of more demand in a particular situation and variable costs are high. The number of physical seats for a particular flight is always constant. In order to maximize the revenue from a flight, it is essential to maximize the number of seats sold at the best possible price. There are also different levels of fare classes for pick, regular and off-pick time flights. The airline company has to decide how many seats to allocated for each available fare class at what price. The revenue management team closely monitor the load factor (seat sales percentage over total capacity) and adjust the allocation of seats to meet target sales and maximize the revenue at the same period.

Dynamic prediction of passenger demand helps to forecast revenue on future flights and thus allow the airline to generate optimal prices for the corresponding flights. Accurate prediction of seat sale is vital characteristics of successful and intelligent revenue management. It is also crucial while allocating seats for higher fare class passengers. Therefore, the importance of expected demand forecast with better accuracy is very high for the airline revenue management system. Various seat sale prediction models (Varedi, 2010) have been proposed in the literature to better predict the seat sale demand in advance. Most of these traditional forecasting model use transactional and operational data to produce an accurate prediction. However, the new era of the digital world with the rapid expansion of internet and mobile applications have created a broader scope for the airline industry to promote their business in a new way. Now the customer can purchase their flight tickets through their digital devices, i.e., mobile, laptop. Airlines are increasing their activity in the Web to obtain information about user preference, provision electronics tickets, providing online promotions and customer relationship management (Budd & Vorley, 2013; Crespo-Almendros & Del Barrio-García, 2016). The increasing popularity of the Internet and e-commerce technologies have provided a platform for airlines to bypass intermediaries such as travel agents and communicate with their customer directly. In consequence of which, a massive volume of real-time customer engagement data is being generated through these digital platforms. With these new types of customer behaviour data along with the advent of many open source big data technology and advances in machine learning have opened up the new opportunities and challenges for accurate airline seat sale prediction.

**1.2 Problem Statement**

**1.2.1 Limited Work on Airline Seat Sale Prediction**

In the case of seat sale prediction, it is essential to take into account historical data of the successful transactions and the behavioural interest of a potential customer. Selecting the right variables to participate in the forecasting process is also significant to predict the seat sale demand accurately. Different types of prediction models (statistical and machine learning) have been described in the literature so far to predict airline seat sale (Abdella, Zaki, Shuaib, & Khan, 2019; Chen, Cao, Feng, & Tan, 2015; Maheshwari, Davendralingam, & Delaurentis, 2018). (Ghomi & Forghani, 2016) utilized and compared two techniques for forecasting airline passenger demand. Artificial neural networks (ANN) and Box-Jenkins technique were implemented on five-year daily passenger data. Mean absolute percent error (MAPE) was selected as the parameter for comparison, and it was found that Box-Jenkins techniques yielded better values than the ANN technique. A round-trip based Adaptive Neuro-Fuzzy Inference Systems (ANFIS) technique was proposed by Varedi (2010) to replace traditional one-way forecasting models. One disadvantage of using this technique is that a large dataset is required for training, and this technique is not responsive to rapid changes. Hueglin and Vannotti (2001) found out that a forecasting approach which takes into account passenger no-show data could yield more accurate results from traditional methods. Based on the above discussion, it is clear that a benchmark model could not be taken because of the lack of data integrity and approach of historical data collection. Thus, a good data integration, feature selection and machine learning model development are necessary for airline seat sale prediction.

**1.2.2 Processing and Integration of Digital Data**

Accuracy of the prediction models varies based on the dataset that has been used for the modelling and training purpose. Most of the previous research work ignored digital data (digital data can be defined as the data generated due to user interaction with various digital platforms like the website and mobile applications). The digital data has been ignored due to a lack of proper extraction and processing pipeline of this massive volume of data was available. Since the digital customer data provide crucial insight into customer purchasing behaviour, it is imperative to extract useful attributes to feed the machine learning model. Furthermore, due to the various digital platform, the structure of stored data is different. This presents a further challenge while creating an aggregated dataset by comprising different types of data sources (i.e. transactional, operational, digital).

One of the main goals of this research is to identify the role of digital variables to represent user behaviour to improve the accuracy of demand prediction. To accomplish this, an efficient data extraction and processing pipeline have been proposed to aggregate a large volume of unstructured data from various data sources and to create an analytics dataset for the machine learning model. The main focus has been given to collect and process a large volume of airline online visitors click-stream or digital data. Finally, different types of prediction algorithm have been explored with the prepared analytics dataset to propose an accurate model for airline seat sale prediction. The raw data used in this research belong to a major Airline company in Southeast Asia.

**1.3 Research Motivation**

Passenger demand prediction is vital for the commercial airline industry due to the increase in competition. Predicting the demand for airline tickets (or seats) in advance and adjust the price to maximize the ticket sale are challenging for the airline industry. There are many interconnected factors like customer behaviour, segmentation information, load factor and competitor price. Usually, intelligent dynamic pricing models are employed for revenue optimization, which considers factors such as customer behaviour to potentially boost up a significant percentage of airline revenue (Escobari, 2014). Understanding customer behaviour allows prediction algorithms to advice a better pricing model (Puller & Taylor, 2012). However, it is quite challenging to define the pricing model since it is limited to inter-temporal price discrimination and subject to dynamic adjustment to stochastic demand (Ong & Tan, 2010; Williams, 2017). As a result, it is challenging to create a recommendation for pricing based on customer micro-segmentation behaviour, and other factors such as load factor, competitor price, and future stochastic demand. This is one of the motivations for this research. Thus, instead of predicting pricing, this research focused on the prediction of passenger seat sales as a dependent variable for demand.

In recent years, most of the Asian airline's primary focus is on digital transformation (Williams, 2017). The key objective of digital transformation is to understand online customer acquisition, digital channel attribution, online customer segmentation, and their search trend, which are providing insight into customer behaviour more than ever. There is a significant scope exists to process a huge volume of digital customer data and extract essential attributes for a more accurate dynamic seat sale prediction model which would significantly benefit the revenue maximization. This is the key motivation to process digital data and include digital attributes.

**1.4 Research Objectives**

This project has the following objectives:

1. To propose a data integration method for airline transactional, digital and operational data to create a comprehensive dataset.
2. To determine the optimal feature set from the above dataset.
3. To apply and optimize GBTR for airline seat sale prediction.

**1.5 Research Scope**

This research focuses to propose a data extraction, processing and aggregation procedure for the various digital platform (i.e. mobile, tablet, desktop and notebook) used by the airline industry. An analytics dataset has been prepared by aggregating airline transactional, digital and operational data for 26 routes. Machine learning model for seat sale prediction was developed using this dataset.

**1.6 Thesis Outline**

This thesis is divided into five chapters, including this introductory chapter. The remaining chapters are organized as follows:

Chapter 2 presents a review of the current literature on airline seat sale demand prediction methods, dataset preparation procedure, critical assessment of these methods and proposed methods.

Chapter 3 describes the data collection and processing flow from different data sources with the main focus on processing digital platform data. In this chapter, the preparation of analytics dataset for seat sale prediction model also been described.

Chapter 4 will present Gradient boosted regression tree-based model in detail for airline seat sale prediction, evaluation of this model performance, results and analysis of the proposed model and analytics dataset.

Chapter 5 will present conclusion and future work.

**CHAPTER 2**

**LITERATURE REVIEW**

**2.1 Introduction**

The success of the managers and companies are much related to suitable strategies which are composed with an accurate prediction. The accuracy of the prediction is the most critical tool for the airline revenue management system. Many research works have been carried out to optimize the airline revenue management system. Most of them are mainly focused on developing a dynamic pricing model to set different price based on the historical demand curve. However, this approach is limited to inter-temporal price discrimination and dynamic adjustment to stochastic demand (Escobari, 2014; Escobari, Rupp, & Meskey, 2013). Furthermore, lack of customer behaviour and segmentation information data such as travel purpose, frequent flyer, price sensitivity play a vital role to define an accurate pricing model. Detail customer profile data has been ignored in most previous works. It is also challenging to create a price recommendation based on customer micro-segmentation behaviour, load factor, competitor price, and future stochastic demand prediction.

Predicting seat demand could be promising for airline companies. Demand prediction in passenger airlines is a challenging task, because of the limited knowledge about customers' preferences and rapidly changing business environment. Furthermore, the main product of the airline industry is the seat, which is expensive, unstock able. This adds more complexity to seat sale prediction. Various approaches can be implemented to improve the seat sale prediction to optimize revenue management system. One approach is focused on understanding the customers’ decision-making process. The focus of this research is to develop a improve seat sale prediction model by deriving digital attributes of customer behaviour from the considerable amount of data collected by airlines using their digital sale channels (website, mobile app) (Abdella et al., 2019).

In this chapter, first, a brief discussion on dynamic pricing and seat sale prediction based revenue management system have been presented to understand the usefulness of such a system. Various prediction method presented in the current literature and their approaches will be described. Finally, the advantage of leveraging a large amount of available digital data for developing a seat sale prediction model and the research gap will be discussed concerning the research focus.

**2.2 Dynamic Pricing and Prediction**

Dynamic pricing-based revenue management can benefit different sectors such as retails, manufacturing and e-business. Mark-down pricing, discount airline pricing, and consumer-packaged goods promotions are some example of dynamic pricing. The dynamic pricing optimization problem for deterministic and stochastic demand have been discussed in the literature (Varedi, 2010). In some literature, price-based revenue management is preferred over quantity-based revenue management to control the demand by changing the price (Farias, 2007; Levina, Levin, McGill, & Nediak, 2009). In Feng and Xiao (2000), the authors proposed revenue-maximizing patterns by price changes, assuming the demand to have a Poisson distribution. They showed that concave subsets in the price set, maximize revenue. Price volatility has been studied, and a technique was proposed in (Gillen & Mantin, 2009). It is also demonstrated that price volatility increases in two weeks before the flight, and it does not have any relation with market structure. However, it depends on the type of carriers. A work by Escobari (2014), the author discussed dynamic pricing for airlines by considering intertemporal price discrimination and dynamic adjustment of stochastic demand using a new flight level data set. It can be said that in the case of dynamic pricing, revenue-maximizing is difficult, especially when considering the competition in the market (Varedi, 2010).

On the other hand, the prediction of seat demand could play a vital role to maximize revenue. Recent progress in data science makes it possible to study the patterns and predict the behaviour of sales outcome. However, the research on this field is limited. In some recent literature neural network (Wang, 2010) based forecasting model has been proposed which provide better accuracy than previous work. MAPE has been used to evaluate model performance. Fuzzy system-based forecasting models also implemented in some research works (Varedi, 2010). After reviewing the prediction methods mentioned above, it is determined that these types of models could improve the airline's revenue management system, which in turns increase revenue. However, there are still significant improvement scope exists in terms of model design approach. Thus, in this research, we focus on to improve the accuracy of seat sale prediction model.

**2.3 Prediction methods for Airlines**

In this section, several forecasting methods proposed for the airline industry will be discussed based on current literature. Focus will be given to describe data collection, data preparation, modelling, and evaluation methods to understand the research gap and relate to the contribution of this research.

**2.3.1 Fuzzy Prediction Method**

In a study by Koenigsberg, Muller, and Vilcassim (2008), a fuzzy forecasting method has been proposed. The authors considered day-to-day price change and linking flights, also defined as round-trip flights to improve the accuracy of the prediction model. A major North American airline data has been used for that research. The dataset contains over 500,000 sales records from 22,900 flights over 20 months. There were three routes of data (both direction) and arranged into two tables, namely general flight information and sales detail.

The attributes of the dataset are flight direction, flight number, departure date, capacity, total bookings/day, number of cancellations, total bookings for regular customer and price. It has been observed that there is a significant effect of time remaining to flight on the amount of seat sold. This finding also reported in (Varedi, 2010). It has been concluded that the price change is an important factor on customers’ decisions to buy a ticket.

An Adaptive Neuro-Fuzzy Inference System (Varedi, 2010) has been used to develop the final forecasting model. Fuzzy models are suitable when the dataset contains uncertainty, imprecision in the input or output datasets, and complex interaction among variables. Root Mean Square Error (RMSE) has been used to evaluate the performance of the ANFIS model. The model obtained 2.30% RMSE with one-way trip and 2.23% RMSE with round-trip scenario.

**2.3.2 Artificial Neural Network (ANN) based Prediction**

Neural network-based machine learning models are becoming popular day by day. Neural network-based model is particularly suitable with huge volume of data. This technique has been used to forecast airline passenger demand (Ghomi & Forghani, 2016). An ANN model has been proposed in Wang (2010) to forecast passenger and air cargo demand from Japan to Taiwan. It has been claimed that this model can overcome the shortcomings of time series analysis. It has also been reported that limitation of grey theory (which rely on historical time series without analysing the causality between the variables) can also be improved. In some studies, Zandieh, Azadeh, Hadadi, and Saberi (2009), an integrated ANN has been used to predict the number of passengers with 1993 to 2005 Iranian airline data. Another significant work has been done using ANN and Box-Jenkins for airline passenger forecasting in (Ghomi & Forghani, 2016). A major Turkey airline data has been used for this research. Daily passenger data for business class and economic class for the year 2010-2015 is taken. It has been found by the time-series analysis that the data is free of inconstant variance but contains seasonality. A Box-Jenkins method has been applied to compare the result with ANN. MAPE has been used to evaluate the performance of the model. However, there is no indication of route level data and the aggregation of different data tables. Furthermore, analysis and prediction for only one route has been given, which induce some confusion for the model accuracy.

**2.3.3 GMM based Prediction**

Generalized method of moments (GMM) is another approach reported in the literature for airline ticket sale forecasting. A GMM based dynamic demand forecasting has been proposed in (Escobari, 2014). An original panel dataset of prices and seat inventories from Expedia.com has been used in this research. This dataset contains a record of 228 one-way US domestic flight. It has been concluded that customers' purchasing behaviour changes as the departure date nears. It is also observed that high-valuation consumers buying earlier which is consistent with a key prediction mentioned in (Varedi, 2010). Furthermore, it is found that airline travellers sort themselves efficiently in equilibrium with low valuation types postponing their purchase decisions and even deciding not to buy if price closer to departure are higher than their valuation.

The effect of price dependence was also studied in Levina et al. (2009), where a comparison was made between purchase behaviour comparing international flight and local flight. It was found that the prices for international tickets decrease with increase in time interval before departure to a certain extent. On the other hand, the prices on the local tickets behave the exact opposite. The research proposed two empirical data-driven models. Public data set was utilized for the same; however, the researchers pointed out some inconsistencies and incompleteness of the data. Some research works also consider the other variables such as the passenger no-show rate. Lawrence, Hong, and Cherrier (2003) reported that a forecasting approach which considers passenger no-show data could yield more accurate results. The training data set which was utilized comprised of 7.7% of no-show passengers and the probability of no-show is higher for late bookings and passengers who book flights on the same day as the departure date.

It has been found that the work on airline ticket sale prediction or passenger forecasting so far is very limited. Furthermore, the above-discussed methods only deal with model development. There are very little information exists on raw data collection and pre-processing method, especially digital customer data. Almost all proposed forecast model so far mainly uses transactional and operational variables to predict the seat sale or passenger demand. Furthermore, there is always a high possibility that the utilized data set suffers inconsistency and incompleteness. In such a case, the proposed model would struggle in regards to out-of-sample predictions. Consequently, it can give rise to over-fitting; a condition that can be caused by insufficient data, which leads to poor generalization of the model. Table 2.1 and 2.2 shows a summary of pervious research and features used for airline seat sale demand prediction.

**Table 2.1**: Summary of previous research on airline demand prediction (Abdella et al., 2019)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Reference** | **Problem** **Addressed** | **Dataset** | **Features** | **Technique Used** | **Performance Result** | **Remark** |
| Bo An et al., (2016) | Route Demand and Market share prediction | 10 years (40 quarters) of data for 13 airlines and 700 routes | Ticket price, number of flights operated by an airline, airline past performance history (delay time, delay ratio, cancel ratio, average stop and safety), aircraft size, total seat, average price, population income, customer price index (CPI) and Nash equilibrium pricing calculated based on existing models. | Ensemble Forecasting technique based on existing route demand and market share prediction models, clustering techniques and game theoretic analysis | Pearson Correlation Coefficients of 0.95 for market share and 0.98 for demand | (1) The prediction is quarterly  (2) The model has higher overheads (3) (Bo An et al., 2017)  is an extension of (Bo An et al., 2016) |
| H. Yuan et al., (2014) | Airlines ticket demand prediction | 3 years customer call, ticket sales and search query data | Internal factors (number of customer calls), External factors: Two query key words: ‘‘Ticket”, ‘‘TaobaoTrip” and historical ticket price data | Neural Networks and two types of support regressions (Ɛ-SVR and v- SVR) | Mean Absolute Percentage Error (MAPE) of 0.0466 | Data set is limited |
| Mumbower et al., (2014) | Demand prediction based on price elasticity | Data for 21 departure dates with a total of 7522 bookings | Number of advanced bookings, departure day of week, departure time of day, booking day of week, competitor promotions | Linear regression | Price elasticity of 1.97 | 1. There is no performance evaluation 2. Non-stop flights  only 3. More than 25% of  the data were missing both price & demand |
| Jie Liu et al., (2017) | Predicting personalized airline passenger demand | 2-year passenger records consisting of more than 50 million flight from more than 3 million customers | ID number, name, and gender, and flight-related information such as airline, origin and destination airport | Bayesian network technique to model the behaviour of customers and a Multiple Factor Travel Prediction framework to predict Demand | F1-score % 0.33 | The performance evaluation is based on the first 5 top-ranked probabilistic predictions |
| Chieh-Hua Wen and Po-Hung Chen, (2017) | Predicting changes in Demand | Not specified | Uses related features (e.g. age, occupation, gender, education level, and income) and flight related information such as ticket price, purpose of travel, airline, purchase date etc. | Trigonometric Function | - | 1. The data is limited in that it covers only a single route and homogenous  passengers 2. No detail performance evaluation |

**Table 2.2**: Parameter used in previous research

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Title** | **Variables** | | | | | | |
| Fare Class and Pricing History | Flight Level Data | Capacity & Load Factor | Leisure & Business Customers | Customer Profile | Price Sensitivity | Competitor Fare |
| Dynamic Price Discrimination in Airlines (Escobari 2014) | √ | √ |  |  |  |  | √ |
| Dynamic Airline Pricing and Seat Availability (Williams, 2013) | √ |  | √ | √ |  |  |  |
| Customer Loyalty and Profitability: Empirical Evidence of Frequent Flyer Program (Kristiani, Sumarwan 2013) |  |  |  |  |  |  |  |
| Dynamic Pricing, Advance Sales, and Aggregate Demand Learning in Airlines (Escobari, 2011) | √ | √ |  | √ |  |  |  |
| Dynamic Pricing in the Airline industry (McAfee and Velde 2006) |  |  | √ |  |  |  |  |
| Price effects of airlines frequent flyer programs: The case of the dominant firm in Chile (Inostroza, 2012) | √ |  |  |  | √ |  |  |
| Targeting leisure and business passengers with unsegmented pricing (Alderighi 2015) | √ |  |  |  | √ |  |  |

The new era of the digital world with the rapid expansion of social network and mobile applications created a wider scope for the airline industry to expand the new way of promoting their business. Due to several social media and other digital platforms, airlines are emphasizing on target marketing or customer profiling. New web technologies have been created to collect the raw events data from web and mobile application to track the way and interaction of customer flight search. It can be said that this huge volume of digital customer data could be an attractive source for seat sale prediction. New attributes can be extracted from the digital data to develop a machine learning-based seat sale prediction model (Abdella et al., 2019). Thus, there is a significant research scope to address the issue of collecting and processing digital data and improve the accuracy of the ticket sale prediction model using digital attributes.

**2.4 Digital Data in the Airline Industry**

Nowadays, most of the people in the world entered the digital era, which greatly increases the e-commerce transactions compared to the offline. Due to this digital growth around the world, the airline business is also focusing on digital transformation. The prime objectives of digital transformation are to understand online customer acquisition, digital channel attribution, online customer segmentation, and their search trend. These are the most important techniques to take proper business decision, which in turn increases revenue. In recent years, airlines around the world have changed their way of attracting the passenger (Abdella et al., 2019). Most of the airlines have their web and mobile-based e-commerce platform. Customers are buying tickets from anywhere in the globe at any time by comparing the different airlines. With the power of the digital world, people can reach the world from anywhere any time through either social media, travel blogs or meta-search engine. Travellers can see different travel websites, travel blogs for price comparison before purchasing or booking flight tickets. This opens many opportunities for the airlines to track the traveller's search patterns and predict passengers' behaviour using a prediction model.

It is possible to track and record the customer activities on the webpage such as page visit, search pattern and transactions (Dingli, Mercieca, Spina, & Galea, 2015; Etzioni, Tuchinda, Knoblock, & Yates, 2003). These data can be used for customer analytics like online customer profile, and sales funnel to understand at which point customers drop off, are they price-sensitive or not. Besides, it is also possible to find which online channel is more effective for which airline routes and geolocation to predict the cost per acquisition, which in turn save many advertisement costs. Furthermore, the successful tracking of all the digital data also enables the airlines to build sales funnel of digital products, customer lifetime value calculation and other predictive model for digital marketing. Furthermore, essential attributes can be extracted from these data, which can be used to develop better machine learning model to predict ticket sale. An accurate prediction model will help the revenue management team to set the ticket price dynamically by considering different passenger segments to optimize the revenue.

**2.5 Challenges of Digital Data**

As discussed in the previous section, it is clear that lots of opportunities can be found in the data collected by various digital platform. However, tracking and processing visitors’ raw events from the website or mobile app log data is complicated. The main reason is the large volume of hit level data. It has been found that one of the major Asian airlines has about 15 million of online visitors per month, which generates roughly 3-5 billion events of unstructured or semi-structured web tracking data (Ong & Tan, 2010). In this research, the online digital clickstream dataset is obtained from a major Asian airline system with 50 destinations. Each route is tracked with one-way and return flights for 30 days to 120 days.

One of the main focuses of this research is to real-time data collection and pre-processing for flight ticket sales prediction. It has been found that processing this huge volume of data with traditional data warehouse system is difficult and time-consuming due to various factor like hardware and software setup, maintenance, operation cost etc. Thus, in this research BigQuery from Google cloud platform and Java script tagging framework have been used. With these technologies, we could rapidly perform our experiment, change and deploy our system to capture real-time customer interaction data.

**2.6 Attributes for Predicting Airline Ticket Sale**

As discussed in section 2.2 and 2.3, many researchers have proposed machine learning model for airline passenger demand prediction. Mostly conventional dataset and attributes (transactional and inventory) have been used in those models. However, it can be said that using proper feature engineering, accuracy and performance of the machine learning model can be improved further. The same thing is also true for airline passenger demand or ticket sale prediction model. Important attributes can be extracted from the processed digital data. These digital attributes can be included along with existing standard attributes to create analytics dataset for machine learning model.

**2.7 Gradient Boosted Regression Tree**

Gradient boosting Regression Tree is a prevalent Ensemble method based machine learning model. This machine learning model can be used for both classification and regression problem. Gradient boosting adds predictors to an ensemble in which each one is correcting its predecessor (Géron, 2017). Instead of tweaking instance weights at every iteration, this method tries to fit the new predictor or week learner by performing regression on a function of the gradient vector of the loss function evaluated at the previous iteration (Anghel, Papandreou, Parnell, De Palma, & Pozidis, 2018; Géron, 2017). A detail explanation of different boosting methods and their application has been described in Zhang and Ma (2012). GBRT model has been used in different fields due to its greater performance, intuitive training and optimization procedure (Friedman & Meulman, 2003; Persson, Bacher, Shiga, & Madsen, 2017). Thus, in this research, a GBRT model has been proposed to predict airline seat sale. A detail mathematical explanation of the GBRT model is given in section 4.4.

**2.8 Summary**

Digital data can play a vital role in airline ticket sale prediction model development. In contemporary literature, to the best of author's knowledge, detail method to collect and process a huge volume of digital data has not been discussed. There is a significant gap in adopting digital attributes in seat sale prediction model so far. Therefore, a clear scope for evaluating existing machine learning model by combining conventional transactional and digital attributes exists. In this work, first, a cloud platform-based method has been proposed to collect and process real-time digital data. After that, an analytics dataset has been created with transactional, operational and digital attributes. Finally, a gradient boosted regression tree (GBRT) model has been developed by using this analytics dataset to predict airline seat sale. The following chapters will describe the data collection, processing, analytics dataset, GBRT model, result analysis and discussions.

**CHAPTER 3**

**DATA COLLECTION AND PROCESSING**

**3.1 Introduction**

One of the main objectives of this research was to process digital customer data and derive some digital attributes for airline ticket sales machine learning model. A complete workflow to develop the data model by integrating digital semi-structured data and structured transactional data is the main focus of this chapter.

**3.2 Data Source Identification**

Potential data source identification of this research was carried out by closely working with a major ASEAN airline company. With the feedback of business stakeholders of commercial, route revenue pricing and digital, potential data sources have been identified to process, transform and extract different attributes to develop better forecasting model. A brief discussion of each data source has been given in the following sections.

**3.2.1 Transactional Data Source (DT)**

TDS is the primary transactional data source. It contains the information of Bookers, Passengers, Route, Flight Inventory, Payment, and Capacity. These data are kept mostly in relational table format; hence, these are structured data. Thirteen months of transactional data was processed in this research.

**3.2.2 Digital Data Source (*DG*)**

Each airline has its digital sources such as web, mobile and tablet apps in different major platforms (iOS and Android). These digital sources are used for customer interaction, flight search, and online booking. Thus, a significant volume of data can be collected from these digital sources. More customer interaction, flight search through those online channels indicate more demand. Digital data sources are semi-structured, and 6 Terabyte (13 months) digital data have been processed for this research.

**3.2.3 Operational Data Source (*DO*)**

The operational data source is important to extract various necessary parameters for the predictive model. We need to process inventory and flight schedule-related data from operational data to create the final dataset. These are semi-structured data, and the data volume is 500 GB for 13 months’ time period.

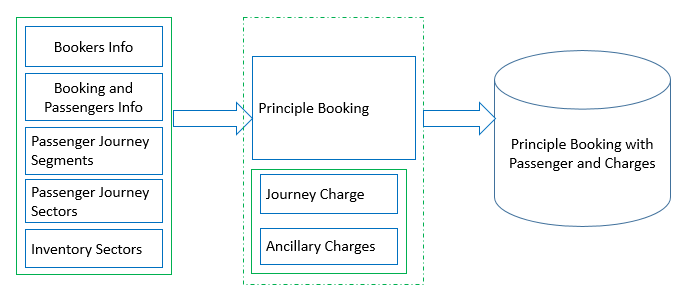
**3.3 Transactional Data Collection**

Transactional data have been collected from the tables given below. As mentioned previously, these tables are stored in a relational database.

* Bookers Info ()
* Booking and Passengers Info ()
* Passenger Journey Segments ()
* Passenger Journey Sector ()
* Inventory Sectors ()
* Journey charges ()
* Ancillary charges ()

The detail description of the above tables has been given in the following:

A high-level process abstraction for transactional data has been depicted in Figure 3.1. The data collection process starts with Bookers Info () table. The person who reserves the ticket is called “Booker”. A booker can be a passenger himself/herself, or he/she can book for others, where he or she is not travelling. One single booker can reserve for one person or a group of travellers under the same PNR (Passenger Name Record). contains all the booker information such as bookers name, email, phone no, demographic info, booking date, PNR. Information on this table is integrated with Booking Passengers Info () table to map each passenger information under the booking number.



**Figure 3.1:** Transactional Data collection processing

Booking Passenger Info/Passenger Info () table contains all the individual traveller’s information. Attributes of this table name, age, date of birth, nationality, demographics information and booking number. Booking number is used to connect the information from this table with the table.

Passenger journey segment () table contains detailed journey-level data. A passenger might go to his destination by direct flight or fly through or transit flight with one or multiple stop-over flights. Whatever the cases, the Journey segment will store passengers inbound journey information and outbound journey information with the origin and final destination.

Passenger journey sector () table contains flight level information. A passenger trip to his destination can be divided into multiple sectors if the passenger does not take a direct flight. In that case, every connecting flight the passenger take is considered as a sector. Thus, if a passenger takes one connecting flight to reach his destination, then the journey can be divided into two sectors in case of a one-way trip or four sectors in case of two-way or return trip. The journey and sector level information is necessary to calculate the no of tickets sold for a passenger. In this research, ticket sales prediction model has been developed for each sector since the nature of the demand is different

Information about departing flights is stored in the inventory table (). It contains carrier code, flight number, departure station, arrival station, departure terminal, arrival terminal, equipment type, capacity, and status. Inventory information is required to get the flight number, capacity and other flight information of a passenger.

The payment data has been collected from Journey Charge () and Ancillary Charge () tables. Usually, passengers are charged all in one fare with government tax. However, fees are stored in the payment table as per their identification code such as base Fare, baggage fare, foods and other ancillary fares etc. Furthermore, the base fare also charged based on types of the trip (one-way, round trip or circle). The base fare of each sector is being summed up to calculate the passenger fare. All passengers under the same PNR is summed up to calculate the final ticket price. Ticket price is being charged based on the local currency from where customers are browsing the e-commerce site and perform their booking since bookers are also comfortable to pay their own local currency. Thus, the fees are being stored in the table as booking currency and payment currency. Some necessary transformation has been performed for converting different fare base. This would help to aggregate all the fares and use as an attribute in the prediction model.

**3.4 Digital platform data collection**

With the increase of internet uses, social network, mobile applications popularity and online availability of a bigger portion of digital populations create more and more opportunity to travel business to be connected more with their potential and existing customers and travellers. By understanding the potential and existing travellers online behaviours, needs and satisfaction, all airlines can create value to connect and establish more relationship with customers and therefore boost up their revenue, customer satisfaction and reduce their marketing investments. Most of the Airlines have started to transform themselves as a digital airline. Collect, process and extract features from the digital platform for a more accurate airline ticket sales prediction model is also one of the major contributions of this research.

Current web and mobile technology assist airlines to collect each of the raw events data of their web and mobile app visitors with details activities till e-commerce transaction completes. Airlines use following digital platform for online e-commerce transactions:

* Web/Desktop (): Web/Desktop applications are accessible through browser.
* Mobile App – android (): Android mobile applications are accessible through android mobile phone.
* Mobile App – iOS (): iOS mobile applications are accessible through ‘Apple’ iPhone.
* Tablet App – android (): Android tablet applications are accessible through android tablet devices.
* Table App – iOS (): iOS tablet applications are accessible through iPad

Most of the digital platforms mentioned above have been used by visitors to search flights, compare prices and finally to book the tickets. Thus, data has been collected from all of these platforms to find the correct demand parameters such as visitors, flight search, transactions. The collection of digital data in real-time is a complicated process, but with the evolution of Java scripts tagging framework, it is possible to track each web page and its components based on visitor status on the internet. The passenger activities such as which page they search, how much time they spent on each webpage, how many clicks and scrolls on each page etc. Also, the e-commerce related information such as add to cart, product related information and e-commerce transaction details etc. The tracking mechanism used to collect the data from various digital platform varies slightly depending on the specific platform. Similar attributes are captured and computed using same logic from each digital source.

**3.4.1 Tracking mechanism for collecting digital data**

The tracking is performed based on the three sources; The HTTP request of the user, browser/system information, first-party cookies. The HTTP request for any web page contains details about the browser and the computer making the request, such as the hostname, the browser type, referrer, and language. In addition, the document object model (DOM) of most browsers provides access to a more detailed browser and system information, such as Java and Flash support and screen resolution. Tracking also sets and reads first-party cookies on visitor’s browsers in order to obtain user session and any advertisement campaign information from the page request. All this information has been sent to the servers in the form of a long list of parameters attached to a single-pixel graphics interchange format (GIF) image request. The data contained in the GIF request is the data sent to the servers, which then gets processed and ready to process further for modelling. Open source tracking code has been used to retrieve web page and mobile app data [30-31].

In general, the open-source tracking code retrieves web page data as follows:

* A browser requests a web page that contains the tracking code
* A JavaScript Array is created, and tracking commands are pushed onto the array
* An <script> element is created and enabled for asynchronous loading (loading in the background)
* The ga.js tracking code is fetched, with the appropriate protocol automatically detected. Once the code is fetched and loaded, the commands on the array are executed and the array is transformed into a tracking object. Subsequent tracking calls are made directly to the server
* Loads the script element to the DOM
* After the tracking code collects data, the GIF request is sent to the analytics database for logging and post-processing

A GIF request can be classified into few types. Table 3.1 shows various types of GIF request. In each of these cases, the GIF request is identified by type in the utmt parameter. In addition, the type of request also determines which data is sent to the Analytics servers. For example, transaction and item data are only sent to the Analytics servers when a purchase is made. User, page, and system information is only sent when an event is recorded or when a page loads and the user-defined value is only sent when the \_setVar method is called.

**Table 3.1: GIF request types**

|  |  |
| --- | --- |
| **Request Type** | **Description** |
| Page | A web page on your server is requested |
| Event | An event is triggered through Event Tracking that you set up on your site |
| Transaction | A purchase transaction occurred on your site |
| Item | Each item in a transaction is recorded with a GIF request |
| Var | A custom user segment is set and triggered by a user |

**3.4.2 Digital attributes**

Using the above described tracking mechanism necessary raw attributes have been captured and categorized for further processing. Table 3.2 shows all raw digital attributes collected from each platform and table 3.3 exhibit the category of variables captured from those raw attributes.

**Table 3.2: Raw attributes from digital platforms**

|  |  |
| --- | --- |
| **Digital Attributes** | **Descriptions** |
| fullVisitorId | Unique User ID |
| visitorId | SessionID |
| visitNumber | The session number for a specific user. If this is the first session, then this is set to 1. |
| userId | CustomerID (if login) |
| date | The date of session in YYYYMMDD format |
| visitStartTime | Timestamp |
| totals.visits | The number of sessions. |
| totals.pageviews | Total number of pageviews within a particular session. |
| totals.timeOnSite | Total time of the session expressed in seconds. |
| trafficSource.campaign | The campaign value. Usually set by the utm\_campaign URL parameter. |
| trafficSource.source | The source of the traffic source (i.e. search engine, the referring hostname, or a value of the utm\_source URL parameter). |
| trafficSource.medium | The medium of the traffic source. |
| device.browser | The browser used (e.g., “Chorme” or “Firefox”) |
| device.isMobile | Indicate TRUE if user in on mobile device. |
| device.mobileDeviceBranding | The brand or manufacturer of the device |
| device.mobileDeviceModel | The mobile device model |
| device.screenResolution | Screen resolution |
| device.deviceCategory | The type of device (Mobile, Tablet, Desktop) |
| geoNetwork.country | The country from which sessions originated, based on IP address. |
| geoNetwork.region | The region from which sessions originated. |
| geoNetwork.metro | The Designated Market Area (DMA) from which sessions originate. |
| geoNetwork.city | Users’ city |
| hits.page.hostname | The hostname of the URL. |
| hits.transaction.transactionId | The transaction ID of the ecommerce transaction. |
| hits.item.productCategory | The category of the product. |
| hits.appInfo.appName | The name of the application. |
| hits.appInfo.appVersion | The application version. |
| hits.appInfo.screenName | The name of the screen. |
| hits.appInfo.landingScreenName | Landing screen name |
| hits.product.productSKU | E-commerce related |
| hits.product.isImpression | E-commerce related |
| hits.eCommerceAction.action\_type | For ecommerce action |
| customDimensions.index | Custom dimensions index |
| customDimensions.value | Custom dimensions value |

**Table 3.3: Category of variables from raw digital platform attributes**

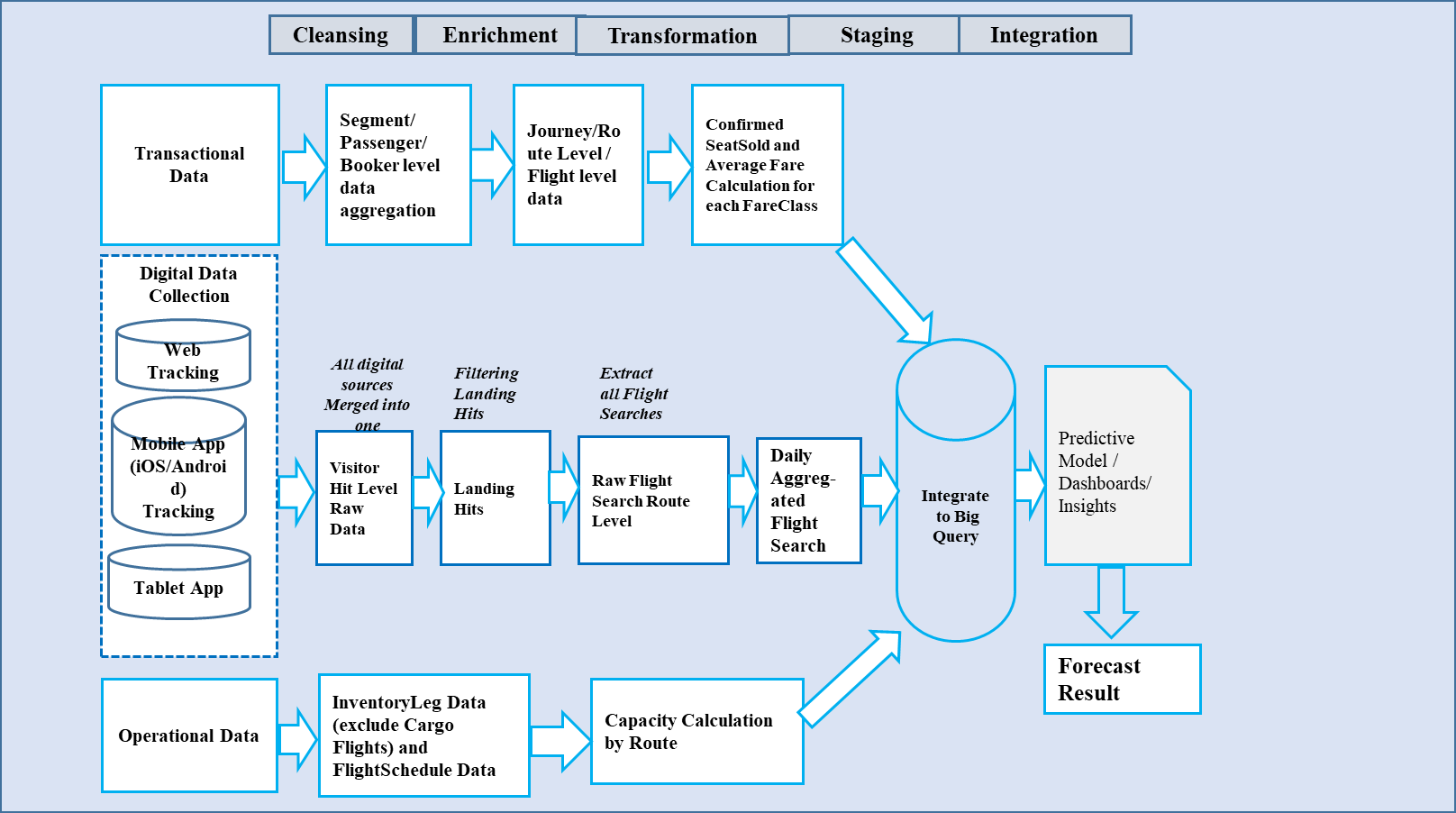
|  |  |
| --- | --- |
| **Variable Name** | **Description** |
| Visitor | fullVisitorID is an ID |
| Visit | Visit ID is the session ID |
| Behaviour | pageview, time on site, exit page etc. |
| Device Info | User device information |
| Traffic Source | User platform before coming to website |
| Flight Search | The information that visitors normally enters while searching flights such as trip type, search origin, search Destination, departure date, return date and no of the passenger. These information are captured through Custom Dimensions (customDimensions.index & customDimensions.value) in an Array as loop attribute. |

**3.5 Operational Data Collection**

There are few important variables needed to be considered from operational data for predictive machine learning model. Inventory and flight schedule table has been used for operational data collection. These tables are also stored in relational database. In inventory table, all flight related data such as flight number, capacity etc. are stored. Flight schedule table contains flight time-related data such as departure time, arrival time, number of flight per day etc. Data collected from these tables have been used to calculate the capacity by route.

**3.6 Data Processing**

After successful data collection from all sources (Transactional, Digital, and Competitor), next step is to understand, clean, enrich, integrate and aggregate all datasets to build the predictor variables from each category of datasets. A high-level architecture of data processing flow has been depicted in Figure 3.4. The volume of collected data from three types of sources is a couple of terabytes. Thus, BigQuery from Google Cloud Big Data platform has been used for data storage. Furthermore, python has been used for faster data processing. BigQuery ("Google BigQuery,") is a RESTful web service that enables interactive analysis of massively large datasets working in conjunction with Google Storage. It is an Infrastructure as a Service (IaaS) that may be used complementarily with MapReduce. Python has been widely used for large-scale data processing because of its rich library sets for data processing as well as for machine learning modelling.



**Figure 3.3:** Data processing from multiple sources

**3.6.1 Transactional Data Processing**

As transactional data has been collected from several relational database tables (described in section 3.3) so further processing is necessary to create a proper dataset from which desired variables can be extracted for the seat sale prediction model.

The time format of transactional data was in UTC format. Thus, all the time-related attributes have been changed to local Malaysian time to avoid difficulties in prediction. In some of the row, email and PNR number were missing. These missing values have been filled by extracting data from the contact table as it contains all the relevant information of a passenger or booker. Journey information of passengers is captured using a flight-id. Using this flight-id relevant journey-related information has been collected from the inventory table to aggregate the data at our desired level.

Since the data volume is huge, there are a large number of null values have been found for various attributes. These null values have been replaced by applying proper business logic (i.e. missing fare has been replaced with average fare, etc.).

Another important data enrichment process for transactional data is the conversion of currency. Usually, customers use their own native currency for purchasing tickets. Thus, all the different currency need to be converted into USD for proper normalization. Furthermore, since the ticket price has been sub-divided into several parts (fuel cost, tax etc.) and saved into the database, thus, all of the sub-divided prices need to be transformed to get the actual ticket price. Some sample raw transactional data are as follows:

**Table 3.4: Booking Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Booking Id | 26248702235, 4588990932 etc. |
| Booking Parent Id | 234987, 0 etc. |
| Status | 1, 2, 4 etc. |
| Record Locator | GKQLGIKD, HD7VVB8 etc. |
| Currency Code | JPY, USD etc. |
| Expired Date | 2017-05-12 etc. |
| Price Status | 3, 4, 2 etc. |
| Paid Status | 1, 2, 5 etc. |
| Channel Type | 4, 3, 6 etc. |
| Created System Type | 7, 4, 2 etc. |
| Booking Date | 2017-04-02 etc. |
| Created Date | 2017-04-02 etc. |

**Table 3.5: Booking Passenger Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Passenger Id | 55588777 etc. |
| Date of Birth | 9999-12-31 etc. |
| Person Type | ADT, CHD etc. |
| Gender | 1, 2 etc. |
| Frist Name | John |
| Last Name | Doe |
| Booking Search Id | 541674329 etc. |
| Booking Id | 1267549 etc. |
| Total Cost | 3869.78, 4000.00 etc. |
| Balance Due | 0, 4000.00 etc. |
| Created Date | 2017-04-02 etc. |

**Table 3.6: Inventory Leg Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Inventory Leg Id | 52409866, 29056834 etc. |
| Departure Date | 7/4/2018, 3/5/2019 etc. |
| Carrier Code | K2TZ, KPSA etc. |
| Flight Number | 654, 877 etc. |
| Departure Station | PLDK, SFMM etc. |
| Arrival Station | KALI, IOLS etc. |
| Adjusted Capacity | 150, 180 etc. |
| Capacity | 180, 200 etc. |
| Status | 0, 1, 2 etc. |
| Aircraft Change | 0 |
| Leg Number | 1, 2 etc. |
| Created Date | 2017-04-02 etc. |

**Table 3.7: Passenger Fee Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Passenger Id | 39712054 etc. |
| Fee Code | KCH2G, 2CHGI etc. |
| Fee Type | 5, 6 etc. |
| Status | NN, KK etc. |
| Inventory Leg Id | 29056834 etc. |
| Departure Station | KALI, IOLS etc. |
| Arrival Station | KLA, REP etc. |
| Payment Id | 0, 4 etc. |
| Created Date | 2017-04-02 etc. |
| Modified Date | 2017-04-02 etc. |

**Table 3.8: Passenger Fee Charge Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Passenger Id | 39712054 etc. |
| Fee Number | 1, 0 etc. |
| Charge Number | 2, 3 etc. |
| Charge Type | 1, 2 etc. |
| Charge Code | COPD etc. |
| Currency Code | USD, MYR etc. |
| Charge Amount | 3, 4 etc. |
| Foreign Currency Code | USD, AUD etc. |
| Foreign Amount | 3, 4 etc. |
| Created Date | 2017-04-02 etc. |

**Table 3.9: Payment Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Payment Id | 98865421 etc. |
| Reference Id | 33765209 etc. |
| Currency Code | SGD, INR etc. |
| Payment Amount | 4249, 211 etc. |
| Status | 3, 1 etc. |
| Account Number Id | 76543907, 12309865 etc. |
| Channel Type | 3, 4 etc. |
| Created Date | 2017-04-02 etc. |

**3.6.2 Aggregation of Transactional Dataset**

After cleansing, enrichment, and transformation, collected transactional data have been aggregated at different level. First stage of data transformation and aggregation process is accomplished using algorithm 1. All the input dataset have been described and defined in section 3.3.

![A screenshot of a social media post

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAkACQAAD/4REWRXhpZgAATU0AKgAAAAgABAE7AAIAAAAZAAAISodpAAQAAAABAAAIZJydAAEAAAAyAAAQ3OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAENob3dkaHVyeSBNYWhidWJhIEFyemltYQAAAAWQAwACAAAAFAAAELKQBAACAAAAFAAAEMaSkQACAAAAAzc4AACSkgACAAAAAzc4AADqHAAHAAAIDAAACKYAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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Algorithm 1 takes *Dbookings*, *DbookingPassengers*, *DpassengerJourneyCharge*, *DpassengerJournLeg*, *DinventoryLeg*, *DpassengerFee*, and *Dpayment* as input and produce an aggregated dataset *Dtransactions* (by booking level) as output. First step of this algorithm is to clean the all the data tables mentioned above according to the cleansing procedure described in the previous section. In second step, all booking data with status ‘Confirm’ or ‘Closed’ have been filtered out from *Dbookings*.

In next step, *Dbookings* and *Dpassenger* table have been merged using ‘BookingID’ and stored as *DpassengerBybooking*. Step 4 produces *DbookingPaxsegment* dataset by merging *DpassengerJourney* and *DpassengerBybooking* in terms of ‘PassengerID’. At step 6, *DbookingPaxSegmentInventory* dataset has been generated by merging *DinventoryLeg* and *DbookingPaxsegment* in terms of ‘InventoryLegID’. Finally, *DbookingPaxSegmentInventory* has been merged with *DpassengerFee* and *Dpayment* by using ‘PassengerID’ and ‘PaymentID’ to complete the generation of *Dtransactions* dataset.

Algorithm 2 takes the *Dtransactions* dataset from the output of algorithm 1 and produce *DtransactionRouteLevel* dataset with route level aggregation. In step 1 and 2, all booking date from *Dtransactions* has been processed to transform them into year, month, week and day-of-week category and stored as *Dseasonality*. In the next step, routes have been extracted and based on the duration of the journey, flights are levelled either ‘ShortHaul’ or ‘LongHaul’. ‘PurchaseLead’ is calculated by calculating the difference between departure date and booking date for flight. Finally, seat sold and average base fare for each selected route has been calculated and stored into *DtransactionRouteLevel* dataset. The attributes from the final transactional dataset produced by algorithm 1 and 2 have been shown in table 3.4 with respect to different category.

**![A screenshot of a cell phone

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAkACQAAD/4REWRXhpZgAATU0AKgAAAAgABAE7AAIAAAAZAAAISodpAAQAAAABAAAIZJydAAEAAAAyAAAQ3OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAENob3dkaHVyeSBNYWhidWJhIEFyemltYQAAAAWQAwACAAAAFAAAELKQBAACAAAAFAAAEMaSkQACAAAAAzkyAACSkgACAAAAAzkyAADqHAAHAAAIDAAACKYAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNH/CbfE7/okf/ly23/xNAHpNFebf8Jt8Tv8Aokf/AJctt/8AE0f8Jt8Tv+iR/wDly23/AMTQB6TRXm3/AAm3xO/6JH/5ctt/8TR/wm3xO/6JH/5ctt/8TQB6TRXm3/CbfE7/AKJH/wCXLbf/ABNH/CbfE7/okf8A5ctt/wDE0Aek0V5t/wAJt8Tv+iR/+XLbf/E0f8Jt8Tv+iR/+XLbf/E0Aek0V5t/wm3xO/wCiR/8Aly23/wATR/wm3xO/6JH/AOXLbf8AxNAHpNFebf8ACbfE7/okf/ly23/xNdd4U1TXdX0qSfxP4c/4R67WYolr9uS63ptUh96AAZJYY6/LnvQBt0UUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQB//Z)**

**Table 3.10: Sample transactional dataset description**

|  |  |  |
| --- | --- | --- |
| Attribute category | Attribute Name | Example |
| Route and Sector | Sector | KUL-SIN |
| Departure Date | 28th Dec 2016 |
| Total seat sold, Last7DaysSeatSold, Last8to15DaysSealSold, Last331to360DaysSealSold etc. | 1920 Seat Sold for 11 Flights etc**.** |
| Avgbase fare, Last7DaysAvgBaseFare, Last8to15DaysAvgBaseFare, Last331to360DaysAvgBaseFare | 49.9 MYR, etc. |
| Inventory | Capacity | 180\*11 |
| Load factor (%) | 0.95 |
| No of flight | 11 |
| Revenue | Total base fare | XXX.XX MYR |

**3.6.3 Digital Data Processing**

Processing of digital data which are collected from three platforms (Web, Mobile app, and Tablet app) has been done in a couple of stages. In the primary stage, data cleansing, enriching, and transformation have been done to deal with the missing value, wrong formatting and incorrect data type. After that, all of the data has been merged and aggregated to create the digital platform data set.

All digital data is stored in google storage which contains all hit level records of the visitor's clickstream. This data has been filtered to get the hits which give user interactions of flight search. The ‘hit-type’ filter has been set to ‘EVENT’ or ‘PAGE’. This will filter out all interaction hits of flight-search page view or flight-search event action such as click on search button. At the same time, hit-type equals APPVIEW filters all the hits from Mobile and Tablet App (iOS and Android). These filters exclude lots of impression and other irrelevant hits records. It also helps to reduce the data volume that we have to process in next stage. After that, the landing hits for the web has been filtered. This provides first hit and search hits only. It also ensures the exclusion of all other activity hits after searches such as passenger details page, add-on page, confirmation page and payment page. After that next challenge is to filter only search hit pages from the web, mobile and tablet app. The search page will be identified by page-path mapping for web and screen name for mobile and tablet app. However, there are different versions of web application and mobile app release with a website revamp and new version release for a mobile app. Thus, the page-path and mobile screen name are not constant. To overcome this limitation all different search identifier, need to be collected for each release over time to create a reference mapping table. This table could be used to identify all search hits from all devices.

Raw browsing data (hit level) is captured using nested JSON format. A single such raw JSON formatted event data may contain multiple hit event for a single page browsing because of various page components. The nested JSON data has been processed to rank the embedded attributes in order to find the right dimension and measure. During this process, it also has been found that many of the flight search attributes have missing customer attributes data. However, after thorough study and profiling of all flight search attributes record, it has been observed that many of the missing attributes can be extracted from page-path URL. Using python regular expression these missing customer attributes have been filled up.

Sometimes customer searches non-operational flight route. Thus, all flight search has been examined to verify the searched route by the customer. All non-operational flight route searched by the customer have been filtered to avoid any misleading data for the final training set.

Another important transformation process for digital platform data is aligning of different data fields. Different digital platform captures the data using different methods. As a result, the same information may have been captured using different variable name across the platforms. These variables have been aligned to avoid complicacy during final dataset preparation. Furthermore, the date format is not consistent across various digital platforms. Date format has also been transformed into a standard date format (YYYY-MM-DD) to make data aggregation easier. Sample of final raw digital data has been shown below.

**Table 3.11: Raw Digital Data**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| fullVisitor Id | 189776565437 etc. |
| Visit Id | 234987 etc. |
| Search Origin | GCK, MAA etc. |
| Searched Destination | LGK, HKT etc. |
| Searched Departure Date | 2019-06-12 etc. |
| Searched Returned Date | 2019-07-12 etc. |
| Unique Search | 133, 100, 6 etc. |
| Number of Search | 1, 18, 180 etc. |

**3.6.4 Digital Data Aggregation**

With the clean, structured and quality data produced after data cleansing, enrichment and transformation (described in the previous section), aggregation can now be performed to get desired data set. Algorithm 3 shows the high-level process of aggregating the digital data.

![A screenshot of a cell phone

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAkACQAAD/4REWRXhpZgAATU0AKgAAAAgABAE7AAIAAAAZAAAISodpAAQAAAABAAAIZJydAAEAAAAyAAAQ3OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAENob3dkaHVyeSBNYWhidWJhIEFyemltYQAAAAWQAwACAAAAFAAAELKQBAACAAAAFAAAEMaSkQACAAAAAzk3AACSkgACAAAAAzk3AADqHAAHAAAIDAAACKYAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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/oWf8Ayfuf/jlH/DPnwx/6Fn/yfuf/AI5XpNFAHm3/AAz58Mf+hZ/8n7n/AOOUf8M+fDH/AKFn/wAn7n/45XpNFAHm3/DPnwx/6Fn/AMn7n/45R/wz58Mf+hZ/8n7n/wCOV6TRQB5t/wAM+fDH/oWf/J+5/wDjlH/DPnwx/wChZ/8AJ+5/+OV6TRQB5t/wz58Mf+hZ/wDJ+5/+OUf8M+fDH/oWf/J+5/8Ajlek0UAebf8ADPnwx/6Fn/yfuf8A45R/wz58Mf8AoWf/ACfuf/jlek0UAebf8M+fDH/oWf8Ayfuf/jlH/DPnwx/6Fn/yfuf/AI5XpNFAHm3/AAz58Mf+hZ/8n7n/AOOUf8M+fDH/AKFn/wAn7n/45XpNFAHm3/DPnwx/6Fn/AMn7n/45R/wz58Mf+hZ/8n7n/wCOV6TRQB5t/wAM+fDH/oWf/J+5/wDjlH/DPnwx/wChZ/8AJ+5/+OV6TRQB5t/wz58Mf+hZ/wDJ+5/+OUf8M+fDH/oWf/J+5/8Ajlek0UAebf8ADPnwx/6Fn/yfuf8A45R/wz58Mf8AoWf/ACfuf/jlek0UAebf8M+fDH/oWf8Ayfuf/jlH/DPnwx/6Fn/yfuf/AI5XpNFAHm3/AAz58Mf+hZ/8n7n/AOOUf8M+fDH/AKFn/wAn7n/45XpNFAHm3/DPnwx/6Fn/AMn7n/45R/wz58Mf+hZ/8n7n/wCOV6TRQB5t/wAM+fDH/oWf/J+5/wDjlH/DPnwx/wChZ/8AJ+5/+OV6TRQB5t/wz58Mf+hZ/wDJ+5/+OUf8M+fDH/oWf/J+5/8Ajlek0UAebf8ADPnwx/6Fn/yfuf8A45R/wz58Mf8AoWf/ACfuf/jlek0UAebf8M+fDH/oWf8Ayfuf/jlH/DPnwx/6Fn/yfuf/AI5XpNFAHm3/AAz58Mf+hZ/8n7n/AOOUf8M+fDH/AKFn/wAn7n/45XpNFAHm3/DPnwx/6Fn/AMn7n/45R/wz58Mf+hZ/8n7n/wCOV6TRQB5t/wAM+fDH/oWf/J+5/wDjlH/DPnwx/wChZ/8AJ+5/+OV6TRQB5t/wz58Mf+hZ/wDJ+5/+OUf8M+fDH/oWf/J+5/8Ajlek0UAebf8ADPnwx/6Fn/yfuf8A45R/wz58Mf8AoWf/ACfuf/jlek0UAebf8M+fDH/oWf8Ayfuf/jlH/DPnwx/6Fn/yfuf/AI5XpNFAHm3/AAz58Mf+hZ/8n7n/AOOV6Bpun2ukaVaabp8Xk2lnCkEEe4tsRFCqMkknAA5JzVmigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigD//2Q==)

All digital platform (Web/Mobile/Tablet) data has been merged to make a one single data source. Since all the digital data are in the same structure, a UNION operation in BigQuery can merge multiple datasets of the same structure. This merged data table is named as ‘clickStreamRecords’. Algorithm 3 takes this data as input. First step of the algorithm is to extract visitId and visitorId of the customer by hourly, daily, weekly and monthly basis and stored as *DFlightSearch*.

After that, data has been aggregated to get the no. of flight, no. of unique user perform flight search and no. of total search as well as group by each selected route (origin and destination), search date and departure date. Furthermore, search-lead-days have been calculated by subtracting search-date from departure-date. This will compute how many days before the departure, customer searched for the flight. Output of this algorithm has been stored as *DuniqVisitorByRoute*, *DuniqFlightSearchByRoute*, and *DNoOfFlightSearchByRoute*. Aggregated final dataset sample has been shown in table 3.5.

**Table 3.12: Sample dataset of the Digital Platform**

|  |  |
| --- | --- |
| Attributes name | Examples |
| fullVisitorId | 1527445791 |
| visitId | 1527445791 |
| SearchedOrigin | KUL |
| SearchedDestination | HKT |
| SearchedDepartureDate | 2018-05-21 |
| SearchReturnDate | 2018-05-28 |
| unique\_search | 6 |
| NumberSearches | 10 |

After generating both transactional and digital dataset, next step is to merge these two to create a final analytics dataset with processed operational data. Using generate-aggregated transaction and digital dataset this merging process has been accomplished.

![A screenshot of a cell phone

Description automatically generated](data:image/jpeg;base64,/9j/4AAQSkZJRgABAQEAkACQAAD/4REWRXhpZgAATU0AKgAAAAgABAE7AAIAAAAZAAAISodpAAQAAAABAAAIZJydAAEAAAAyAAAQ3OocAAcAAAgMAAAAPgAAAAAc6gAAAAgAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAENob3dkaHVyeSBNYWhidWJhIEFyemltYQAAAAWQAwACAAAAFAAAELKQBAACAAAAFAAAEMaSkQACAAAAAzM1AACSkgACAAAAAzM1AADqHAAHAAAIDAAACKYAAAAAHOoAAAAIAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAAA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vnjezK5l2+23PtXdUUPXcNkZ3h7SRoPhrTtJWTzRZW0cHmYxv2qBnH4VyVxZTDVL8aH8N4bC+ut8P9tS/Y0VgcjzGMbmUjHONuT0OK76iiXvNt9QWhlweHrAeF7bQdQtoNQsobeOBorqJZEkCAAEqcg9Aaox/D3wXDKksPhDQY5EYMrrpkIKkdCDt4NdFRTbbd+okklyrYCAQQRkHqDWPa+EfDdlqJv7Lw9pVvescm5iso0kJ/3gua2KKQxCAVIIyCOR615xcaJLqNrqWl6P8ADuLw6+qxvb3OqP8AY0HltwzYhdndsEkAgDPUivSKKFo7ju1sQS2VtcWJs7uCO4t2TY8UyB1cehB4NZsXg/wzb6ZNp0Hh3SYrG4IM1qljGIpCDkFkC4OCB1FbNFAloQ21pbWdnHaWlvFBbRIEjhiQKiKOAoUcAe1Z1j4T8O6ZfNe6boGl2l0xy09vZRxyE+pYDNa9FHW4dLDZYo54mimjWSNxhkdchh6EGsvTfCvh7RbhrjR9B0zT5n+9Ja2ccTN9SoBrWooAKxtQ8Pi68T6ZrlrP9nurNXhl+XIngccoeeMMFYHtg+tbNFHW4Gdqnh3RNcx/bej2Go7Rgfa7VJcDr/EDUcfhXw9DIjxaFpiOhyrLZxgqfY44rVooAOg4/CuL0bw/r8PxM1XxJq0Gm+ReWsNpAILyR5II03MeDEoO5mB6jGO9dpRQtHcOlhsUUcEYjhjWNF6Ki4A/CuX8OeGtS0jXtXvbq5gdNQvZLpnjYl5QQqxowI+UIi44JyTnjpXVUUB0scA3gHUX+GE3h57q3N7e3jXV84ZhHMHuPNkTdjIBXK5x+FaEvhjVF8TaX4gSS1uby0tbi2e3lkaONFlZWGxghPy7QvIGQc8dK6+inf8Ar5W/IN/6+Z55H4D15vDPiTS59TtVl1g3b+fEGAkeYjBZSMqFRQgwW4JPtXaaLaXNlpqQ3jR71OFjiOUiQDCoDgE4AHJHXNX6KL6WB6/i/vM3xBolt4j0C70q93CK5TbvX70bDlXX0IIBHuKU6TFqGgxab4jhtdVBiRblZrcNFMwx82xsjqM45xWjRSA5v/hXPggdPBvh/wD8FcH/AMTWrqE82k6Vu0rSZdQaLasdnaNFGcdON7KoAHvV+igDjPDLazfeNNT1TXfC93pXmQJBaTTT20gWJeSp8uRm3M7MemMKvNdnRRR0sHW4VT1PSNN1uz+yazp9rqFtuDeTdwLKmR0O1gRmrlFAFLStF0vQrVrbRNNs9OgZt7RWcCxKW6ZwoAzwOadZaVp+mPcPp1hbWjXUhlnMEKoZXPVmwPmPueat0UAZUXhbw/Bq51WHQtNj1Fjk3iWcYmJ9d+M/rWqQCMEZBooo6WAw4PBPha1luZbbw3pMT3aNHcMljGPNVvvK3y8g9weta1nZWunWcVpp9tDa20K7Y4YIwiIPQKOAKmooAyIvCXhy31RtSg8P6XFfsdzXSWUYlJ9d4Gf1rXIBBBGQeoNFFHSwGPa+EfDdlqJv7Lw9pVvescm5iso0kJ/3guau6tbXV7o91bWF0LS5miZI7gpv8okY3YyMkVbooeqsGzuUtG0m10LRbTS9PTZbWkSxRgnJwB1J7k9Sabrlhcapod3Y2V2bKW5jMQuAm4xg8MQPXGcehxV+ih+9uC02K2m6dbaRpdrp1hEIrW1iWGJB/CqjAFWaKKbbbuxJWVkFFFFIYUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAUUUUAFFFFABRRRQAVxPiHxT4707Xri10H4df2zp8e3yr7+3ILfzcqCf3bDK4YleeuM967aigDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooA82/4Tb4nf9Ej/APLltv8A4mj/AITb4nf9Ej/8uW2/+Jr0migDzb/hNvid/wBEj/8ALltv/iaP+E2+J3/RI/8Ay5bb/wCJr0migDzb/hNvid/0SP8A8uW2/wDiaP8AhNvid/0SP/y5bb/4mvSaKAPNv+E2+J3/AESP/wAuW2/+Jo/4Tb4nf9Ej/wDLltv/AImvSaKAPNv+E2+J3/RI/wDy5bb/AOJo/wCE2+J3/RI//Lltv/ia9JooA82/4Tb4nf8ARI//AC5bb/4mj/hNvid/0SP/AMuW2/8Aia9JooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooAKKKKACiiigAooooA//9k=)

Algorithm 4 takes *DtransactionRouteLevel*, *DFlightSearchbyRoute* and *Dseasonility* produced by algorithm 1-3 as input and generate a aggregated dataset by ‘PurchaseLeadTime’ and store as *Dtransaction\_FlightSearch\_seasonilityByPurchaseLeadTime*. In first step, *DtransactionRouteLevel*, *DFlightSearchbyRoute* and *Dseasonility* have been merged and stored as *Dtransaction\_FlightSearh\_seasonilityByRoutes*. In final step, transpose and aggregation are performed on *Dtransaction\_FlightSearh\_seasonilityByRoutes* to generate *Dtransaction\_FlightSearh\_seasonilityByPurchaseLeadTime* dataset.

**3.7 Operational Data Processing**

Operational data processing also follows the same type of data cleansing, enrichment and transformation stage. Cargo-related information, cancelled-flight, rescheduled flight etc. have been excluded to maintain the integrity and structure with transactional and digital platform data. In some operational data, flight capacity has been adjusted after excluding above attributes. After that, data has been aggregated to merge with other two data set.

**3.8 Final Dataset for Predictive Model**

A final analytics dataset has been created by merging *Dtransaction\_FlightSearh\_seasonilityByPurchaseLeadTime* and processed operational dataset. A sample of the final dataset has been shown in table 3.7.

**Table 3.13: Sample of the final dataset for predictive model**

|  |  |
| --- | --- |
| **Attribute Name** | **Example** |
| Departure Day | 1, 2 etc. |
| Last 31-45 Days Average Base Fare | 92.55, 120.67 etc. |
| Last 181-210 Days Average Base Fare | 50.20, 60.11 etc. |
| Last 241-270 Days Average Base Fare | 0.00, 40.00 etc. |
| Last 301-330 Days Average Base Fare | 100.20, 30.87 etc. |
| Last 361 Days and Before Average Base Fare | 20.00, 0.00 etc. |
| Average Seat Sold 30 days | 22, 15 etc. |
| Average Seat Sold 60 days | 10, 5 etc. |
| Average Seat Sold 90 days | 4, 3, 6 etc. |
| Last 40-60 days unique search | 45, 50 etc. |
| Last 61-90 days number of search | 128, 81 etc. |
| Last 121-150 days unique search | 119, 78 etc. |
| Last 271-300 days unique search | 21, 5 etc. |

**3.9 Summary**

In this chapter, data processing from various sources has been described. The detail data processing for transactional, digital platform and operational data have been presented. A novel workflow has been presented to process digital platform data. In the proposed workflow, digital data has been cleaned and normalized from its raw format. After that, various attributes have been derived as digital attributes for GBRT model. Furthermore, transactional and operational data have also been processed using the same workflow, and necessary attributes have been added to the final dataset. In the following chapter, it has been shown that the addition of digital attributes helps to enhance the performance of GBRT model for airline seat sale prediction.

**CHAPTER 4**

**FEATURE SELECTION AND MODELLING**

**4.1 Introduction**

In this chapter, feature selection and Gradient Boosted Regression Tree (GBRT) model has been described. Relevant mathematical model and software packages have been discussed.

**4.2 Feature Selection for Predictive Model**

Reduction of dataset dimension is an important process to improve model performance, memory usage performance, and computational efficiency. The huge dimension of a data set often turns to curse of dimensionality (Ghojogh et al., 2019). Researchers have proposed feature extraction and feature selection approaches to overcome the limitation of dimensionality. Commonly used feature extraction methods are principal component analysis (PCA) (Minka, 2001), linear discriminant analysis, and singular value decomposition (Khalid, Khalil, & Nasreen, 2014).

Feature selection is another popular approach for reducing the dimensionality of a data set. In this approach, the main goal is to identify a subset of feature that could be used for model construction. Feature selection method can be categorized into three groups. They are: 1) Filter method 2) wrapper method and 3) embedded method (Sorzano, Vargas, & Montano, 2014). In the filter method, the feature is selected based on the score of various statistical tests. The wrapper approach selects subsets of variables and assesses the fitness based on the classification accuracy. In the embedded method, feature selection is performed as part of the model construction process (Ghojogh et al., 2019).

**4.2.1 Outcome of Feature Selections**

In this research, three feature selection algorithms were employed, namely, Boruta, Recursive Feature Elimination (RFE), and Forward Feature Selection. Boruta algorithm works as a wrapper built around the random forest classification algorithm implemented in the R package ‘randomForest’. Boruta fins all the variables which are relevant to the dependent variable. The second feature selection algorithm is RFE. It is another wrapper approach. It is a greedy optimization algorithm that finds the best performing subset of features. It repeatedly constructs a model and setting the best or worst features aside and iterates the process until all the features in the data set are exhausted (Ting, Ho, Yee, & Matsah, 2018). It can be implemented by ‘caret’ R package. The third feature selection algorithm is called forward feature selection. This is an iterative method which starts with no feature in the model. In each iteration, the feature is being added to measure the performance improvement of the model. This process is repeated until the addition of the new feature does not improve the performance of the model.

**Table 4.1: Feature Selection result using Boruta**

|  |  |  |
| --- | --- | --- |
| **Algorithm** | **Data Source** | **Features** |
| Boruta | Transactional | Last31to45DaysAvgBaseFare, Last46to60DaysAvgBaseFare, Last61to90DaysAvgBaseFare, Last91to120DaysAvgBaseFare, Last121to150DaysAvgBaseFare, Last151to180DaysAvgBaseFare, Last181to210DaysAvgBaseFare, Last211to240DaysAvgBaseFare,  Last241to270DaysAvgBaseFare, Last361DayAndBeforeAvgBaseFare,  AvgSeatSold30days, AvgSeatSold60days, AvgSeatSold90days,  AvgSeatSold120days |
| Digital | Last31to45DaysUniqueVisitor, Last31to45DaysUniqueSearch,  Last31to45DaysNumberOfSearch, Last46to60DaysUniqueVisitor,  Last46to60DaysUniqueSearch, Last46to60DaysNumberOfSearch,  Last61to90DaysUniqueVisitor, Last61to90DaysUniqueSearch,  Last61to90DaysNumberOfSearch, Last91to120DaysUniqueVisitor,  Last91to120DaysUniqueSearch, Last91to120DaysNumberOfSearch,  Last121to150DaysUniqueVisitor, Last121to150DaysUniqueSearch,  Last121to150DaysNumberOfSearch, Last151to180DaysUniqueVisitor,  Last151to180DaysUniqueSearch, Last151to180DaysNumberOfSearch,  Last181to210DaysUniqueVisitor, Last181to210DaysUniqueSearch,  Last181to210DaysNumberOfSearch, Last211to240DaysUniqueVisitor,  Last211to240DaysUniqueSearch, Last211to240DaysNumberOfSearch,  Last241to270DaysUniqueVisitor, Last241to270DaysUniqueSearch,  Last241to270DaysNumberOfSearch, Last271to300DaysUniqueVisitor,  Last271to300DaysUniqueSearch, Last271to300DaysNumberOfSearch,  Last301to330DaysUniqueVisitor, Last301to330DaysUniqueSearch,  Last301to330DaysNumberOfSearch, Last331to360DaysUniqueVisitor,  Last331to360DaysUniqueSearch, Last331to360DaysNumberOfSearch,  Last361DayAndBeforeUniqueVisitor, Last361DayAndBeforeUniqueSearch, Last361DayAndBeforeNumberOfSearch |
| Operational | Capacity |

**Table 4.2: Feature Selection result (REF and FFE)**

|  |  |  |
| --- | --- | --- |
| **Algorithm** | **Data Source** | **Features** |
| RFE | Transactional | Last31to45DaysAvgBaseFare, Last301to330DaysAvgBaseFare, AvgSeatSold60days, AvgSeatSold120days |
| Digital | Last31to45DaysUniqueVisitor, Last181to210DaysUniqueSearch,  Last181to210DaysNumberOfSearch, Last241to270DaysUniqueSearch,  Last241to270DaysNumberOfSearch, Last361DayAndBeforeUniqueSearch |
| Operational | No attributes selected |
| Forward Feature Selection | Transactional | DepartureMonth, OnlineAvgBaseFare, EconomySeatSold, AvgSeatSold60days, MaxSeatSold30days, MaxSeatSold90days,  Total\_Seat\_Sold, Avg\_Base\_Fare, DepartureDate, DepartureYear |
| Digital | Last31to45DaysNumberOfSearch, Last31to45DaysUniqueSearch, Last46to60DaysUniqueSearch, Last61to90DaysNumberOfSearch,  Last121to150DaysNumberOfSearch, Last151to180DaysUniqueVisitor |
| Operational | No attributes selected |

**4.2.2 Analysis of Feature Selections**

Table 4.1 shows the features selected from each data sources by three feature selection algorithms. It can be seen from the above result that Boruta has selected the most attributes for three types of data sets. Forward feature selection (FFS) has selected significantly fewer attributes for the given data set. In case of digital attributes, FFS has selected only one digital attribute but none of the operational attributes. On the other hand, RFE has not selected any operational attributes. Thus, Boruta feature selection result has been considered to finalize the dataset for the prediction model. Final attributes has been discussed with the airline to verify the validity of the selected attributes. It has been found that the airline also agrees with the final attributes that have been selected by Boruta.

**4.3 Selection of GBRT Model for Seat Sale Prediction**

In this research. Determining the right benchmarking model is difficult due to the lack of literature on this topic. However, after a thorough literature review and based on the dataset nature, several machine learning algorithms have been evaluated for airline seat sale prediction. These are 1) Support vector regression (SVR) (Xie, Wang, & Lai, 2014) 2) Generalized Linear Model (GLM) (Varedi, 2010) and 3) Gradient Boosted Regression Tree (GBRT) (Abdella et al., 2019).

Comparing machine learning methods and selecting a final model is a common technique in deciding optimal machine learning model. Hypothesis testing is a statistical method that is used in making statistical decisions using experimental data. The main objective of this significance test is to identify the optimal model based on MAPE in this case. Significance test to identify right model can be misleading as it is hard to know whether the difference among MAPE of the tested models are real or the result of a statistical fluke. Statistical significance tests are designed to address this problem and quantify the MAPE being observed given the assumption that they were drawn from the same distribution. If this assumption, or null hypothesis, is rejected, it suggests that the difference in MAPE is statistically significant. In the following few sections, the selection method of GBT has been described.

**4.3.1 Model Selection**

Based on our tested model, we found that GBRT is performing better than SVM and GLM. Unfortunately, it is not the case for all routes which 28 based on our current dataset and also for some months there are some small difference in MAPE results from other models. The usual practise is to choose the best model with highest mean MAPE. But the challenge with selecting the model with the highest MAPE score is determining how much can it be trusted with the estimated MAPE of each model. More generally, it needs to be answer – “Is the difference in MAPE among tested machine learning models real, or due to a statistical chance?”. Hence, to answer this question , we have approach it with statistical significance test on models MAPE.

**4.3.2 Choosing a Hypothesis Test**

Generally, a statistical hypothesis test for comparing samples quantifies how likely it is to observe two data samples given the assumption that the samples have the same distribution. To select the best model based on MAPE, it need to be tested whether there is a real or statistically significant difference among the models. If the result of the test suggests that there is insufficient evidence to reject the null hypothesis, then any observed difference in MAPE is likely due to statistical chance. If the result of the test suggests that there is sufficient evidence to reject the null hypothesis, then any observed difference in model skill is likely due to a difference in the models (Brereton, 2015; Kandane-Rathnayake, Enticott, & Phillips, 2013).

* Normality test on the MAPE results
* Based on distribution estimation perhaps Gaussian or perhaps not, determine whether parametric or nonparametric tests can be used.

**4.3.3 Distribution Estimation**

Initial, normality test has been conducted using Shapiro–Wilk test technique of all three, GBRT, SVM and GLM MAPE results. But all of these three models MPAE results fail in normality test result. It’s clear that data distribution is not Gaussian.

A screenshot of a cell phone

Description automatically generated

**Figure 4.1:** MAPE Distribution of GBRT Model

A screenshot of a cell phone

Description automatically generated

**Figure 4.2:** MAPE Distribution of GLM Model

A screenshot of a cell phone

Description automatically generated

**Figure 4.3:** MAPE Distribution of SVM Model

Log and box-cox power transform technique has been used to transform the data into normal. As it is required to have all three distribution in normally distributed, unfortunately, even with power transform technique we failed to achieve it. Hence, we proceed to Nonparametric for this analysis (Kandane-Rathnayake et al., 2013).

**4.3.4 Hypothesis Testing with Nonparametric Tests**

In nonparametric tests, the hypotheses are not about population parameters (e.g., μ=50 or μ1=μ2). Instead, the null hypothesis is more general. For example, when comparing two independent groups in terms of a continuous outcome, the null hypothesis in a parametric test is H0: μ1 =μ2. In a nonparametric test the null hypothesis is that the two populations are equal, often this is interpreted as the two populations are equal in terms of their central tendency (Van Dongen & Møller, 2007).

Nonparametric tests have some distinct advantages. With outcomes such as mentioned above, nonparametric tests may be the only way to analyse these data. Outcomes that are ordinal, ranked, subject to outliers or measured imprecisely are difficult to analyse with parametric methods without making major assumptions about their distributions as well as decisions about coding some values (e.g., "not detected"). As described here, nonparametric tests can also be relatively simple to conduct (Dette, Neumeyer, & Keilegom, 2007; Van Dongen & Møller, 2007).

The Mann–Whitney U test method has been used do nonparametric test (Dette et al., 2007). The comparison has been done in group both with GBRT - SVM and GBRT- GLM. Table 4.3 shows the comparison results.

**Table 4.3: Nonparametric test result for GBRT-SVM and GBRT-GLM**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Comparison | P-value | Statistics | Comment |
| 1. | GBRT & SVM | p=0.000 | Statistics  = 10930.50 | Different distribution (reject H0) |
| 2. | GBRT & GLM | p=0.018 | Statistics  =12245.50 | Different distribution (reject H0) |

Based on nonparametric test result as shown in Table 4.3, it has been found that GBRT MAPE distribution is significantly different than GLM and SVM. It has been already mentioned that GBRT average performance in terms of MAPE is better than other techniques as we tested. Hence, it can be confidently concluded that difference in MAPE among tested machine learning models is real, it is not due to a statistical chance and GBRT can be considered as optimal model for this use case.

**4.4 Mathematical Model of Gradient Boosted Regression Tree**

In the boosting method, base models are generated sequentially. The accuracy of the prediction is improved through developing multiple models in sequence by giving emphasis on training cases which are difficult to estimate. In this process, misclassified training instances from the previous base models appear more often in the training data than the ones that are correctly classified. The aim of each additional base model is to correct the mistakes made by its previous base models. It can be defined as follows:

, (4.1)

where the functions are the base learner which are usually called weak learners in the context of boosting. Gradient Tree Boosting uses *decision trees* of fixed size as weak learners.  *Decision trees* have a number of abilities that make them valuable for boosting. They have the ability to handle data of mixed type and the ability to model complex functions.

GBRT builds the additive model in a forward stage-wise manner as follows:

(4.2)

At each stage, the decision tree is chosen to minimize the loss function *L* given the current model and its fit . This can be expressed as equation (4.3).

. (4.3)

One starts with an initial guess according to the specific problem.

Equation 4.3 can be solved numerically via steepest descent. The steepest descent direction is the negative gradient of the loss function evaluated at the current model , which can be calculated for any differentiable loss function as follows:

, (4.4)

where can be chosen using equation (4.5)

(4.5)

In this research, root mean squared error (RMSE) [51] has been chosen as loss function. RMSE can be described as follows:

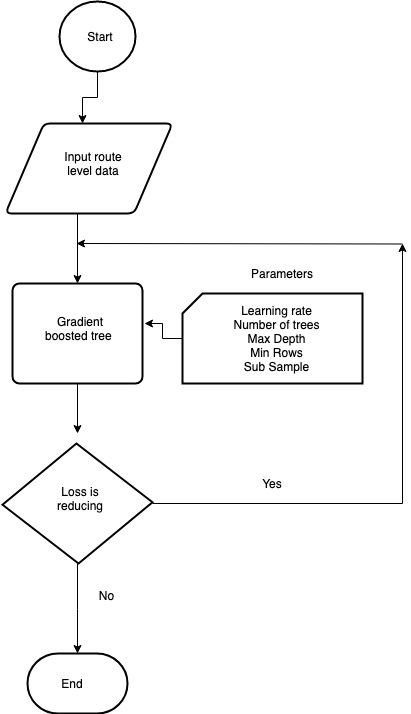
(4.6)

Final model performance has been calculated based on MAPE (equation 4.7) to comply with the actual business standard.

(4.7)

**4.5 Training Procedure of the GBRT and Optimization Using Hyperparameter Tuning**

After running the model on the dataset (described on chapter 3), several hyperparameters have been tuned to obtain the desired result. After several iteration followings (table 4.2) parameters have been finalized for each route level prediction. Figure 4.2 shows the procedure of model training and hyperparameters tuning.



**Figure 4.4:** GBRT hyperparameters tuning process

**Table 4.4: Hyperparameters**

|  |  |
| --- | --- |
| Parameters | Value |
| Learning rate | 0.1 |
| Number of trees | 30 |
| Max Depth | 6 |
| Min Rows | 5 |
| Sub sample | 0.8 |

**4.6 Summary**

This chapter presents the feature selection and GBRT based machine learning model for airline tickets/seats sale prediction. Comparison of different feature selections and machine learning model have also been discussed along with hyperparameters tuning. Three different feature selection techniques have been used to find the optimal feature set from the final dataset. GBRT, GLM and SVM model has been applied on the dataset prepared in chapter 3. Using MAPE as a measure, it has been found that the GBRT model performed very well for seat sale prediction. Hyperparameter tuning has been applied to find the optimal parameters for the GBRT model.

**CHAPTER 5**

**RESULT AND ANALYSIS**

**5.1 Introduction**

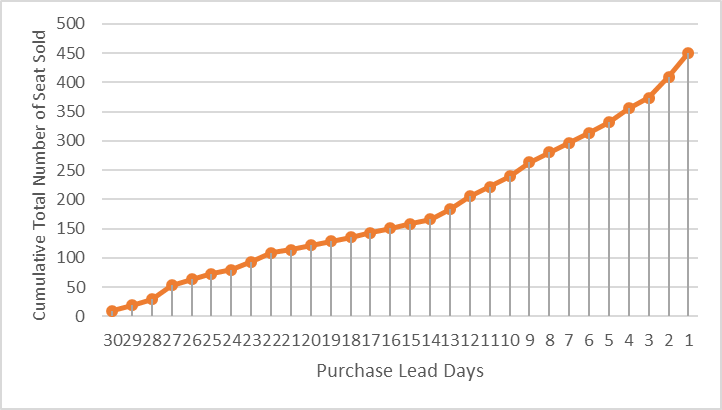
In this chapter, relevant results will be presented and analyzed to show the increase of accuracy of the GBRT seat sale predictive model. A brief discussion about historical data trend has been presented along with price change characteristics. Seat sale prediction of GBRT model for three routes has been made and analysed.

**5.2 Analysis of Final Dataset**

In this section, first, some pattern in the prepared analytics dataset (Chapter 3) has been discussed to understand various trend and insight. After that, results of seat sale prediction using GBT model has been analysed to validate the research objective.

**5.2.1 Basic Pattern in Dataset**

Pattern and characteristic of price for some selected routes have been investigated to compare and evaluate the developed predictive model. Due to data protection and privacy policy, it is required to mask the name of the routes. These selected routes are named A, B, C, D etc. Each route is named as an origin-destination pair like AB, BA, AC, CD. Here the first letter in the pair represents the flight origin and second letter represents the flight destination.

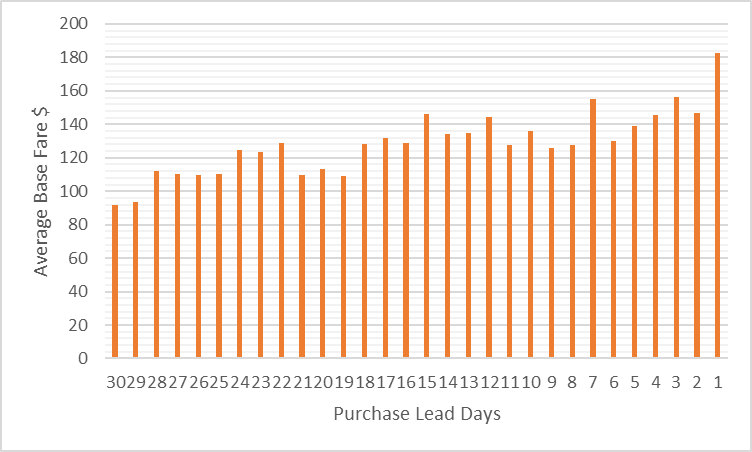


**Figure 5.1:** The cumulative sum of the total seat sold in different purchase lead days

In figure 5.1, the average price and the average number of sold seats are demonstrated during the last 30 days remaining to flight departure on each route. The other graphs demonstrate trends and seasonality of the routes. The difference in demand and average price in the two directions of each route can be observed. The trend of the average number of seats sold is increasing for short haul routes compare to long-haul routes in the last ten days remaining to flight.

Furthermore, it can also be observed from the figure 5.1 that, the higher average of seat sold when price changes comparing with the time that price remains constant. The graph demonstrates the trend on a route in both directions because the goal is comparing the routes rather than two directions of the same route. The data which is demonstrated with an empty bar stands for the average number of seats sold when price changes and the line shows the relative average of the price change on each day. The grey bars show the average number of seats sold when price remains constant on a certain day. The data are taken for the days in the last twelve weeks (03 months) remaining to flight departure.

In figure 5.2, the average number of seats sold in price change situations is approximately 15%-20% higher than seats sold, when the price remains fixed. According to Gillen and Mantin (2009), there is a significant increase in price volatility in the last two weeks to flight departure, and considering the increase in the average number of seats sold, which establishes the connection between price change and the average number of seats sold. A better understanding of this relation may help to improve revenue generation not only in the last days remaining to flight but throughout the selling period. Another point in figure 5.2 is the sporadic price change patterns and no specific shape or repeating set of prices. In Feng and Xiao (2000), it was proposed that concave subsets in the price set to maximize revenue, they made this inference by comparing a group of price change patterns. In our data, concave price changes can be observed although a visual assessment demonstrates that sales are more influenced by price change rather than a specific pattern in the data. Also, it is unlikely that a predictable pricing policy (i.e. a concave pattern) can be applied as a successful pricing policy at the existence of market competition and strategic customers. Bitran and Caldentey (2002) described dynamic pricing models; they conclude that demand learning and demand substitution effects are open subjects that can improve dynamic pricing; they have proposed more research to better learn the demand in each market.

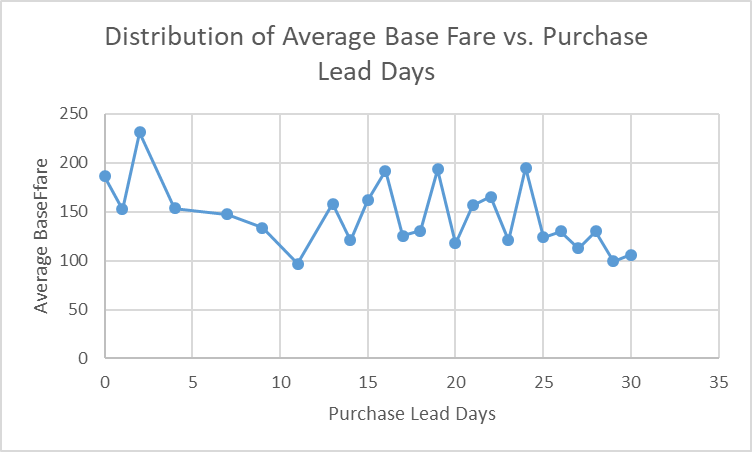


**Figure 5.2:** Average base fare of seat sale in different days (remaining to flight departure)

Identifying a particular pattern as a revenue maximization solution might not be applicable. An ad-hoc decisions should be made based on factors that have been observed distinctly; demand such as the rival price positioning and previous responses of the market to price or price changes. The information to deal with the competitor price is not covered here, but it is still possible to study the link between demand and the price changes which is expected to have that this would affect the precision of this study. This enables passenger airlines to decide about the next price change direction and its size to achieve the expected sales.

**5.2.2 Price Change Characteristics**

The relationship between price change and seat sale can be identified by observing the price change behaviour in the dataset. Understanding more about the size and direction of price change and its distribution may give us good information. This information can lead to understanding whether the price change is a rare event, or it happens quite frequently. It is also good to know the reason for the price change and ask questions about seemingly odd behaviour in its size and distribution. The data were captured from the last four weeks to flight departure, for all the flights of a specific route. In figure 5.3, the frequency and size of price change have been demonstrated.

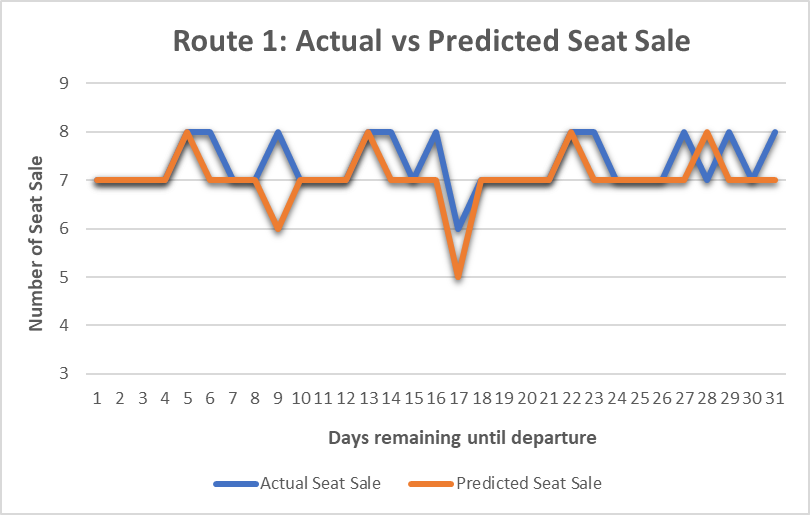


**Figure 5.3:** Price change distribution in last 30 days before a flight departure

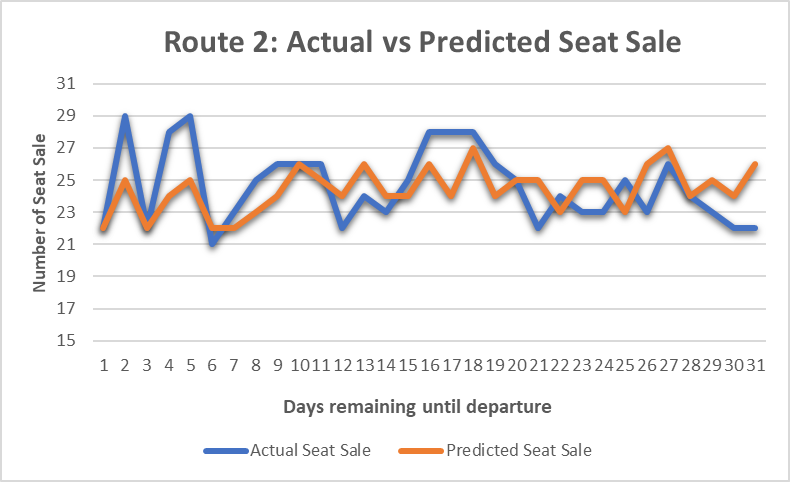
It has been observed that very large price decreases, especially in the last days before a flight. The reason could be a large number of unsold seats or could be the result of competition in the market. Price increase also happens as the departure date gets closer, which is a well-known phenomenon for passengers. Mantin and Koo (2009) have done research which relates the dynamic price dispersion with demand characteristics and provides a clear explanation about price change and factors that intensify it. In addition to existence of large positive or negative price change, an almost even distribution of positive and negative price change can be observed in figure 4.4. Considering the low occupancy level, around 60% in flights, makes it hard to explain the existence of so many occurrences of price increases, which sometimes are around 40% of the price. By simultaneous consideration of the symmetrical distribution of price change and by remembering the positive effect of the price change on sales in figure 5.2, it seems unclear that how exactly the effect of the price change on sales can be explained. Thus, if the price change impact can be modelled effectively, it will help the prediction model to predict the seat sold more accurately and hence help the business to maximize revenue.

**5.3 Result Analysis of GBRT Seat Sale Prediction Model**

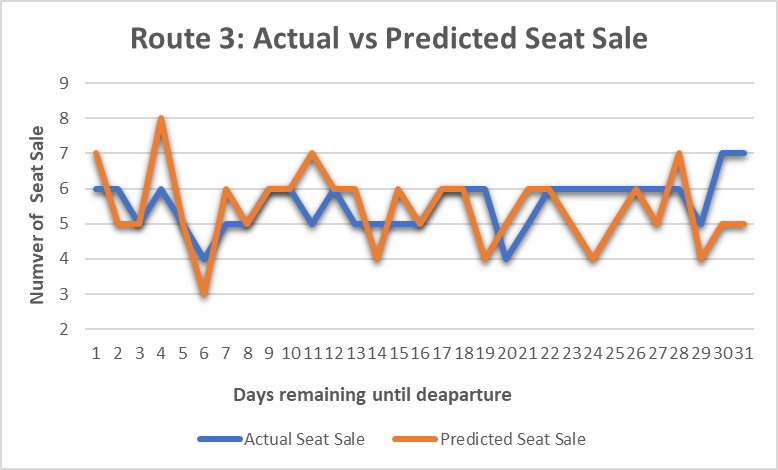
Seat sale prediction of 3 different routes for 30 and 60 days using developed GBT model have been given in figure 5.4 and 5.5. Initial GBT model with common attributes obtained an error rate of 11%. However, with the newly introduced digital attributes in this research, the GBT model obtained less than 10% error rate. As compared to the current running model, our predicted model exhibits better performance in terms of accuracy (1.5% increment).



(a)

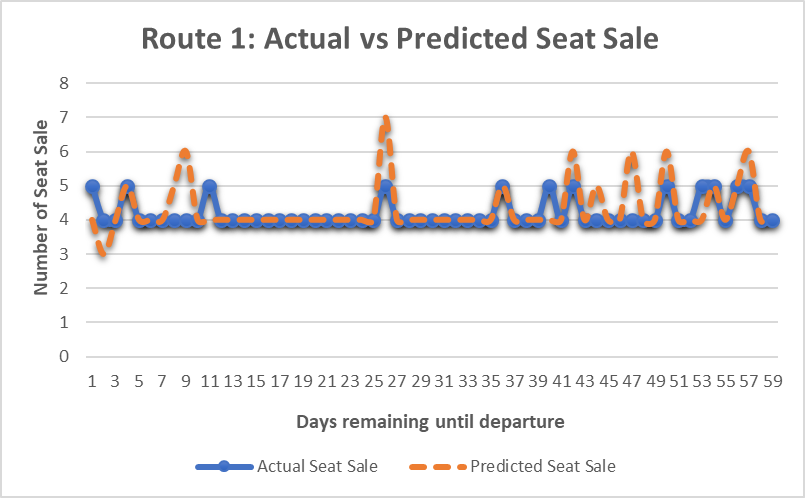


(b)

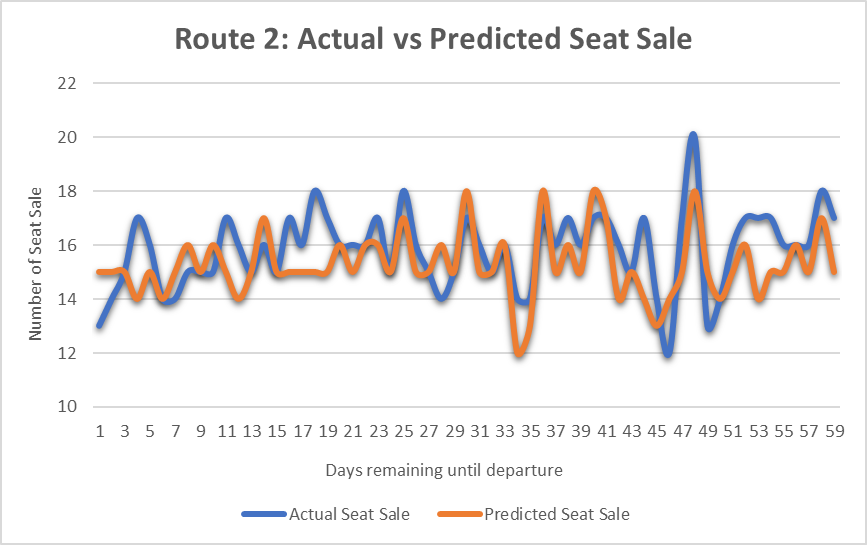


(c)

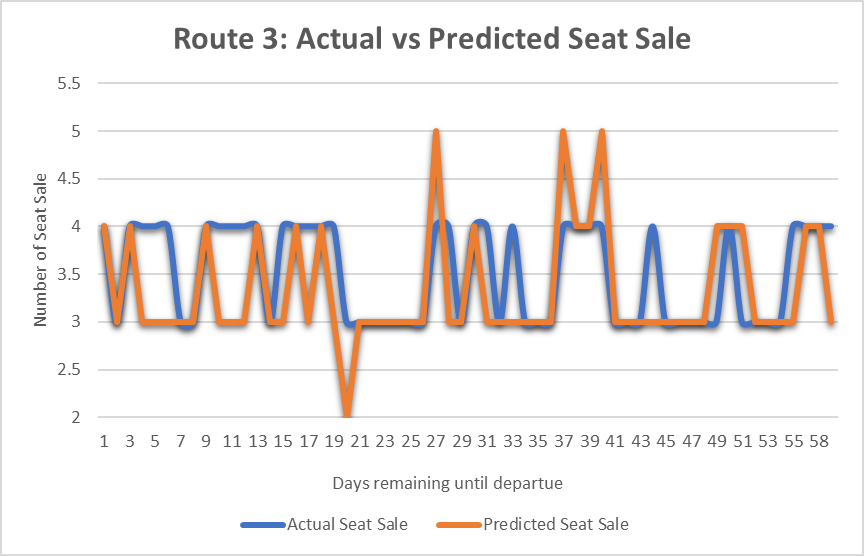
**Figure 5.4:** Seat sale prediction for 30 days: (a) Route 1 (b) Route 2 and (c) Route 3



(a)



(b)

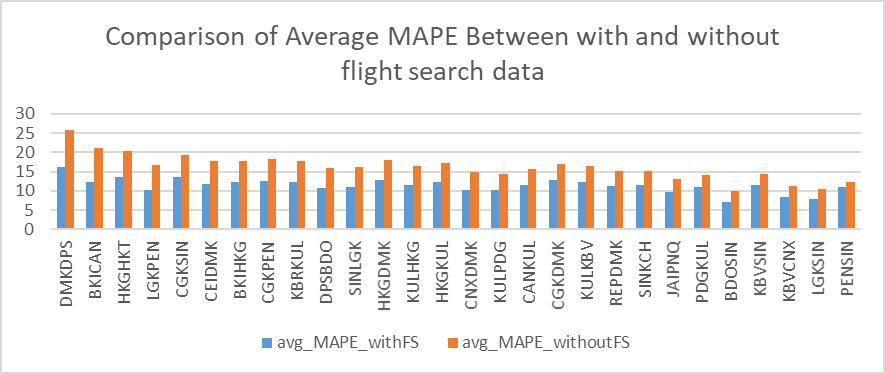


(c)

**Figure 5.5:** Seat sale prediction for 60 days: (a) Route 1 (b) Route 2 and (c) Route 3

It is seen from figure 5.4 and 5.5 that for each route, the developed model with digital attributes is able to follow the actual seat sale demand curve trend then conventional model. It is also observed that with the decrease of flight departure day (at the beginning of the curve) capturing the trend of seat demand is difficult for some routes due to price uncertainty. However, this limitation can be adjusted from the revenue management perspective, since, the price becomes higher during the last few days before a flight departure. It is also found that the point-to-point forecast is, indeed, less suitable for time series data due to its sequential nature. Besides, the effect of one day to another is not being considered as all the observation are assumed to be independent of each other, which is rarely the case for time series data.

Figure 5.6 shows the accuracy comparison for 28 routes based on MAPE. First, essential and traditional attributes have been used to predict the demand using developed GBT model. After that, the same GBT model has been used with essential and digital attributes for demand prediction. It can be seen that there is a significant increase in accuracy upon the inclusion of the digital variables. This result validates the contribution of this research work. The current running approach (the booking curve) scores a remarkable error rate of just 8.5%, which equates to accuracy of 91.5% while the time series model we have built marginally outperforms the former, scoring us 93% in terms of prediction accuracy. Table 5.1 shows the MAPE pattern over six months for some selected routes.



**Figure 5.6:** Comparison of accuracy (average MAPE) for 28 routes using proposed GBT model (traditional only vs addition of digital attributes approach).

**Table 5.1: MAPE pattern for 6 months**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Sector | Jan-MAPE | Feb-MAPE | Mar-MAPE | Apr-MAPE | May-MAPE | Jun-MAPE |
| DMKDPS | 12.86178 | 13.61782 | 16.9688 | 14.21248 | 10.92017 | 13.4275 |
| BKICAN | 13.40373 | 11.11266 | 12.39561 | 9.593278 | 14.2812 | 12.86322 |
| HKGHKT | 9.994894 | 7.632424 | 14.6653 | 16.44572 | 7.961424 | 7.127513 |
| LGKPEN | 7.283298 | 7.252198 | 6.113566 | 18.73468 | 13.44272 | 15.2117 |
| CGKSIN | 9.390933 | 11.09482 | 11.82655 | 6.984463 | 12.93715 | 14.02198 |
| KULHKG | 24.8333 | 13.23183 | 11.35371 | 11.50777 | 8.579374 | 7.38492 |

In summary, the proposed model with digital attributes has obtained an accuracy of 93% for 30 days ahead forecast while suffering from 2% drop in accuracy (91%) for 60 days ahead forecast. Compared to point-to-point forecast, which only managed to score 37% for 30 days ahead forecast, we are confident that the current model is able to perform direct route flights (routes without layover) forecast with good enough accuracy. One argument that can be made on the Time Series Model is that it has around 70% certainty of correctly predicting overselling. 'Correctness' is determined by examining total capacity and actual seat sold. Actual seat sold has to be indeed more than or equal to total capacity or cannot go > 2% below total capacity for the prediction to be considered ‘correct’.

**5.4 Summary**

This chapter describes the analytics dataset prepared in chapter 3 for GBRT model. Detail result analysis for three separate routes has also been presented. The model was able to follow the historic seat sale pattern presented in the dataset and manage to predict 30-day advance seat sale with 93% accuracy.

**CHAPTER 6**

**CONCLUSION**

**6.1 Conclusion**

The key objectives of this research work were to propose a data extraction, processing and aggregation procedure for the various digital platform used by the airline industry, integrate transactional, digital and operational data and develop a machine learning model to predict the airline seat sale by using prepared dataset. In the following sections, each of these has been discussed to clarify research findings and contribution.

**6.1.1 Digital Data Integration**

In the proposed digital platform data collection method, the cloud BigQuery platform has been used to improve the processing of massive volume of data. This reduces the burden of on-premise infrastructure setup, maintenance and cost. With the latest Java script tagging framework, visitor's interaction data is being captured successfully to create new attributes for the machine learning model. This data pipeline is easy to deploy and can be integrated with existing enterprise system. Furthermore, it can also serve as a platform for different analytics dashboard for different business department.

**6.1.2 GBRT Model for Seat Sale Prediction**

A GBRT ticket sale prediction model for airlines has been presented in this study. Furthermore, a method has been proposed to collect and process real-time data from various digital platform. New digital attributes have been extracted from the collected digital data and included with conventional attributes to create an analytics dataset to train the GBRT model. The developed system can be integrated with the revenue management system easily for making a better business decision.

The GBRT model with digital attributes has achieved 93% accuracy for 30 days ahead of departure date. It provides an accuracy of 90% for the prediction prior to 60 days of flight departure. The derivation of digital attributes, digital data collection and processing procedure described here can be used to develop other forecasting models for the airline industry.

**6.2 Future Work**

Based on the observation and findings during this study, the following topics are suggested as future research areas:

1. The proposed GBRT model in this research has been compared with the Generalized Linear Model (GLM) and Support Vector Machine (SVM) for evaluating the performance. However, other machine learning models also can be compared to establish a benchmark model with digital attributes.
2. Dynamic price setting for the revenue management system and passenger segmentation model using the proposed GBRT model could be aimed for future research work.

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