Air France | Team 13

#### Problem Statement

- ► High Costs per click with SEM (Search Engine Marketing)
- ▶ Airline industry a Competitive market with Low margins

# Target Goals

- ▶ Where do we allocate our marketing budget most efficiently?
- ► How can we reduce Cost/Click, increase revenue and optimize performance?
- Which search engine delivers the most ROI?

## Variables of Interest

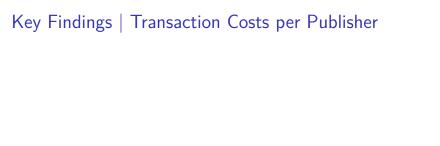
- Campaigns
- Impressions
- ► Click-through
- Cost/Click
- Revenue
- ► Single-click conversion
- Conversion Rate

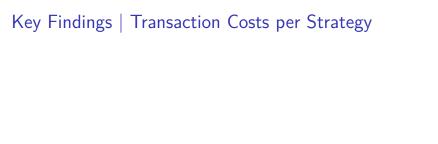
#### Method

- ► Get familiar with case
- ► State Key Problems
- ► Import Data
- ► Massage Data | Rename NAs
- Descriptive
- Aggregate, Analyze and Visualize
- Summarize Key Findings









### Next Steps

- Do branded keywords bring in more revenue?
- ► Are broad or focused keywords more profitable?
- Can assist keywords help increase conversion rate?