

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

Key Findings | Performance Publisher

Key Findings | Bookings per Publisher

Key Findings | Transaction Costs per Publisher

Key Findings | Transaction Costs per Strategy

Next Steps

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