



Primary factors that can influence the dependent variable (FARE) are:

- The time of the flight take-off and landing.
- The site where they book the tickets (expedia.com; orbitz.com; travelocity.com)?
- Same franchise flight used for inbound and outbound journey?
- Domestic flight or international flight?

The variables I used for the regression model are:

Dependent variable: Fare

Continuous Independent variables: Out_ElapsedMin, In_ElapsedMin, Out_DeptMin, In_DeptMin

Categorical Independent variables: Retriever, AIRROUTIN, MINOR_US, NON_US

From the table we can see that the R square value and adjusted R square values are 0.4579 and 0.4542 respectively and there is very little difference between them. This shows that the model is efficient and how likely they have possibility of having fare price effect.