Analytics Brief

You will be presenting to your fellow analytics team members, ahead of a meeting with the marketing team of an airline group in Australia. This airline group owns several distinct brands and covers many destinations. Your manager has briefed you on analysing the data available to answer the below questions from the marketing team.

Your presentation will include your findings after analysing the data, as well as any recommendations you would make to the airline group clients. Note that the analysis is not necessarily limited to the questions below. It is encouraged to present any findings that would be valuable to the airline group’s business, beyond the questions the clients have asked.

These are the questions the airline group’s marketing team has raised:

1. We need a clear picture of the profitability across our group, and for our individual brands and customers.
2. For audience segmentation and targeting purposes, we need to understand what differentiates our brands from each other. Are our different brands attracting the same customers? If not, what makes these customers different?
3. The airline group’s board is planning to increase advertising media spend by 20% next year. Based on the current group structure and performance, where should we invest this incremental budget to maximise the overall group’s profitability?

To complete this task, you have been given the airline group sales database, as well as the advertising media spend by each brand in the group. A glossary is available in the third tab “Glossary”. The presentation should last 10-15 minutes.