Business Recommendations

A. Daily "Buy" list

- Compare today's price to the **30-day median**.
- If today is **≥10% cheaper**, flag the route/departure as **BUY** and surface it in email/banner.

B. When to book (per route)

- Publish each route's **best lead-time window** (e.g., "15–30 days out").
- Refresh monthly so guidance stays current.

C. Weekend messaging

- If **weekend < weekday** prices, promote **"Save more on weekend departures."**
- Time ads and push notifications on **Thu–Fri**.

D. Volatility watchlist

- Track routes with the **highest price variance**.
- Add **price-drop badges** in search results and poll those routes more frequently.

E. Keep improving the signals

- Monitor **Baseline Win Rate** and **MAE**; switch to longer, seasonal baselines (e.g., **28-day**) where errors stay high.
- Retain the **question-driven SQL menu + one-page dashboard** so teams can be self-serve and act fast.

F. ML-powered Buy/Wait guidance

- Use the random- forest Buy/Wait model alongside simple rules to score each route/departure.
- Surface high-confidence "Wait" and "Buy now" recommendations in the dashboard and app, and track model performance (ROC AUC, precision/recall) over time.