Task 1: Question from Business. (90 minutes)

Had a look at the negative trend we are experiencing and only by looking at SEP data (excl. UAE traffic):

- We have more traffic coming to the website (+13%)

- Total number of searches have dramatically gone down (32% )where we have lost almost 25% of the search volume VLY

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Sep '15** | | **Sep '14** | |
| **Per day stats** | **Conversion** | **Per day stats** | **Conversion** |
| Total no. of visits | 420,000 |  | 372,000 |  |
| No. of Customers who performed search | 121,285 | **29%** | 161,178 | **43%** |
| No. of customers who completed booking | 4,457 | **3.67%** | 5,172 | **3.21%** |

\*Above stats only covers the below listed countries (marked in yellow are the countries where we have REMs) and it only covers 60% of total country traffic .

We are getting more data to do a deep dive but the conclusion seems to be:

- There is a surge in traffic that is interested in using the self service products (MYB, OLCI etc.) which is very positive since we have been heavily marketing / pushing them

- The traffic we are getting is for whatever reason LESS interested in booking or at least do a search to see the fares etc.

- Unfortunately we don’t have search data previous to SEP14 and therefore its hard to see if this has been a long lasting negative trend.

**List of countries used in the Analysis:**

United Kingdom

United States

Germany

France

South Africa

Italy

Singapore

Spain

Hong Kong

Nigeria

Russia

China

Switzerland

Qatar

Netherlands

Ireland

Kenya

Ghana

Brazil

Austria

Denmark

Tanzania

Czech Republic

Sweden

Egypt

Belgium

Turkey

Poland

Norway

Canada

Uganda

Oman

Ethiopia

Portugal

Hungary

Argentina

Morocco

Zambia

Cote d'Ivoire

Mauritius

Greece

Malta

Zimbabwe

Based on the data attached below, can you provide some analysis that either proves or disproves this theory above? Please document your findings within 1 slide.

Please use the attached data for the analysis.

Raw Data\_ Search Results Comparsion Sept 2014 - 2015.xlsx

Task 2: (10 minutes)

For the AirAsia site is going through a redesigned for responsive view. WebSite adapts to the screens size.

Please list five key items that you would track to see if the redesign has been success. Methodology is important here.

Task 3:

Please recommend how you would normalize this data, walk me through the step you would take pseudocode is okay. (20 minutes minutes)

GB||EN||HFLFQ6|09Nov14||LHR-DXB-LHR||LHR||DXB||YY||**2**||Return||2014-11-09|20:08:51||2014-12-12||No-PromoCode

If you have spare time, please go ahead and apply the logic to the excel file attached, sum up the values found in red figure above.

See attached file.

151006120126\_GA OrderData\_20150901-20150930