

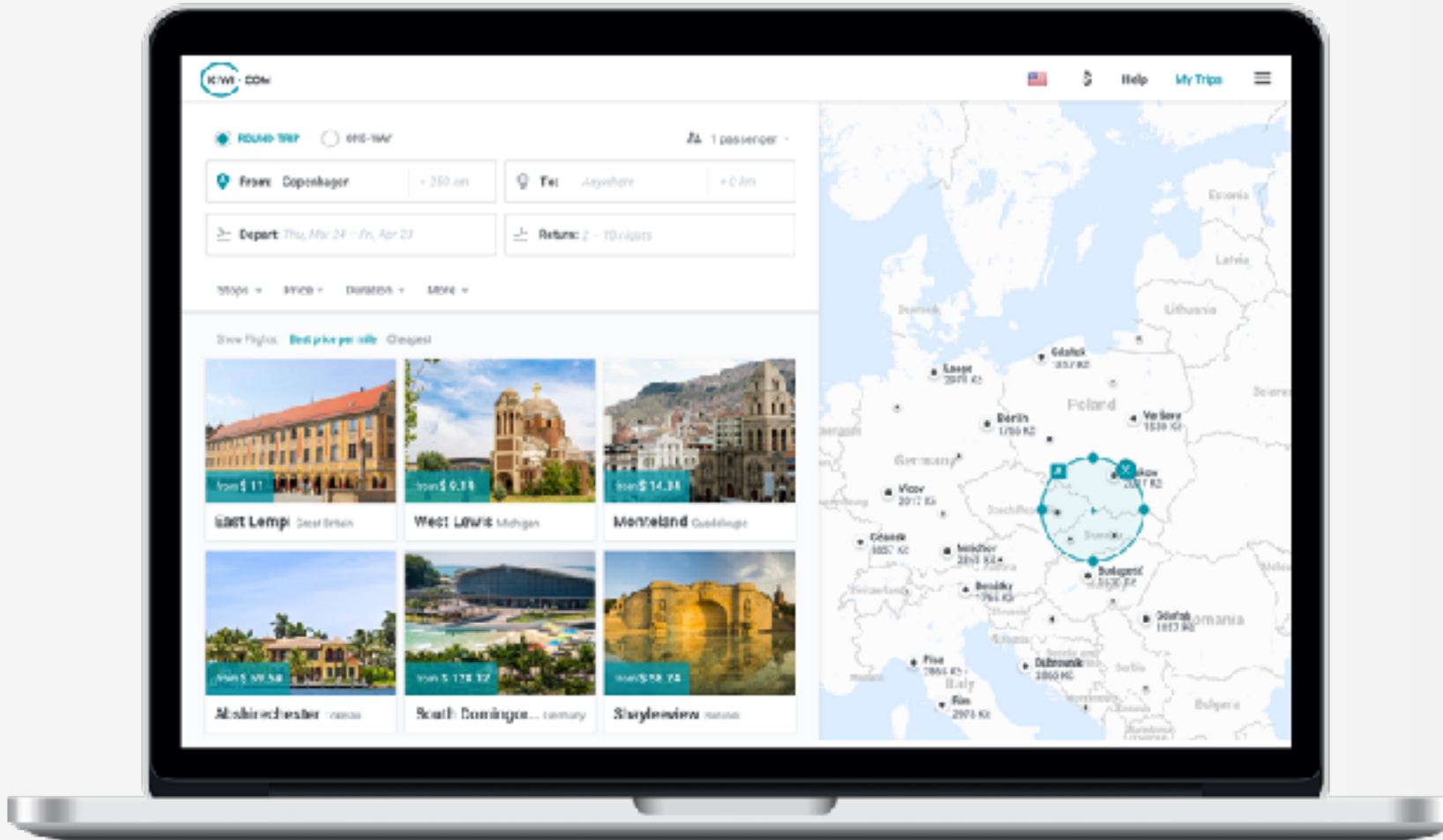


Everyday problems of an analyst in a Travel Startup



eFOCUS

What is .COM ?



There was no data

There was data but they did not tell anything

There was data, they told something but they were wrong

There was data, they told something and one could rely on them

There was data, they told something and they meant something

There was data, they told something and the machine could learn



WHYYYYYYYY?

```
{
  "glossary":{
    "type":"nobodyKnows",
    "id":"0100010",
    "coded":"whyNot",
    "extractable":true,
    "isItAGoodIdeaToStoreDataLikeThis":false,
    "toolate":true,
    "ohICompletelyForgotThereShouldBeDataHere":true,
    "value":"REFUQQ=="
  }
}
```

What is an ASS ?

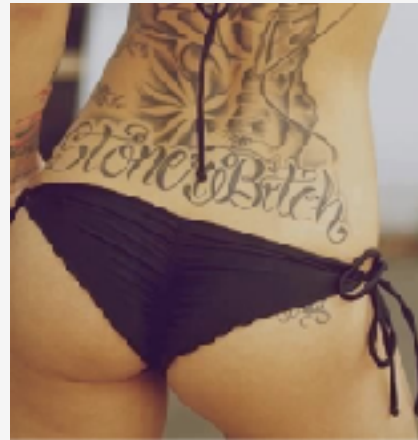
Pull out of one's ass

Have a think

Stats

Machine Learning

AB test



who / IQ / \$ / t

ape / 50 / 0\$ / 0s

human / 100 / 10\$ / 1min

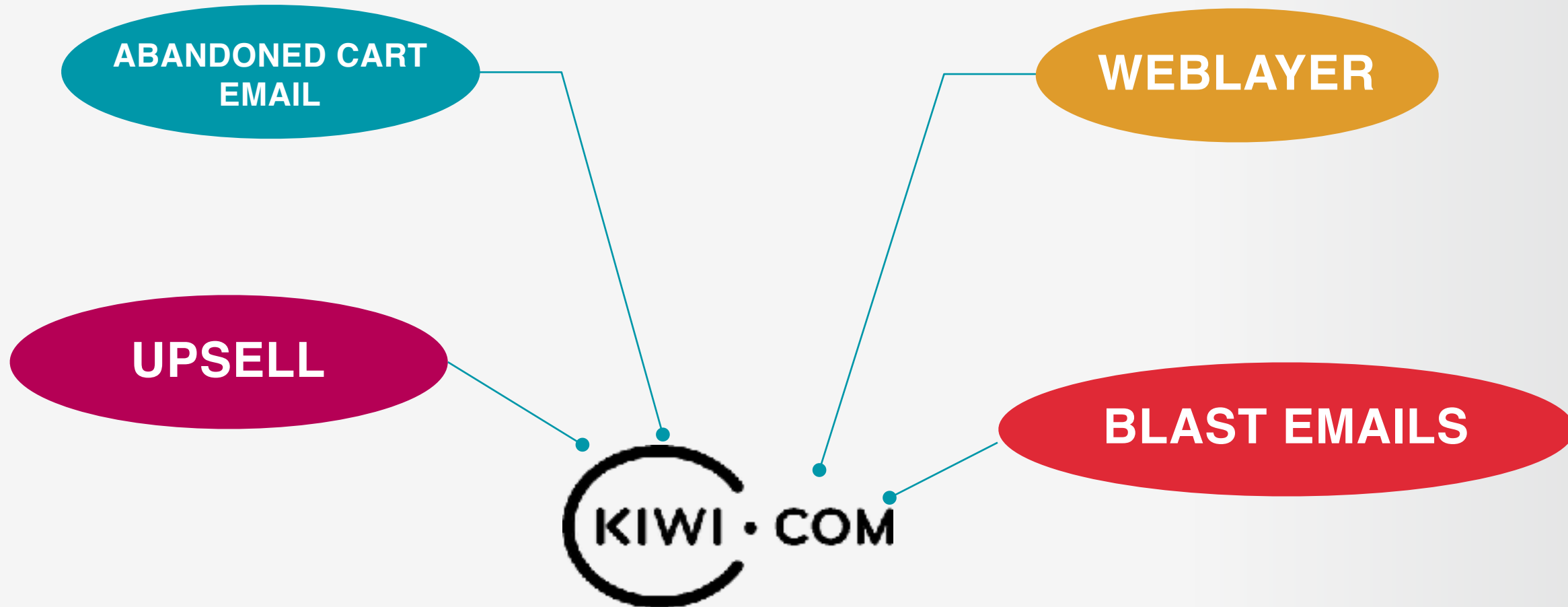
anal / 120 / 100\$ / 1h

data scientist / 200 / 10000\$ / 1month

God

Approach to Solving Stuff

Use cases



Machine learning - Green, Yellow, Red

Green In and Red Out

Top 3 partners, Goal: CPC optimisation, technique: Boosted Trees

Turnover +7,48%, Revenue +10,31%, Profit +11,05%, Pure profit +11,73%

Long flights out

Top 3rd partner only, same goal, same technique

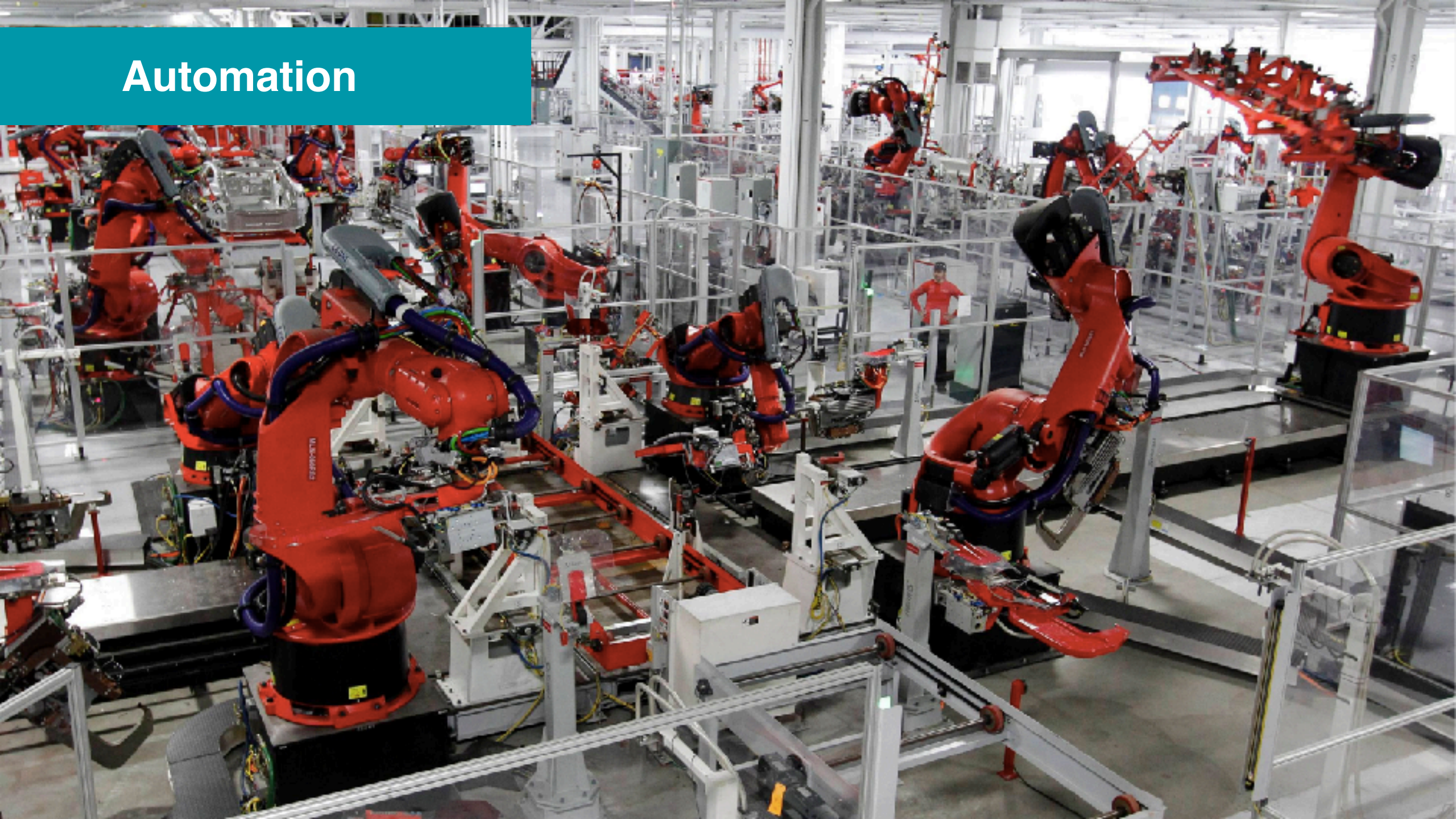
Turnover +12,68%, Revenue: +8,94%, Profit +12,09%, Pure profit +11,55%

Future plans

Acquisition



Automation



Branding & Loyalty



Complete and unique travel experience

