VU University Amsterdam

Master Project Business Analytics

Determining different levels of price elasticities for the KLM network using search data

Author: Laura Wiersma

Supervisors:
Gijs Hendrix (KLM)
Michel de Bruin (KLM)
Evert Haasdijk (VU)
Eduard Belitser (VU)

VU University Amsterdam
Faculty of Sciences
De Boelelaan 1081a
1081 HV Amsterdam

KLM
AMS/RP
Amsterdamseweg 55
1182 GP Amstelveen

November 30, 2015

Preface

This thesis is the final part of the Master programme Business Analytics at the VU University in Amsterdam. Business Analytics is a multidisciplinary programme, aimed at improving business processes by applying a combination of methods based on mathematics, computer science and business management. This thesis was written during my internship at the Pricing and Revenue Management (PRM) department of Royal Dutch Airlines (KLM).

Hereby, I want to thank all RP colleagues at Air France and KLM for the help and support during the last ten months. Special thanks to Michel de Bruin and Gijs Hendrix for the valuable input and feedback during the research.

Furthermore, I would like to thank Evert Haasdijk for his help and support during this project. Also thanks to Eduard Belitser for being the second reader of this thesis.

Laura Wiersma

November 2015