

# CDRC Masters Research Dissertation Programme Project Proposal Form

<b>Company Name:</b>	Air Partner PLC
<b>Team / Department:</b>	Business Intelligence
<b>Address:</b>	Charring Cross, London

**Provisional title for project:**

Insights into Private Jet Clients – what makes these high net worth individuals purchase the equivalent of an Oyster Card for the skies?

**Short abstract of what the project would probably entail, and the data to be used:**

Established since 1961, Air Partner have been providing High Net Worth Individuals with Jet Cards enabling them to fly multiple times across the world in private jets, by the hour.

This project offers the student a unique opportunity to work with our in-house customer data to understand the Jet Card Customer Profile. With access to data on the number of flights, destinations, transactions, demographic data, etc... we would like to understand if there are better means of predicting usage and spend. The student will be asked to lead a research project and devise their own interesting research questions that help us frame who the Jet Card customers are and what the overarching trends are. For instance, is it possible to detect which customers are more likely to use our services again? The student might wish to consider the spatial and temporal aspects of our data or undertake more complex and innovative machine learnings processes.

Applicants are encouraged to demonstrate the methodological approaches they would be interested in pursuing for this project.

**Essential and desirable skills that the student would need to have:**

**Essential skills (NB):**

Machine Learning. SQL Server Databases. SQL Script. Excel.

**Desirable:**

Keen and proactive mind.

**Preferred degree programmes (if any):**

**Would any work by the student need to be carried out on site at the Company with the exception of supervisory meetings?**

Working from home can be accommodated. Air Partner can provide desk space in London near Charing Cross (needs to be booked in advance) or Gatwick offices which offers complimentary fruit, snacks and drinks.

**Any issues of data confidentiality and IPR that would need to be resolved?**

Standard GDPR rules apply. No identifiable, personal or financial information to be made public. Researcher to sign NDA.

**Preferred selection method**

Telephone interview, followed by face to face if successful.

**Support and training offered by the company**

Ad-hoc on telephone as long as it does not exceed 2 hours a week. Face to face up to 3 hours a week.

**Financial assistance offered by the company**

*I agree to pay the student £500 (plus travel expenses) ...*