

ABSTRACT

Thesis contains: 80 p., 8 tables, 18 fig., 2 add. and 20 references.

LOW-COST AIRLINES, AIR TICKET PRICES, ARTIFICIAL NEURAL NETWORKS, FORECASTING, AUTOREGRESSIVE INTEGRATED MOVING AVERAGE.

In this paper, the problem of forecasting the prices for air tickets of the low-cost company Ryanair is investigated.

The main task is to build an effective estimate of the cost of a plane ticket, which, in turn, will maximize the revenue of a the airline. Using data collected from the official website of the information prices of the airline company Ryanair for the period 2016-2018, a model was constructed to forecast the prices for air transportation in direction London Milano. For this, a multi-layer perceptron model was chosen, which uses the backward propagation of the error as the learning algorithm and sezonal ARIMA. Identified the basic requirements for writing software product will meet the needs of the user.