A BUSY AIRPORT USES DATA AND ANALYTICS TO INCREASE REVENUE

A prestigious airport serving roughly 24.6 million passengers every year integrates all its business operations, sales, and passenger data to extract insights, optimize pricing, and earn more revenue.

CONTACT US

360°

view of business operations created to optimize pricing

INDUSTRY

Travel

FEATURED SERVICES:

Enterprise Integration

Data & Analytics

THE CHALLENGE

Data locked up in disparate systems impeding data analysis

This busy airport handles a lot of data—from passenger and weather data to security screening data, baggage handling and runway capacity. One of the biggest challenges was getting all the data—from the airlines and companies that operate at their airport—in one place to transform it into actionable insights. Between parking, billing, sales, and passenger information, the airport had difficulty extracting data from multiple systems and datasets into one comprehensive view. The airport knew they were leaving revenue on the table by locking up their data.

BUSINESS NEED

Integrating and unlocking data from multiple systems

What was needed was a data and analytics solution to integrate and organize their business, operations, and passenger data so they could extract insights and transform those insights into action.

HOW OZ HELPED

Integrating and uncovering critical insights from business, operations, and passenger data

OZ standardized the data to uncover insights for each business function and department. Three different models—a statistical model for sales and passenger information; a billing transaction model for accounting; and a parking model for the parking department—were deployed.

After the data was deployed, 50 dashboards were created to provide a comprehensive view of business operations that would help optimize pricing structures. The result? More revenue for the airport. And employees can now make better decisions quickly and more efficiently than ever.

IMPACT

Increasing revenue by unlocking data and powering insights

- The new solution enables the business to analyze transactions and revenue from both short-term and long-term parking
- Analytics tools provide insights, leading to critical decisions on the rate structure and current parking pricing
- With the new solution, the business can analyze business concessions, gross sales, calculate revenue, and track aging reports every morning, optimizing financial performance and reducing manual work
- 50 dashboards provide actionable data and revenue models, critical to proactive decision making—the key result being a better understanding of their business and increased revenue for the airport