

Fully Scalable Datamart Solution for a Leading Indian Airline

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Synopsis

The client had different source systems implemented and huge data available with them but they were unable to get insights about their business growth and performance. They were in need of an integrated datamart solution which consisted of a set of intelligent databases serving as a repository of transformed source data to serve the business needs for the airline.

Client

The client is a leading airline in India, which is serving over 90+ domestic and international destination with 120+ fleet size.

Business Challenges

Disconnected Systems: No centralized data access for multiple source systems making it very difficult to access the data from a centralized system

Absence of data intelligence: There were unclear, inconsistent or non-existent data intelligence which did not give correct insights of the available data

Lack of integration: Disparate source systems from various providers and lack of integration between sources

Data inconsistency: Fragmented and inconsistent data views across business divisions

IGT's Approach/Solutions

The datamart was developed which consisted of a set of intelligent databases serving as a repository of transformed source data to serve the business needs for the airline. As part of the development of the datamart, a set of analytical and decision making services were offered with a complete, integrated, and fully scalable datamart solution. Expected benefits from this implementation include:

- Better decision-making by airlines using the datamart
- Better integration with different business areas and processes by using a common business platform
- Better and meaningful meta-data management

Benefits

- Reach extended to 1 million plus potential new customers through social media
- Upto 10% conversion of new customers leading to increased revenue through targeted social media marketing
- Around 5% increase in customer satisfaction score by real time issue resolution and customer support through social media channels

Our Solution involved;

- Technology selection for DW platform, gathering requirements from end user, designing system, creating data model for all subject areas and source systems, developing ETLs and BI platforms
- Designed, developed, and maintained datamart for the client containing 9 subject areas – flight operations, departures, FFP, cargo, inventory, reservations, ticketing, schedules, finance & revenue accounting with 100 reports and 7 dashboards
- Creation of pre built reports and dashboards
- Ad Hoc reporting for business users
- Configured real time business alerts

Key Insights Delivered

- Revenue & yield analytics
- Load factor analytics
- Booking pattern analytics
- Cancellations and no show analytics
- Route performance analytics
- Loyalty analytics
- Aircraft utilization analytics
- POS performance analytics
- Cargo sales analytics
- Call center data analytics
- On time performance analytics