

# Proactive Business Intelligence into *Actions for ATI*



SAPIENZA  
UNIVERSITÀ DI ROMA

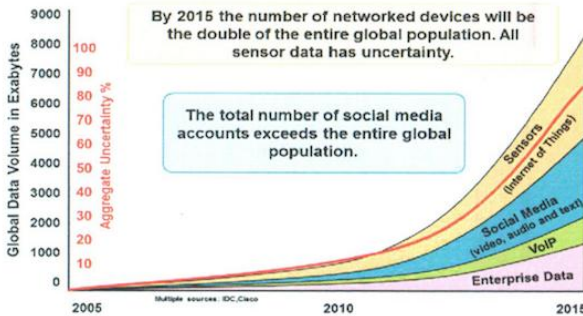
Dipartimento di Scienze Statistiche  
*Università di Roma "Sapienza"*  
*Rome, Italy*

# We move towards...

**Data driven word and ...**

**more expecting customers**

**80%** of the world's data was created in the last 2 years



**80%** data growth are images, video, documents...

**5 million** trade events per second

**12 terabytes** of Tweets created daily

**500 million** call detail records per day

**350 billion** meter readings per annum

I'm looking for...

The right offer at the right price.

On the channel of my choice

Wherever I need it...



I want my customer experience to be...

Connected

Smart

Social

Consistent

In real time

Seamless

Booking

airbnb



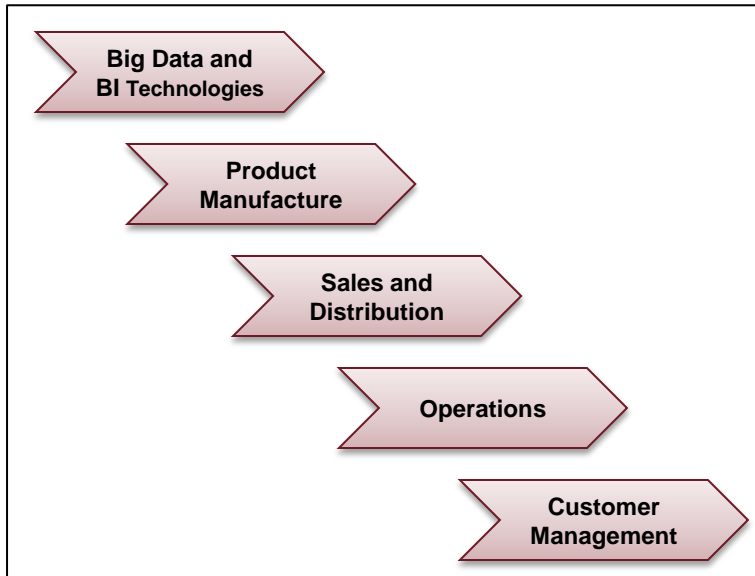
80% of world's data created in the last two years

New businesses flourish and **disrupt** industries with **data as main asset**

# *The Air industry is now moving*

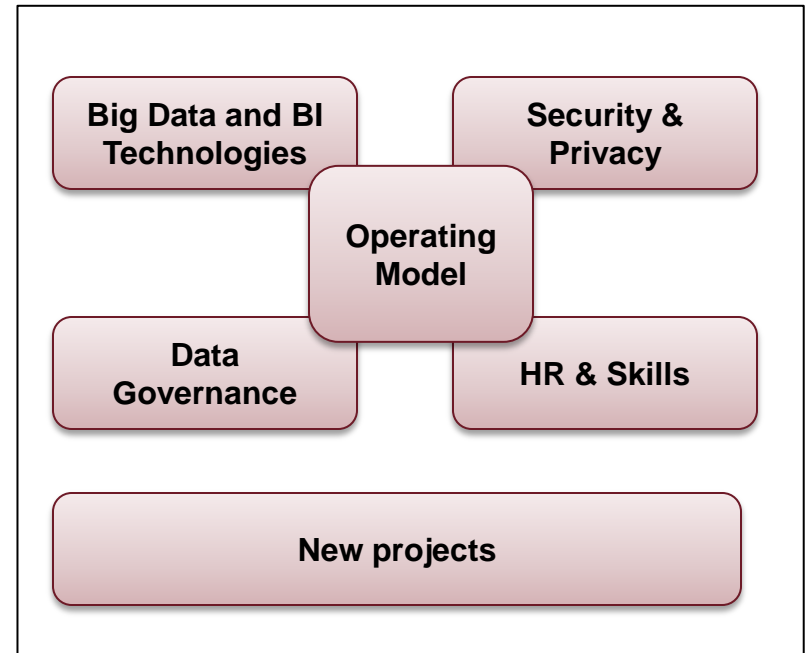
## WHAT

Leverage data power across the value chain with strong focus on customer insights and sales and distributions



## HOW

Put in place data driven organization



# *Big Data and Analytics: Business Value*

- **New technologies to ...**

- Store, manage and analyze massive volume of data at low cost
- Process data of large variety faster and guarantee response time even for very complex calculations

**Still far from being stabilized**



- **New analytical approaches to ...**

- Identify correlation and causal relationships
- Classify and predict events
- Identify patterns and anomalies
- Infer probabilities, interest, ..

**They require new competences**



# *Data in action*

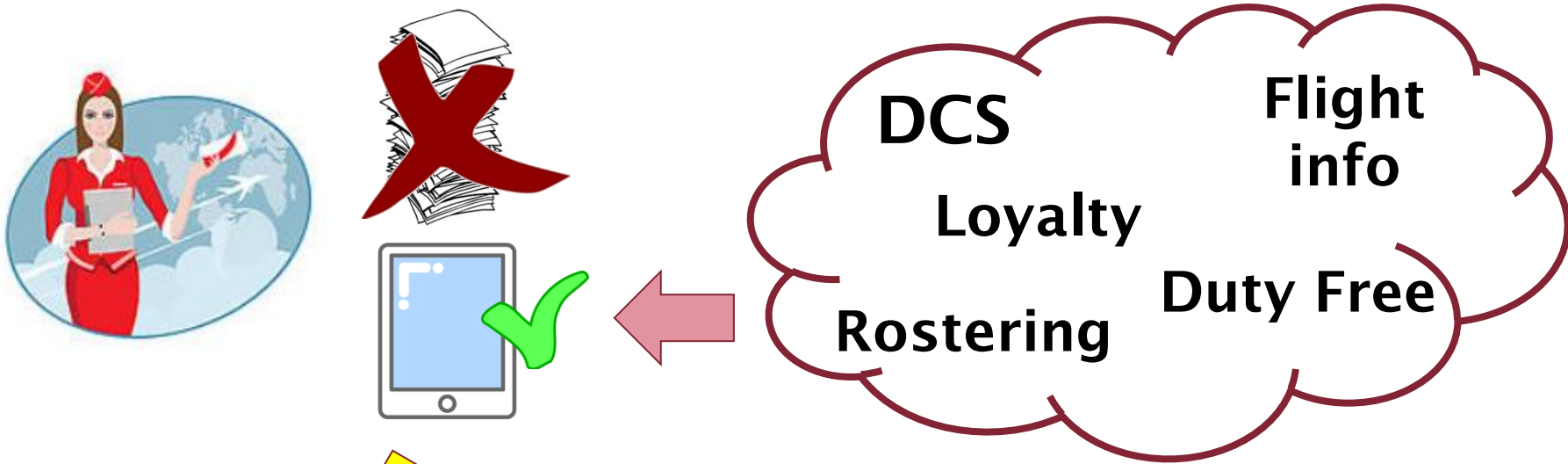


SAPIENZA  
UNIVERSITÀ DI ROMA

**SITA**

*Research and analysis drill-down on  
CrewTablet data*

# *CrewTablet data experiment*



**Data Analysis** → Sept 2014 – Sept 2015

- 43.542 total flights
- 8.954.266 total tickets
- 5.101.121 Passengers

# *Use case and analysis*

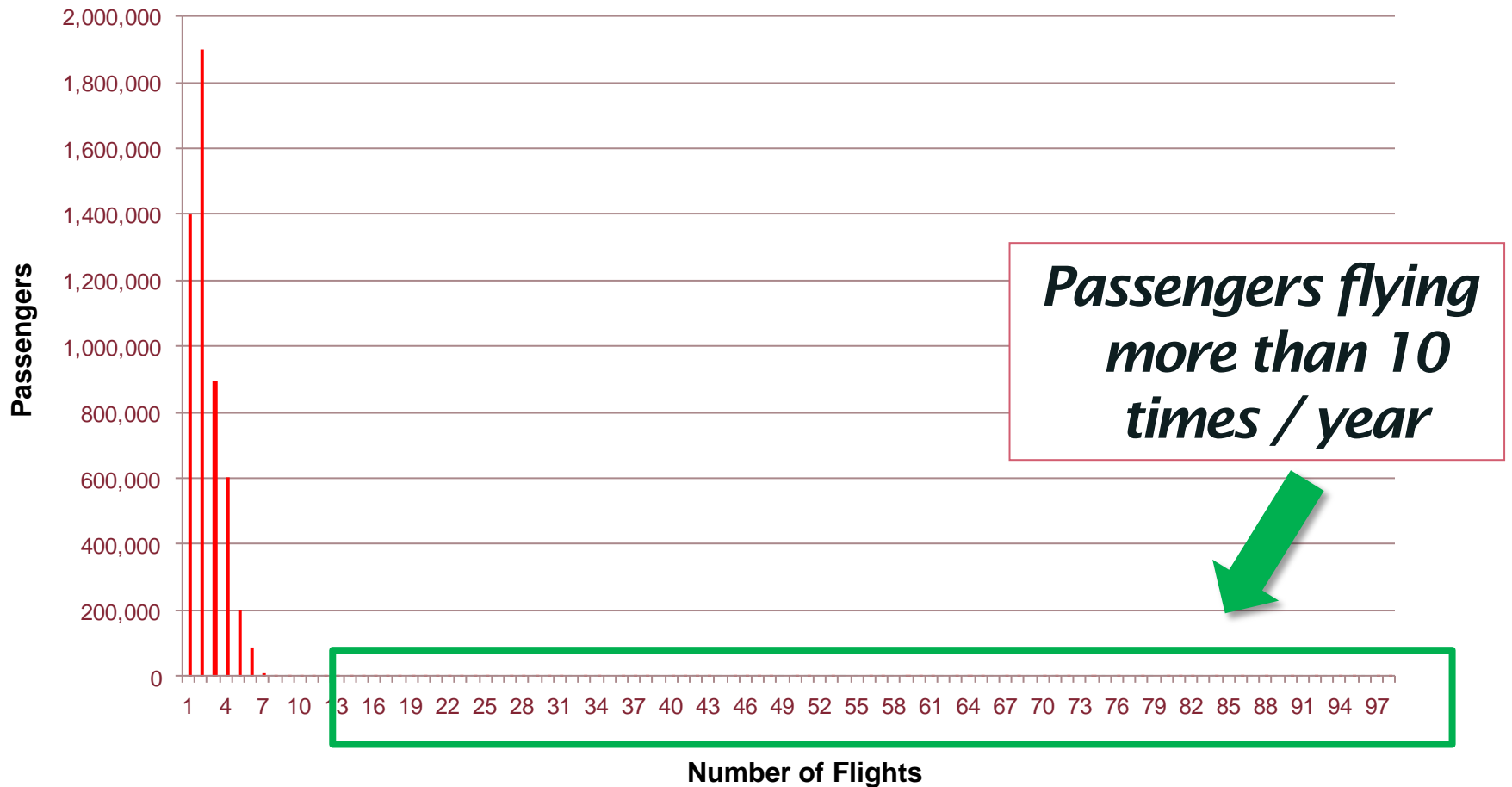
## *Business Intelligence PUSH*

*Analysis on airline tickets emitted and frequent flyers*

# *Tickets emitted for each passenger identified*

Passenger Identified through: Loyalty card or Name/Surname & CRM parameters

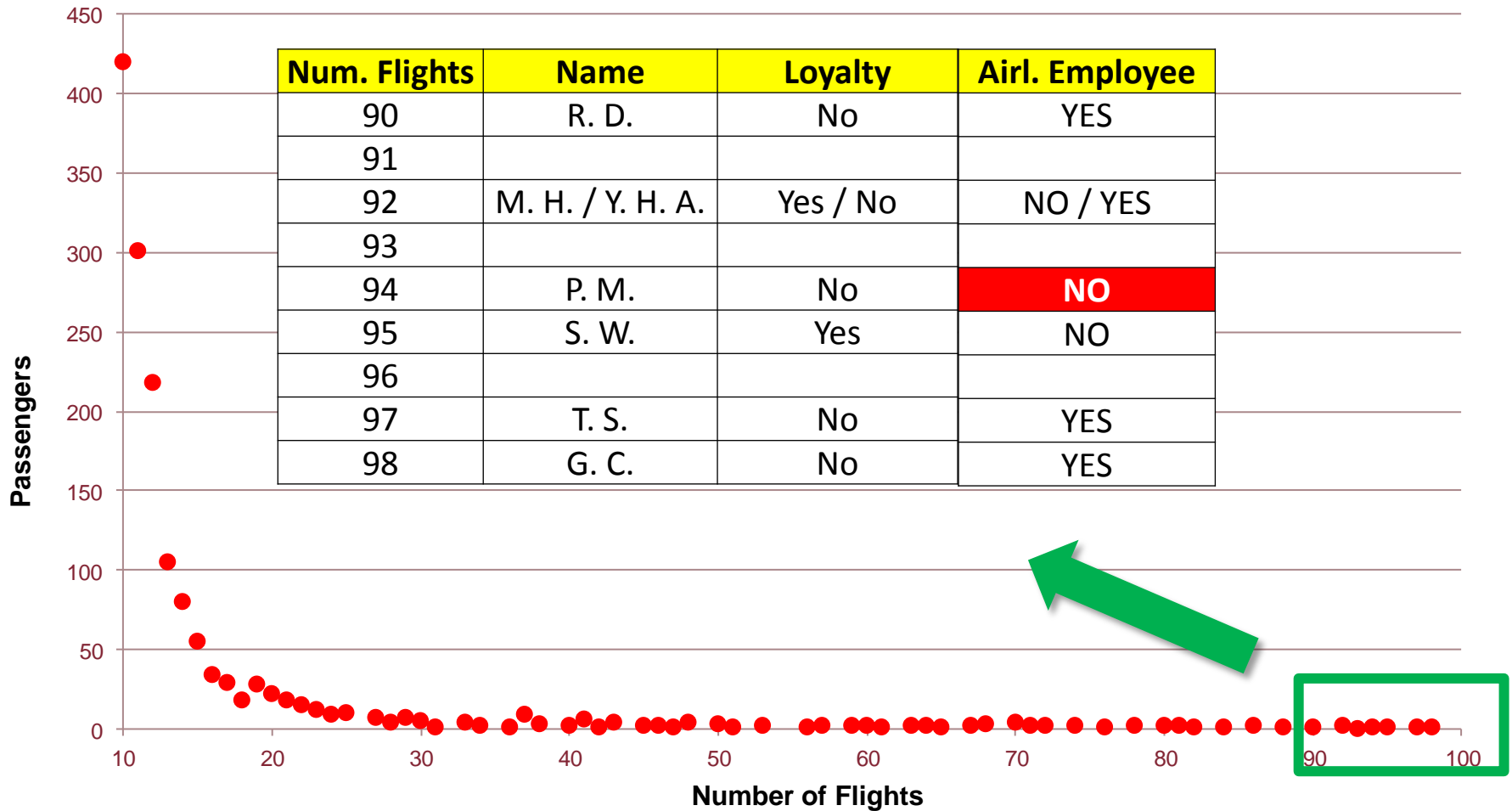
*Homonyms: NOT MANAGED*





# Zooming on frequent flyers & loyalty

## Passengers flying more than 10 times



# *We focused on pax with no Loyalty Business Intelligent push*

PAX with no  
Loyalty and  
CRM details



DSS SMART  
module  
i/f  
Facebook and  
Linkedin



| Num. Flights | Name  | RANKING PROB |
|--------------|-------|--------------|
| 94           | P. M. | 85%          |

*PAX univocally identified*

*ACTION FOR THE AIRLINE CREW*

*... next flight..*

*On Board!*



## *Business Intelligent PUSH*

We've found 108 cases out  
of 1.420 with  
**Positive RANKING**

# *Other use cases*

Example: **on board**  
*Duty Free*



# *Conclusions*

We have seen practical examples of BI for ATI

Other experiments of to use cases are very encouraging

What next:

- Boost data advantage
- Prepare transformation to more data driven organizations

***Thank you !***