Increased Inflight Sales Using Advanced Analytics for a Leading Airline in the Middle East

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Synopsis

The client was looking for a partner to help them:

- Identify potential opportunity areas using insights from the data analysis for revenue growth and develop a platform to upsell, cross-sell and target dormant passengers

- Ability to enable crew or the passenger's backseat screen to deliver the tailored offer to the passenger.

- To focus on passengers past behaviour of inflight purchases and deliver personalized offers.

Client

The client is the largest airline in the Middle East, operating over 3,600 flights per week to more than 150 cities in 80 countries across six continents.

Problem Statement:

The client was unable to make full use of the right data due to gaps in processing, aggregation and data analysis capabilities. As a result, they failed to address passenger delight and deliver tailored offers or a passenger personalized solution, which was resulting in losing opportunities of Cross-Sell, Up-Sell, & customer loyalty.

IGT's Approach/Solutions

- Understanding of current data structure & key business needs
- Transformed weak quality data from source systems to a consumable data by writing data pipelines which were primarily a Data Engineering activity
- Setting up Azure Databricks environment
- Creating visualization for the business to represent the product affinity predictions in an intuitive manner
- Established predictive model to deliver an affinity score for a customer against every brand and category of a product in the inflight catalogue

Benefits

Increase in revenues by 20% in inflight retail purchases from last year

Setting up of a reusable data analysis platform for future model building

Product recommendation which has a close similarity of the past purchases. Ex. perfumes, jewelry, watches and accessories

Technologies used

Python, R language, Spark/Pyspark, Dataiku, Databricks

Models used

- Supervised Machine Learning Models
- Unsupervised Machine Learning Models
- Time-Series Models