



At a glance

Esteemed for its exceptional service and known as the world's most cutting-edge fleets, this distinguished airline is widely acclaimed for its outstanding reputation. Renowned for its extensive global network, Saudia offers passengers a seamless travel experience with a fleet equipped with modern amenities and advanced technology. With a commitment to quality service and safety, Saudi Arabian Airlines stands as a key player in the Middle East's aviation industry.

ROADMAP:



Ongoing training regimen to improve precision.



Analyzing customer emotions by capturing data points for sentiment analysis.



Automating the creation of personalized experiences for customers.

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CHALLENGES



Diverse Data Sources: The data sources are distributed, rather than consolidated, leading to fragmented data sources.

Inadequate Data Points: Previous analytic systems lacked the necessary data points essential for informed business decisions.

Timeliness: The captured and processed details failed to reach decision-makers promptly.

SOLUTIONS



Data Warehousing:

- Established a resilient data warehouse to aggregate information from various sources.
- Developed and executed an ETL solution (SSIS) for the cleansing, subscribing, and presentation of data in the desired format.



Data Science:

Developed a sturdy algorithm for forecasting critical business data points, such as predicting the number of passengers likely to board the next flight. Initial testing demonstrated an accuracy of up to 75%.



Generating Reports and Implementing Actions:

- Constructed a Power BI dashboard to deliver essential business information to pertinent decision-makers, enabling well-informed and timely actions.
- Integrated with a learning engine for future decision-making processes.

RESULTS



The airline now has a comprehensive data management solution. The data sources, previously distributed and fragmented, are now seamlessly consolidated, ensuring a unified and cohesive dataset. The enhanced analytic systems have been designed to incorporate the necessary data points, providing decision-makers with a robust foundation for making informed business decisions.