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# What data can do for you

## Five tips to embrace the full value of aviation data

**Every airline and airport understands the value of data in making business decisions, but are you taking full advantage?**

In order to understand market opportunity and competitive advantages, travel providers need to effectively analyze and comprehend the right data.

It's a challenging task, made difficult by the sheer size of the travel market and the billions of travelers that take flight each year.

As airlines and airports look to gain a competitive edge, here are **five tips to heed as you purchase, aggregate and analyze aviation data.**

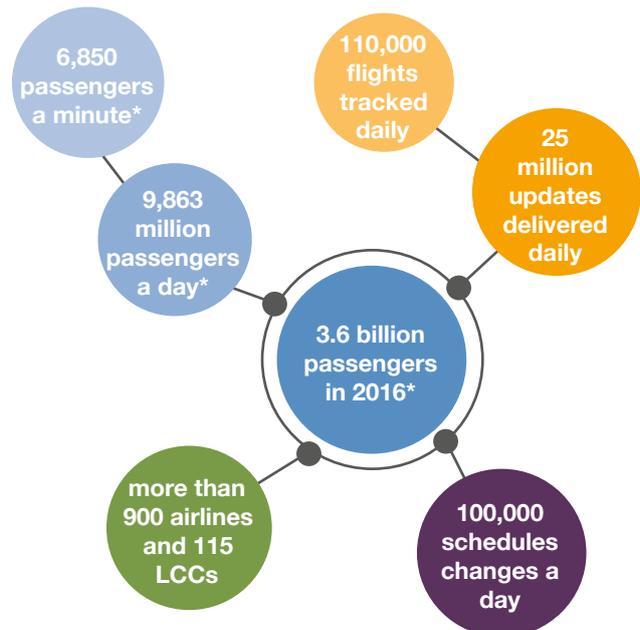
# 1. Tackling the big picture

There will be more than 3.6 billion passengers this year, an average of 9.86 million per day. Airlines and airports should be analyzing passenger and flight data for at least a five-year period. Information overload can be overwhelming and lead to difficulties in finding actionable data amidst the sea of information.

Take a step back and look at the data that matters most to you. Look at the catchment area, airline performance and commercial data as it relates to your airport or airline. Avoid putting the cart before the horse and getting bogged down in competitive analysis by taking the time to understand what the data is telling you about your own airport or airline.

Establish a series of Key Performance Indicators and track on a regular basis.

Aviation data is huge...



Multiply that by a minimum of 5 years of history and it's a lot of data!

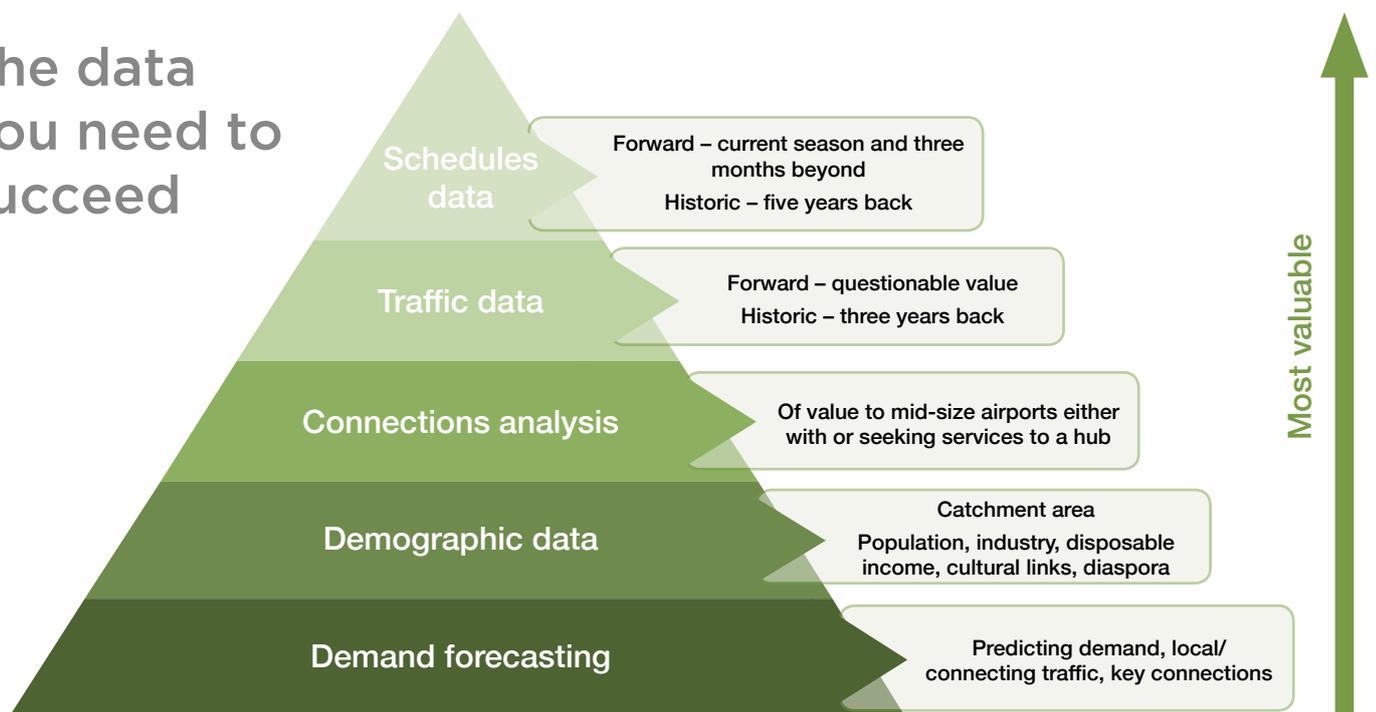
\*IATA

# 2. Simplicity works

Aviation data can be complex and difficult to understand, but that doesn't mean you have to be a rocket scientist to gain value. Organize your data or leverage vendors who can help provide data in simple and digestible formats. If you can't quickly read and digest the big picture from the data you're analyzing, then it will be increasingly difficult to gain value.

Work on the assumption that everything needs explaining in the simplest of terms. The more complex the story is, the harder it's going to be to see the story that your data is telling you.

The data you need to succeed

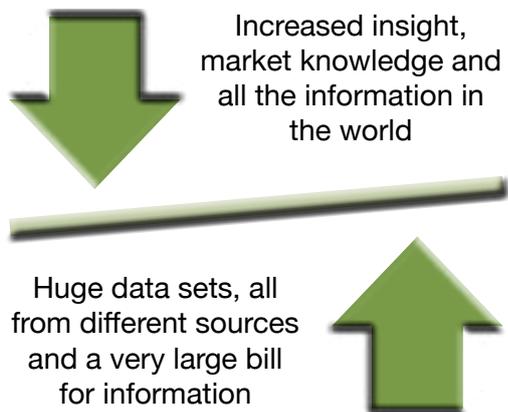


### 3. Finding the balance

There's always more data, but it's the right data that matters.

Airlines and airports spend significant money to aggregate data from a wide variety of sources but the results are often redundant and ineffective. The key to gaining insight into the market and a competitive advantage through data is finding a balance between aggregation and analysis.

Look for key data sets like schedules and traffic data before expanding into forecasting and demographic data.



#### The cost versus value dilemma

It is not always the quantity of data that determines your success, it's how you interpret and use the data which is important.

### 4. Context matters

Aviation data is integral in driving route decisions, expansion opportunities and marketing spend for airlines and airports. But, the relativity of data is often what's more important than raw data. For example, there are numerous sources to look at yield data, but what matters most is how your yield data compares to the rest of the industry.

It's easy to extract data but placing it in context is very important. If the traffic at your airport has been growing then **explain why**. Equally, if the traffic is declining **explain why and what you are doing to recover**. What you think is a poor piece of data may be significantly better than your competitors'.

### 5. Your data is a tube of toothpaste

Most users of aviation data products probably use less than 25 percent of the data available. Users focus on just one or two pieces of the available data, ignoring hidden gems that could be making a difference to their airline or airport.

Don't be afraid to **share your data with others** as they may be able to identify additional opportunities to analyze your data set. Data is like a toothpaste tube – you can always squeeze a little bit more out!

**Spend time analyzing your data** and don't fall into old habits of just looking at the pieces that have been valuable in the past.



See if your data consumption stacks up to the best in the industry. Take a detailed dive into how Aruba can separate itself in the Caribbean travel market by leveraging detailed aviation data from OAG.

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