analyticsworx

Dashboarding Solutions- Airline

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A Major Airlines wanted to understand their position in the market

Business Case

A Market Survey Company had conducted a survey regarding the brand awareness of 5 major airlines in order to determine the market value of these 5 EAP airlines in comparison with the others.

The MR Company wanted to develop dashboards from the survey data collected across the globe for its 5 major airlines in order to introspect the Brand and advertisement awareness along with Brand Image across various attributes country wise. They also wanted to understand the flying patterns of their customers and measure the key factor influencing the preference of the customers.

Dash boarding is a unique way of approaching customer satisfaction problems via interactive visualizations and filter actions that enable the viewer to cross tab different attributes across any parameters. It improves the efficiency to derive inferences from a non-systematic data in a comparatively less time. This implementation resulted in convenience of displaying different relations of KPI's that influenced the customer preference.

Challenges

Variations in the requirements raised by the client, demanded modifications in the dataset, where using tableau's in-house features were to some extent not very helpful. We then used SAS which came in handy for calculating and segmenting the associated variables accordingly. Due to firm requirements and visualizations, datasets were prepared accordingly in SAS and exported to tableau

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For every requirement the dataset had to be prepared accordingly, thus augmenting the number of data sources and making it difficult to merge. Since tableau comes with an ability to effortlessly connect with wide variety of data sources, it handled these multiple data sources seamlessly by merging them dynamically, without compromising its efficiency

Approach

Data was provided by the client and was calculated and segmented using SAS as per the requirement and visualizations. It was then exported to tableau.

The best choice to graph the data was tableau as it supports the data reshaping platform which is the backbone for implementing visualization on market survey data. Also there are many in-house charts available along with a free reader software that can enable users to view the dashboard at any place and any platform.

The basic requirements asked by the client were

1) Brand-awareness
2) Brand Image
3) Advertising Awareness
4) Core Image Value

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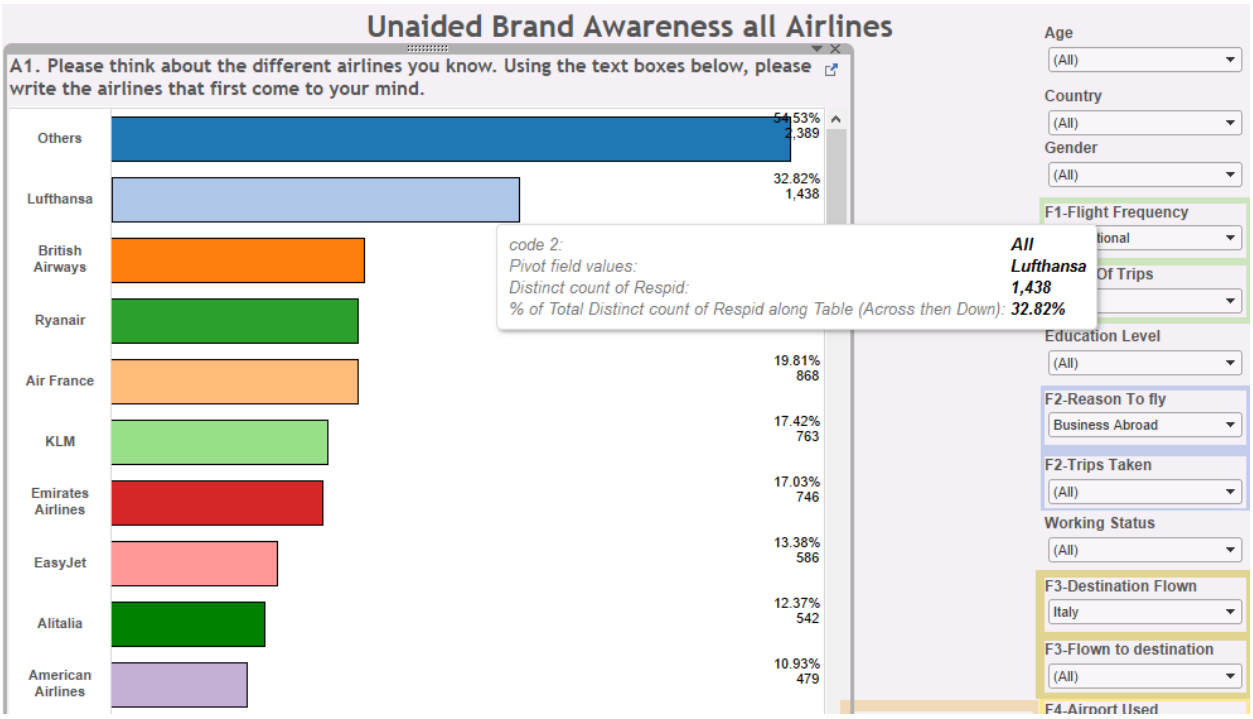

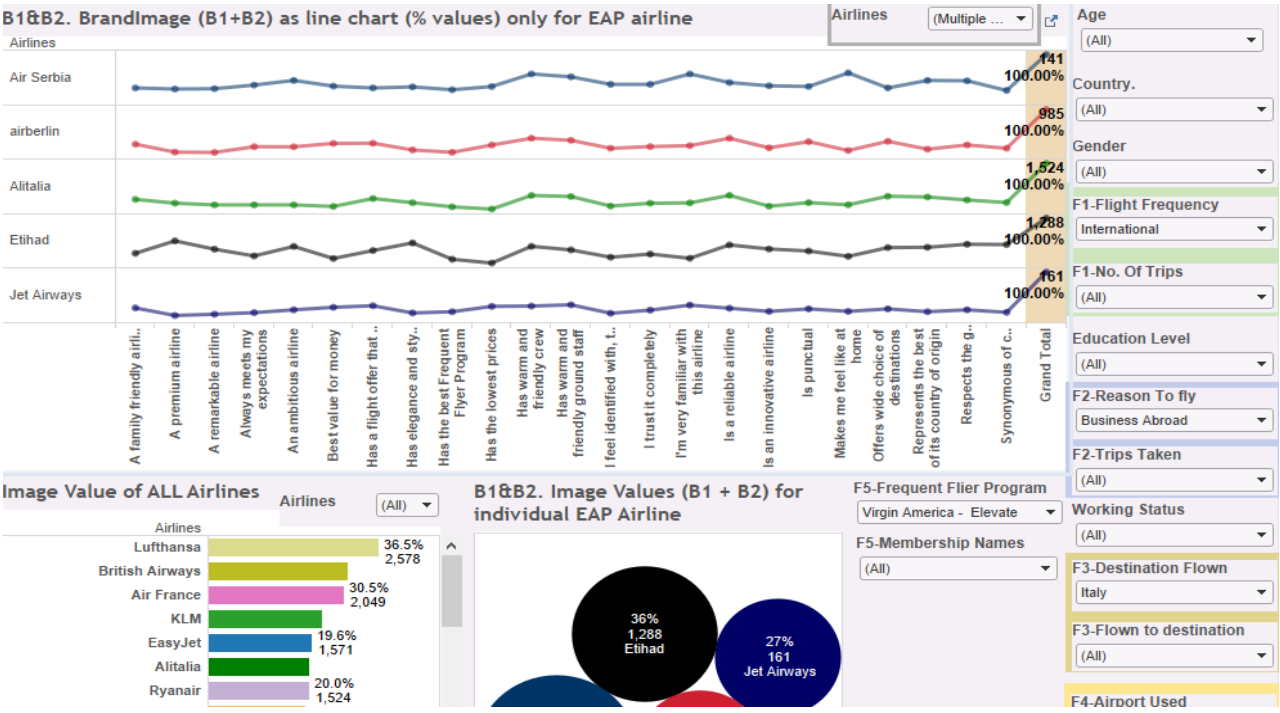

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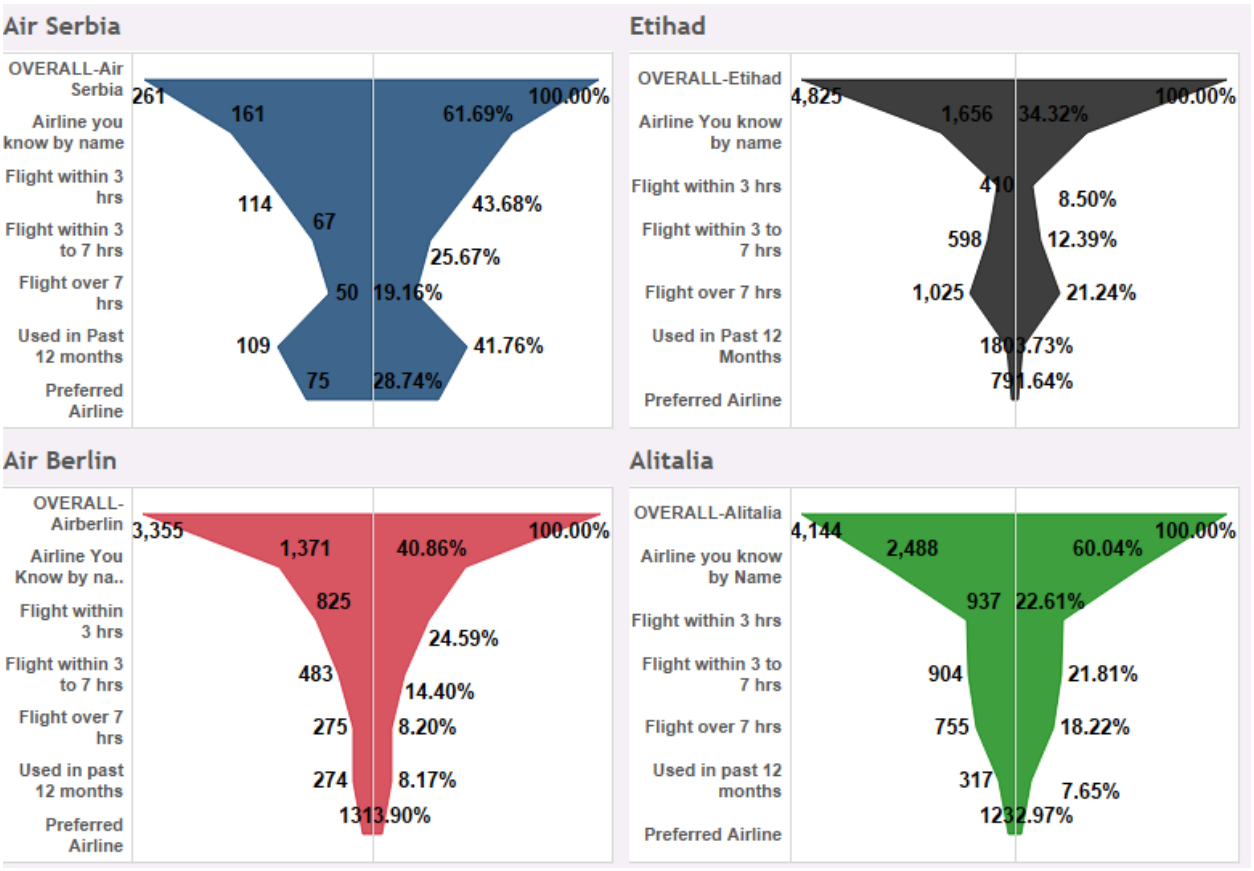

Tech Stack

Survey Data was stored in Confirmit and was extracted through Tableau. SAS and excel were used for developing the sheets and malignant calculations as we had to automate the entire project, The data was going to be refreshed quarterly. Tableau was used as the visualization software for the final deliveries.

Benefits & Suggestions

- ✓ Actual brand awareness of the EAP airlines could be monitored with respect to the other airlines around the world.
- ✓ The performance was kept on track by comparing the inferences quarterly.
- ✓ The clients now had a clear visualization of what was being preferred by their end customers and what was being rated high by the customers. The client was now able to identify, where they were lacking in terms of management, advertisement and overall development.

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