

IATA

AVIATION

DATA

SYMPOSIUM

ATHENS, GREECE 25 – 27 JUNE 2019





Welcome

Aleksander Popovich, SVP, Financial Distribution Services, IATA



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Aviation Data Symposium 2019



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Thriving in the age of Data
& Digital Transformation

ATHENS, GREECE 25 – 27 JUNE 2019

Industry Agenda



✦ IATA Board mandated and actioned:

**Data
Analytics
Solutions**

**Data
Standards**

**Data
Advocacy**

Driving ADS' Agenda



Data & AI driven Offers, Orders,
Hyper Personalization &
Customer Experience



ATM, Connected Aircraft,
Maintenance, Intelligent Health
Monitoring



Blockchain, FinTech, Mining
Payment Data, Fraud, PSD2,
GDPR



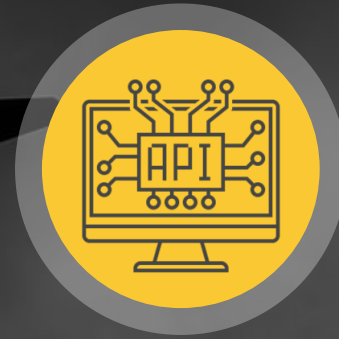
Build & Leverage AI, & Data
Science capabilities,
Enterprise Analytics



Digitizing Air Cargo, E-
Commerce, End-to-end
visibility, One Record



Data Sharing, A-CDM,
Intelligent Irregular Operations



Data Governance, API
Ecosystem & Industry Data
Model

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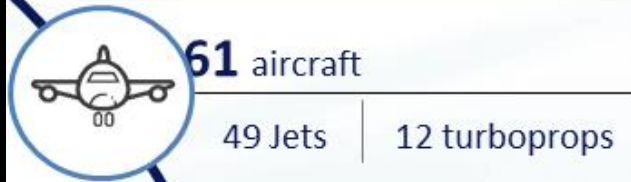


Opening Address

Dimitris Gerogiannis, CEO, Aegean Airlines



Aegean in brief



14 mil passengers



109.825 flights



17.2 mil. ASKs



€1,18 bil.
revenues



83.9%
load factor



Data Analytics, Advanced Analytics, Data science, ...

Athens

June 25, 2019



Technology hype I

TECHNOLOGY in itself IS NOT INNOVATION

TECHNOLOGY in itself DOES NOT CREATE COMPETITIVE
ADVANTAGE

The first rule of any technology used in a business is that automation applied to an efficient operation will magnify the efficiency.

The second is that automation applied to an Inefficient operation will magnify the inefficiency.

- Bill Gates-

Technology hype II

Technological hype, buzzwords, futurology

.... high expectations, (s)low delivery

Technology: from buzzwords to reality

- **Start with the problem/goal** to solve/achieve and use technology as lever to:
 - **improve customer experience** at every step of the journey
 - **assist & empower front-liners in their day-to-day decision making:**
pricing vs competition, customer service, etc
 - **“identify” parameters affecting performance** (ops, call center, etc)
- Many coherent “small” improvements vs. few quantum jumps
- Measure customer acceptance & commercial/operational/financial relevance
- **Culture focused on the customer and process & technology skills**

NEW BUZZWORD!!!!!! Data Analytics, Advanced Analytics,

"Tectonic paradigm shift"

NEW organisational structures, NEW processes,

NEW roles, NEW ..., NEW...,

**Data Scientists to do X, Data Engineers to do Y, Enlightened
Manager to do Z, Business owners to manage ABCD
interfaces, etc ..**

DATA ANALYTICS!!! : let's not rediscover the wheel

...the major forums for research started in 1995 when the First International Conference on Data Mining and Knowledge Discovery ([KDD-95](#)) was started in Montreal under [AAAI](#) sponsorship...

The manual extraction of patterns from [data](#) has occurred for centuries. Early methods include [Bayes' theorem](#) (1700s) and [regression analysis](#) (1800s).... As [data sets](#) have grown in size and complexity... automated data processing, aided by other discoveries in computer science, such as [neural networks](#), [cluster analysis](#), [genetic algorithms](#) (1950s), [decision trees](#) and [decision rules](#) (1960s), and [support vector machines](#) (1990s). Data mining is the process of applying these methods with the intention of uncovering hidden patterns^[15] in large data sets. It bridges the gap from [applied statistics](#) and artificial intelligence to [database management](#) by exploiting the way data is stored and indexed in databases to execute the actual learning and discovery algorithms more efficiently.

DATA ANALYTICS!!! : Aegean's approach

Rely on natural intelligence of young talents to exploit the potential of data analytics /artificial intelligence / other buzzword's methods

Break the vertical silo: data analysts must become business owners and understand themselves the purpose and the results of the data analysis

Break the horizontal silos: expose data analysts to different parts of the business to foster "holistic" view of the problem & the associated data

Remain focused on the problem at hand and customer needs

People will still deliver service in the foreseeable future

OR WILL BE BEHIND THE SERVICE DESIGN

So remain Customer Centered...with small things.... a friendly Smile
in a Commoditized , LCC Driven European Short Haul Market





Thank you!

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Thriving in the Age of Data & Digital Transformation

Alexandre de Juniac, DG & CEO, IATA



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Data, Aviation's Most Strategic Opportunity and Greatest Threat

Professor Liberty Vittert

Olin Business School & Harvard University Ambassador;
Royal Statistical Society Associate Editor of the Harvard Data Science Review;
Elected Member of the International Statistical Institute;
BBC Expert Woman and TEDX speaker





Data: Aviation's

Most Strategic Opportunity and Greatest Threat

Professor Liberty Vittert

RASMUSSEN REPORTS POLL

Did scientists falsify research to support their own theories on Global Warming?

59% **SOMEWHAT LIKELY**
35% **VERY LIKELY**
26% **NOT VERY LIKELY**

FOX NEWS
.COM

CLIMATE CHANGE RESEARCH / FOX NEWS \ GOP S NHL TOR 6 COB 3

SCOTCEN POLL OF POLLS

SHOULD
SCOTLAND BE
INDEPENDENT?



NO
52%
YES
58%

LIVE

CNN

NAS ▲ 28.30

MIC HAS KILLED MORE THAN 2,600 IN WEST AFRICA WORLD HEALTH OR @BROOKERCNN



Pascal's Wager

God Doesn't Exist

God Exists

Believe
in God

Wasted Life with False Belief but

Nothing Happens

Heaven

Don't
Believe
In God

Didn't

Waste life with false belief but

Nothing Happens

Hell Fire

Who?



**Defense Attorney
Alan Dershowitz:**

1/2500 chance *OJ*
did it

1/2500
chance
of being murdered
by their partner

Truth:
90% chance *OJ*
did it

9/10
chance
of having been
murdered by their
partner

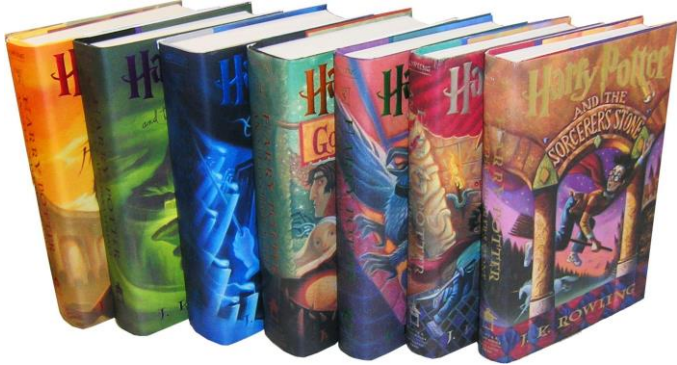
Living

US women victims of
domestic abuse

Murdered

US women victims of
domestic abuse

Who?

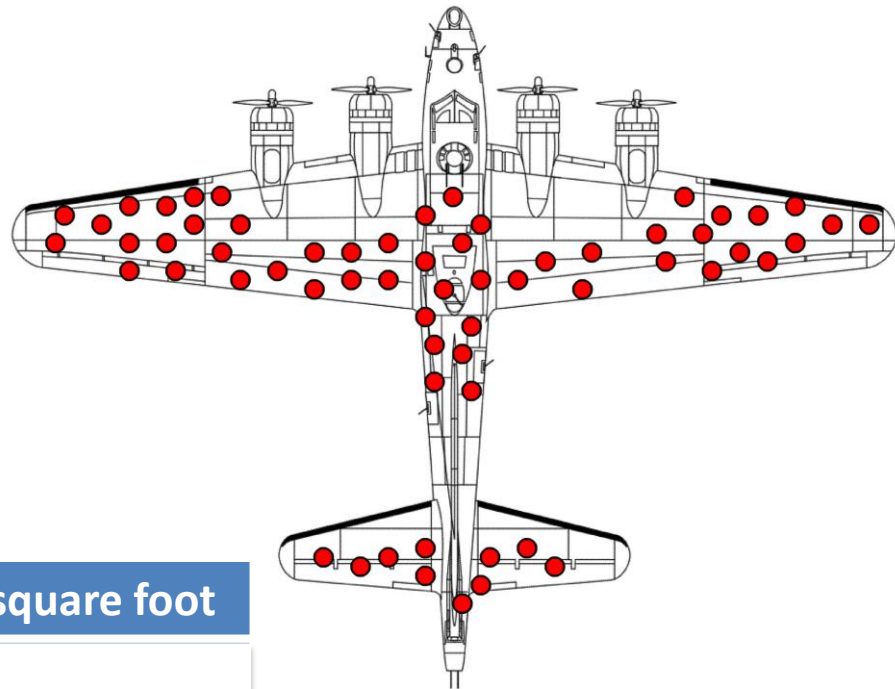


2 Gigabytes of Data / Second
= 60 feet stacked of Harry Potters
= 800 Harry Potters



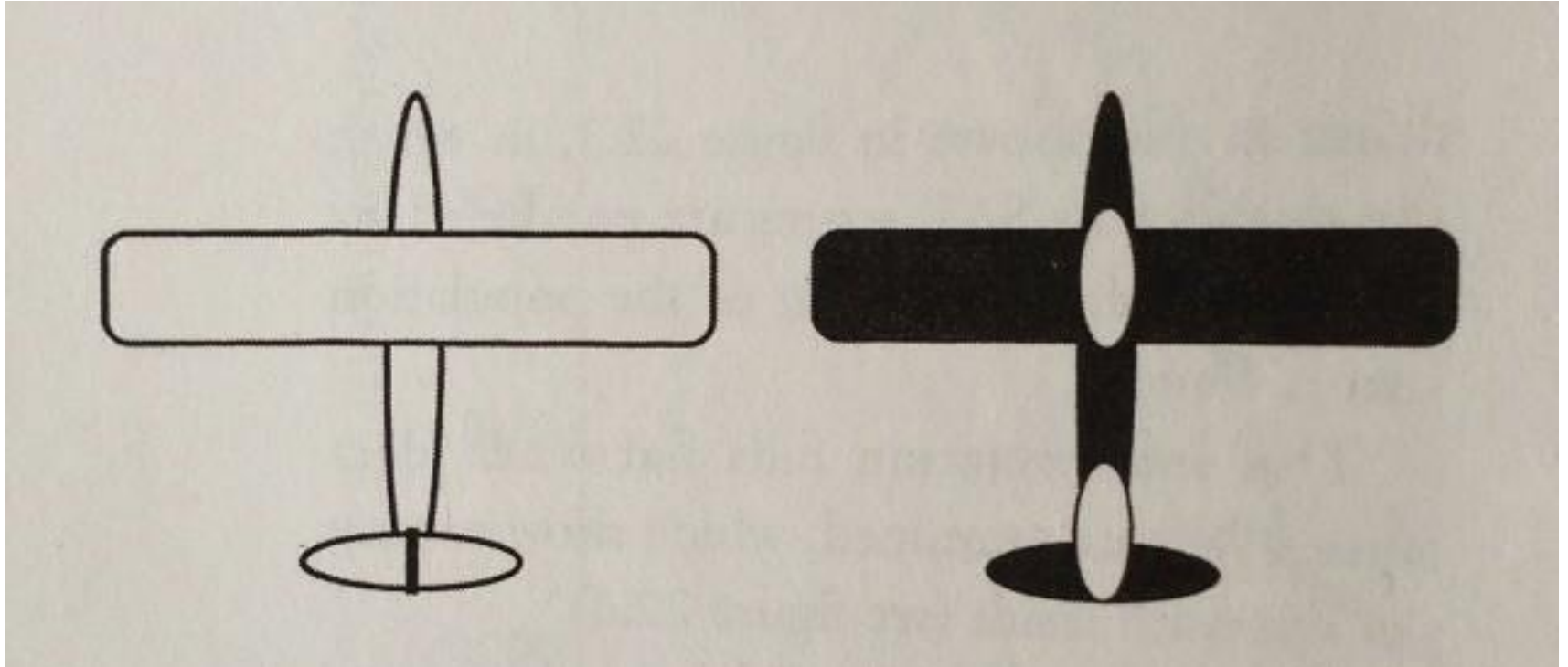
Who?

Abraham Wald



Section of Plane	Bullet holes per square foot
Wings	
Fuselage	
Fuselage System	
Engine	

The Undamaged Parts





Chocolate can stave off Alzheimer's: Cocoa boosts blood flow to the brain - new research

SNACKING daily on dark chocolate could stave off Alzheimer's disease, especially in the elderly, according to new research.

PUBLISHED: 14:33, Fri, Jun 30, 2017 | UPDATED: 14:48, Fri, Jun 30, 2017

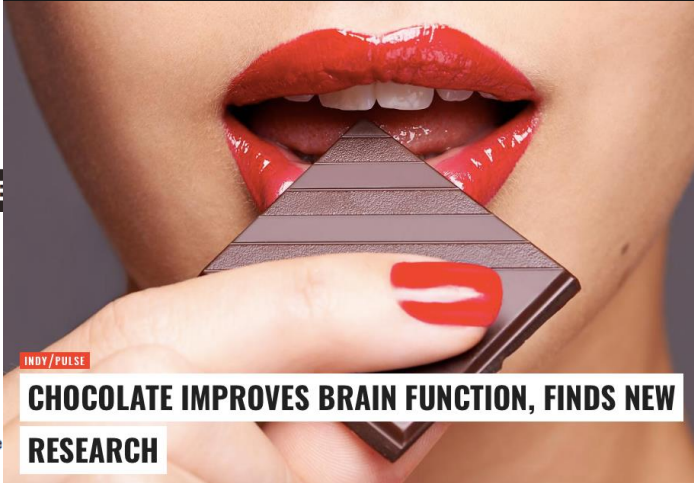
Your source for the latest research news

Science News

from research organizations

Cocoa and chocolate are not just treats -- they are good for your cognition

Cocoa can be seen as a dietary supplement to protect human cognition and can counteract different types of cognitive decline.



INDY/PULSE

CHOCOLATE IMPROVES BRAIN FUNCTION, FINDS NEW RESEARCH



Is Cocoa the Brain Drug of the Future?

Can this Maggie Beer chocolate cake recipe prevent Alzheimer's?

ABC News Breakfast

Updated 19 Oct 2017, 10:58pm

What?

How much Chocolate would you have to eat to even 'potentially' have an effect on preventing Alzheimer's?

300g of dark chocolate per day



1,590
calories

MARS
center for **Cocoa** health science

2 kg Milk Chocolate

Research

Annual Report Death Penalty Since 1976

- Is there an issue with Race and Death Penalty?

Defendant's race	Death Penalty	No Death Penalty	% Death Penalty
white			
black			

Death Penalty

Victim's race	Defendant's race	% Death Penalty

What?

Northern Northern Airline

Dest.	# of Arrivals	Arrivals on time	% on Time
LA	559	497	88.9%
Phoenix	223	221	94.8%
San Diego	232	212	91.4%
San Francisco	605	503	83.1%
Seattle	2146	1841	85.8%
TOTAL	3775	3274	86.7%

Regular Airline

Dest.	# of Arrivals	Arrivals on time	% on Time
LA	811	694	85.6%
Phoenix	5255	4840	92.1%
San Diego	448	383	85.5%
San Francisco	449	320	71.3%
Seattle	262	201	76.7%
TOTAL	7225	6438	89.1%

Uber Ban London

The number of cab drivers charged with violent or sexual offences in London is at a five-year high.

News > Transport

Uber London ban: TfL strips licence from car service app

PIPPA CRERAR | Friday 22 September 2017 11:02 |  90 comments



 Like Click to follow The Evening Standard

home > tech

Uber

Uber attacked over pattern of ignoring police and victims before London ban

Exclusive: Multiple women fighting Uber in US sexual assault cases say the company turned its back on them, as judge calls its record with police 'horrific'

home > lifestyle > women home & garden food recipes health & fitness love & sex family

Women


Will the end of Uber in London make women more or less safe?

Many women feel that Uber provides the least risky transport option – especially at night. Yet safety was one of the reasons the company's licence was withdrawn. So who is right?

News > UK > Home News

Uber London ban: The scandals that brought down the ride-hailing app

Sexual assault scandals and failure to vet drivers were major areas of concern, say Transport for London

Niamh McIntyre | @niamh_mcintyre | Friday 22 September 2017 12:41 BST |  31 comments

How?

LTDA Black Cab



Taxis = Black Cab
+ Minicab
(Uber included)



TRUTH: 154 allegations of rape or sexual assault had been made where the suspect was *alleged to be a taxi driver* 32 of these stated they were by an uber driver.

How?



Do you up
your risk?

THE (VERY) SIMPLE NUMBERS

How many Assaults?

Proportion of Sexual Assault
by Uber Drivers:

$$32/154 \gg 20\% = 1/5$$

How many Journeys?

Number of Journeys per Week
in all of London in any kind of Taxi
including Uber

~2-3 million

Number of these Journeys by Uber:

1 million

Proportion of Journeys by Uber Drivers:

$$1\text{mil} / 3\text{mil} = 1/3$$

UBER is SAFER!!!!



The number of cab drivers charged with violent or sexual offences in London is at a five-year high.

2015: 136 reports of rape or sexual assaults by taxi

2009: 136 reports of rape or sexual assaults by taxi drivers



What will Uber and London stand to lose?

3.5 million
customers

40,000 jobs lost
Most Uber drivers
contract hire their
cars

Airport transfer fares



Uber vs black cabs TO HAMPSTEAD, LONDON

Airport	Uber	Black cab
Gatwick	£62	£158
Stansted	£55	£133
Luton	£32	£106
Heathrow	£40	£78
City	£42	£59

On average, black cab airport quotes were double the estimated Uber price for the same journey PA

Sources: taxifarefinder.com, uber.com

Uber London ~\$250
million

How?



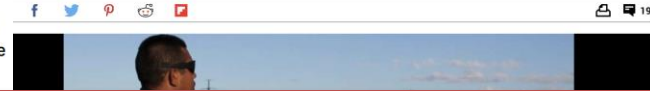
tomilahren • Follow

tomilahren 27-year-old Taylor Kristofer Meyer was robbed, stabbed, & brutally murdered while vacationing in Playa del Carmen, Mexico. We can't bring Taylor back but we can get the message out: Mexico is NOT safe. More Americans are killed in Mexico than ALL

ron Local US & World Sports Business Entertainment Life Jobs Cars Real Estate HoustonCh

ate Department warns of dangerous Mexico spring eak destinations

Lynn Thorpe, LMtonline.com / Laredo Morning Times Updated 11:23 am CST, Wednesday, February 20, 2019



PICK-POCKET PRO TRAVELWEAR YOU V



Mexico for Spring Holidays? Or Death

FOX NEWS insider LATEST FOX NATION 5 THINGS PEOPLE SHOWS MISSION

FOX NATION Tomi Lahren Sits Down With Family of US Tourist Murdered in Mexico

share this email



AMERICAN TOURIST KILLED IN MEXICO FOX & friends



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NEW YORK POST SEARCH

- COMMENDED Doctors reportedly performed C-section on crash victim who wasn't pregnant 'Dog Park Debbie' calls cops on black man over his humping pooch White lawmaker apologizes for using N-word to describe predominantly black... Teen survivor never saw family massacre coming: police chief

Facebook Twitter Facebook Messenger RSS

Mexico is more dangerous than ever

By Associated Press January 22, 2018 | 4:14pm

Facebook Twitter Facebook Messenger RSS

NEWS American tourists risk death to vacation in Mexico

By Isabel Vincent December 15, 2018 | 9:56pm | Updated

TRENDING NOW ON NYPOST.COM



Stalin's granddaughter is an all-American badass



79,141

- Ingraham at CPAC: Dems Respond to Mike Lindell Talks Addiction at CPAC: A Concentrated Effort: GOP Rep Says MUST-SEE: Behind the Scenes in

How?

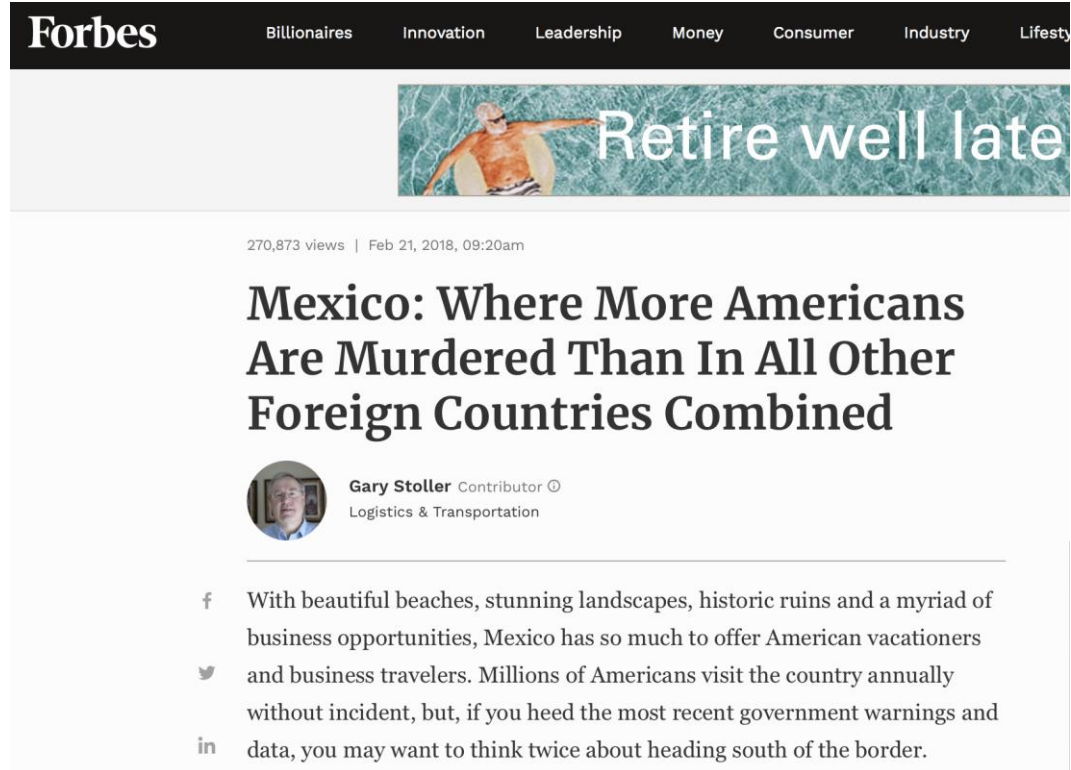
Since 2002, The US State Department has listed how many Americans have died in unnatural deaths while abroad.

In 2017:

250 Deaths in Mexico

822 Total Deaths Abroad

= 30.4%



The image shows a screenshot of a Forbes article. The Forbes logo is in the top left. Navigation links include Billionaires, Innovation, Leadership, Money, Consumer, Industry, and Lifestyle. A banner image shows a man in a life preserver with the text 'Retire well late'. The article title is 'Mexico: Where More Americans Are Murdered Than In All Other Foreign Countries Combined' by Gary Stoller, a contributor in Logistics & Transportation. The article text begins with 'With beautiful beaches, stunning landscapes, historic ruins and a myriad of business opportunities, Mexico has so much to offer American vacationers and business travelers. Millions of Americans visit the country annually without incident, but, if you heed the most recent government warnings and data, you may want to think twice about heading south of the border.'

Forbes

Billionaires Innovation Leadership Money Consumer Industry Lifestyle

Retire well late

270,873 views | Feb 21, 2018, 09:20am

Mexico: Where More Americans Are Murdered Than In All Other Foreign Countries Combined

Gary Stoller Contributor
Logistics & Transportation

f With beautiful beaches, stunning landscapes, historic ruins and a myriad of business opportunities, Mexico has so much to offer American vacationers and business travelers. Millions of Americans visit the country annually without incident, but, if you heed the most recent government warnings and data, you may want to think twice about heading south of the border.

in

How?

THE (VERY) SIMPLE NUMBERS

Proportion of Deaths in Mexico?

250 Deaths in Mexico

822 Total Deaths Abroad

≈

30%

Proportion of Travellers in Mexico?

35 million US travellers Mexico

88 million US travellers

≈

40%

Homicide Rate
in NYC is 4x
more



Why?

Finnish Baby Boxes

BBC

Sign in



News

Sport

Weather

iPlayer

TV

Radi

NEWS

Home

UK

World

Business

Politics

Tech

Science

Health

Family & Education

Magazine

Why Finnish babies sleep in cardboard boxes

By Helena Lee
BBC News

4 June 2013 Magazine 491



Share

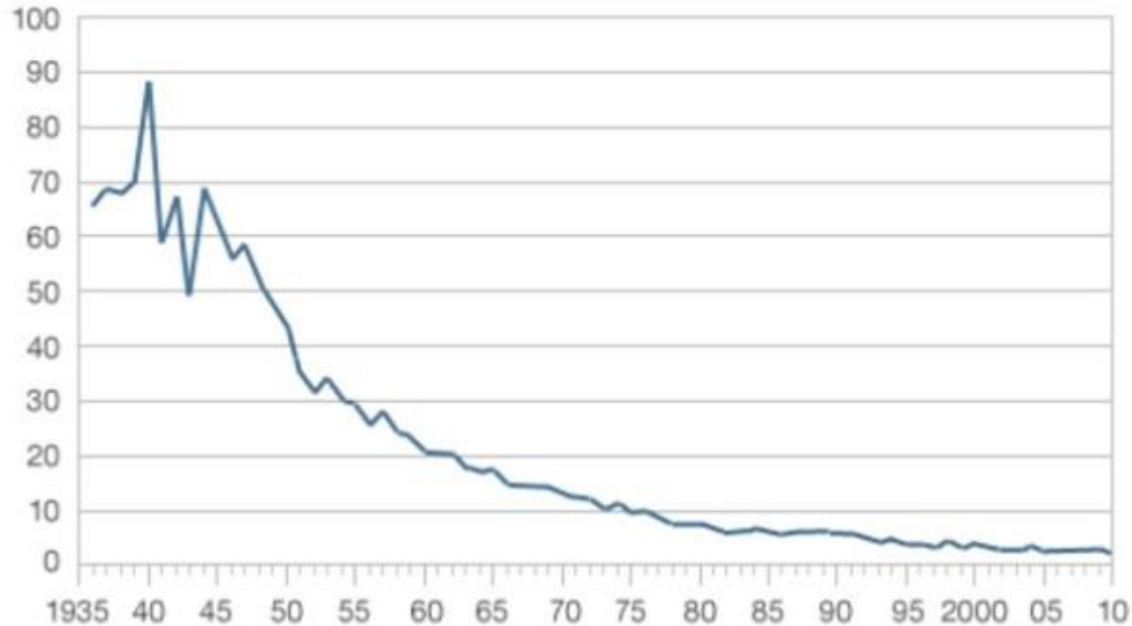


Why?

Finland Infant Mortality Rate:
2 in 1000

World Infant Mortality Rate:
32 in 1000

Infant mortality in Finland, 1936 to 2010 per 1,000 births



Source: Statistics Finland

Why?

finnbin

[Home](#)

[About](#)

[Shop](#)

[Blog](#)

USD ▾



Baby Box | Original Bundle Baby Box | Finnbin



\$450.00 ~~\$800.00~~

Quantity

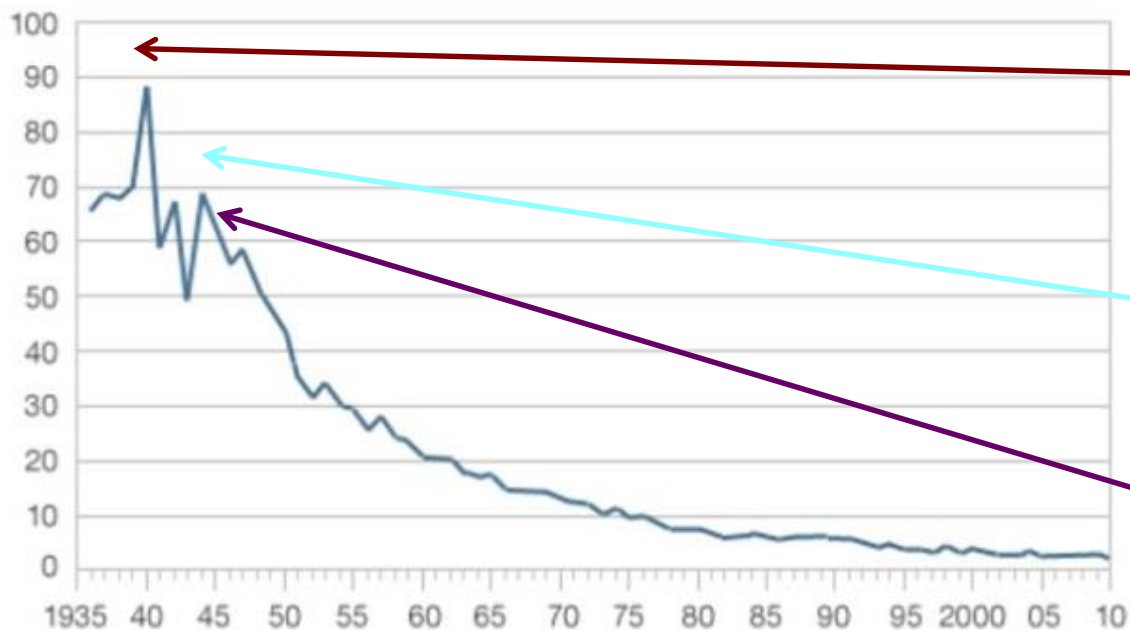
1

ADD TO CART

The Finnbin Original Bundle Baby Box is like a baby registry

Why?

Infant mortality in Finland, 1936 to 2010 per 1,000 births



Source: Statistics Finland

The (very simple) Numbers

1938: Finland Infant Mortality higher than other Nordic Neighbors

1944: 31% of mothers received pre-natal education

1945: 86% of mothers received pre-natal education

Actual Causes:

1) Education

2) General Progress:

Europe: 1900 15%

Present 0.4%

Why?



News > World > Americas

New Jersey to become first US state to give parents baby boxes

US STATES INTRODUCE BABY BOXES TO HELP COMBAT INFANT MORTALITY

The idea was initially launched in Finland nearly 80 years ago

In 2017:

Alabama:	60,000	baby boxes	\$15 million
New Jersey:	105,000	baby boxes	\$26 million
Ohio:	140,000	baby boxes	\$35 million

RACHE
@rache
Monda

FOLLOW

Why?

In 2017:

Alabama: 60,000 baby boxes \$15 million

New Jersey: 105,000 baby boxes \$26 million

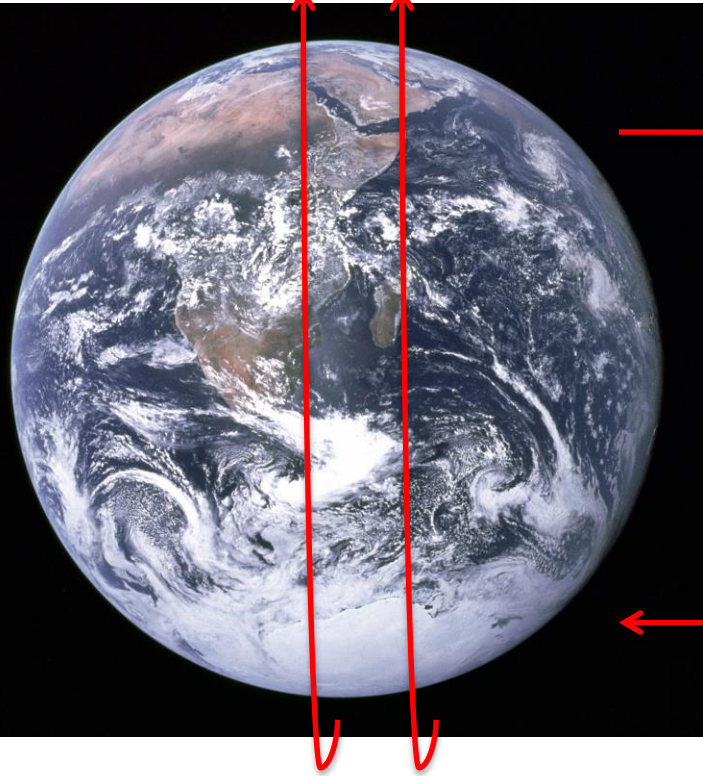
Ohio: 140,000 baby boxes \$35 million

Alabama: diapers for a year for 30,000 babies

New Jersey: baby food for a year for 40,000 babies

Ohio:
year salary for 800
child social care workers

Why?



The Present:

Dataism vs Humanism

START THE DAY HERE

New Iran sanctions. Snoop Dogg won a gospel award. 10th American dies in the Dominican Republic.

CNN entertainment Stars Screen Binge Culture Media

Angelina Jolie undergoes double mastectomy

By Ed Payne
Updated 8



tinder

Match. Chat. Date.

By clicking Sign Up, you agree to our [Terms](#), [Learn how we process your data in our Privacy Policy](#), and [Cookie Policy](#).

SIGN UP

amazon prime

All

Deliver to liberty Loland 49654

Browsing History Today's Deals Liberty's Amazon.com Gift Cards Help Whole Foods Reg

elp & Customer Service

Search Help Go

All Help Topics

our Site Preferences

dit Items You Like

mprove Your Recommendations

tanage Your Browsing History

Site Features > Your Site Preferences >

Improve Your Recommendations

You can improve your recommendations by providing feedback on purchased items. You can also stop certain purchases from influencing your recommendations (for example, if you purchased an item as a gift).

To control an item's influence on your recommendations:

1. Go to [Improve Your Recommendations](#) or select the **Why recommended?** link below an item or item page.

ite items to control the item's influence, or exclude items from influencing your recommendations altogether:

ow an item influences your recommendations, choose a rating of 1 to 5 stars, or leave the item unrated. The ratings you submit are private and are never shared with other Amazon.com customers, nor do they affect the average customer review for the item. Your ratings are used solely to provide you more accurate recommendations. To control certain purchases from being considered in your Recommendations, Select Don't use for recommendations next to the purchased item or select **This was a gift**.

Choose a rating of 1-5 stars or choose to leave the product unrated

Amazon
by Amazon
Your tags: [kindle charger](#), [batteries](#)

★ ★ ★ ★ ★

This was a gift
 Don't use for recommendations

[\(What's this?\)](#)
Click to Add: [daxis](#)

Amazon Basics 2-Pr
USB
by Amazon
Your tags: [USB](#)

★ ★ ★ ★ ★

This was a gift
 Don't use for recommendations

[\(What's this?\)](#)

The Future:

Dataism + Humanism

Who was Asked?

**How was it
Interpreted?**

What was Asked?

Why do we Care?



IATA Legal Brief

Julie Vandebussche, Senior Legal Counsel, IATA

Marie Claude Simard, Assistant General Counsel, IATA



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ATHENS, GREECE 25 – 27 JUNE 2019



Bird's-eye view on how data is shaping the future of travel

Moderator: **Tanya Beckett**, Presenter, BBC News

Caroline Gorski, Group Director, R2 Data Labs, Rolls-Royce Plc

Jan Stövesand, Sr. Director Analytics & Data Solutions, Lufthansa Technik AG

Vince Chirico, SVP Global Network & Tech. Partners, CWT

Soumit Nandi, MD, Customer Technology Platforms, United Airlines



Networking Break



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How can airlines monetize their most valuable asset, their customer data?

Dr. John Carney, Chief Data Scientist, OpenJaw



Dr John Carney, Chief Data Scientist
OpenJaw Technologies



How can airlines monetise their most
valuable asset, their customer data?



Google



\$30 Billion

Post-tax net profits in 2018



AIRLINE INDUSTRY

\$28 Billion

Post-tax net profits for 2019 (Forecasted by IATA)



\$6.12

Airline profit per passenger

\$6.62

Big Mac in Switzerland

Load Factor



Become a travel retailer and '10x' your yield



Seats



Bags



Hotels



Cars



Insurance



Transfers

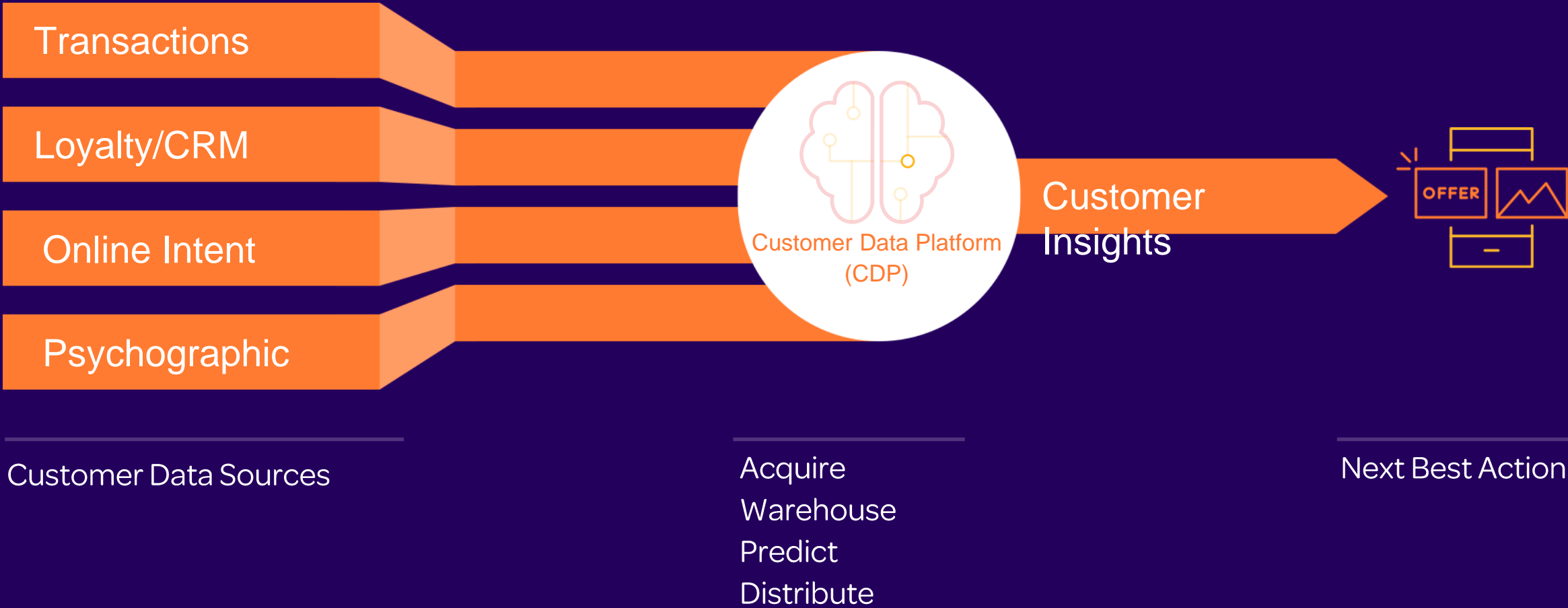


Attractions

Yield

To '10x' your yield you need
to know what your customer
wants....

How do you know what the customer wants?



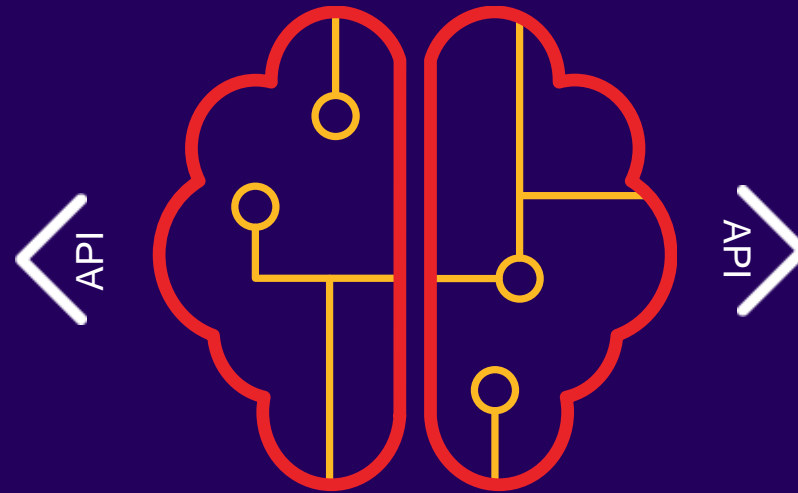
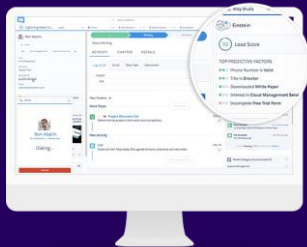
Personalized Message



Personalized Service



Personalized Conversation



Customer Data Platform (CDP)



Banner Ad



Personalized Email



Personalized Offer

What is the 'secret sauce' of
any great CDP?



Is she a loyal and frequent customer, or a marginal customer that could churn?



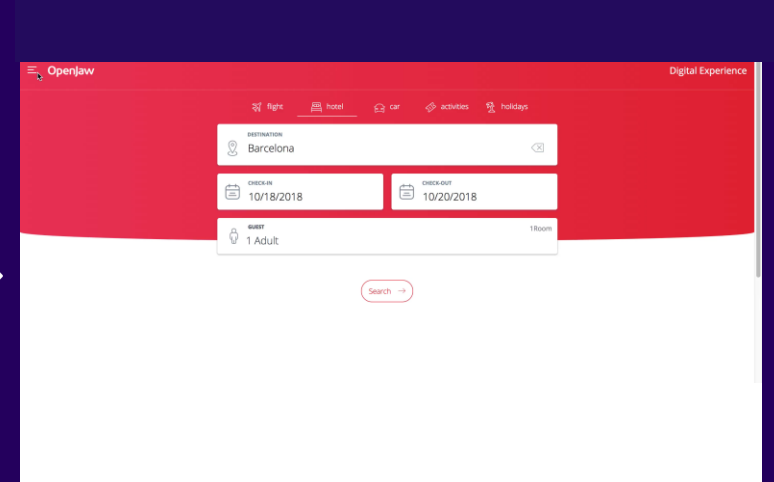
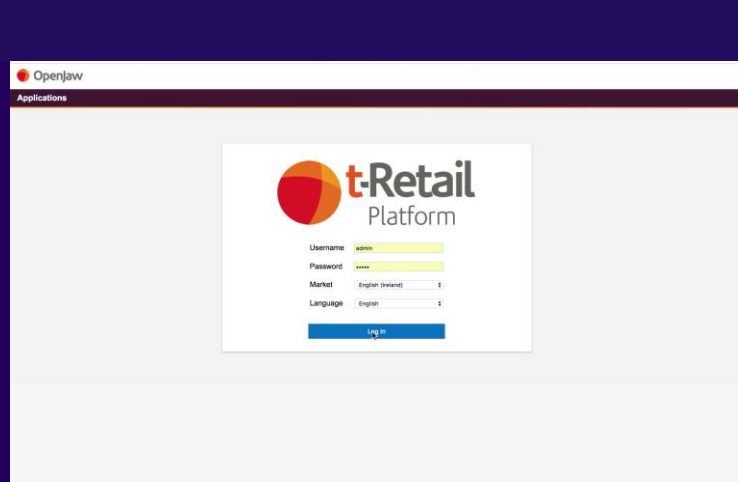
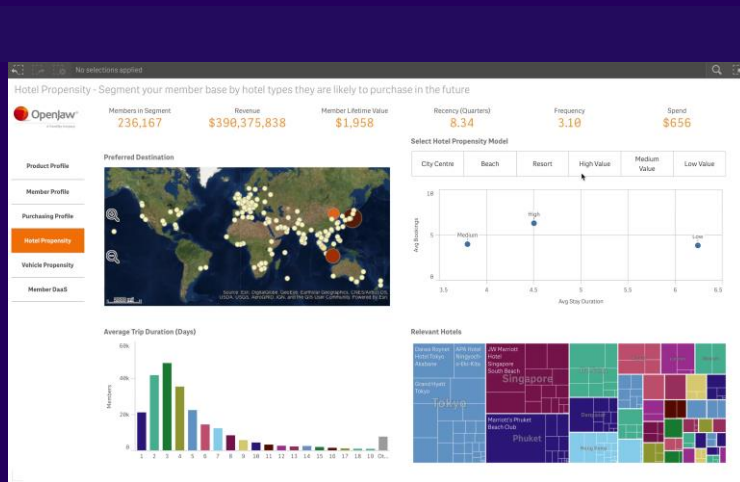
If we give her a discount now, are we likely to earn that back in the future?



Which type of hotel is she most likely to purchase right now?

If we embed a CDP into the
airline tech ecosystem, what
does it look like?

Real-time personalized offer management



What does the customer want?

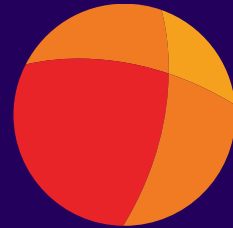
How do I create the offer?

Where do I present the offer?

Dr John Carney

Chief Data Scientist
OpenJaw Technologies

John.Carney@openjawtech.com



OpenJaw

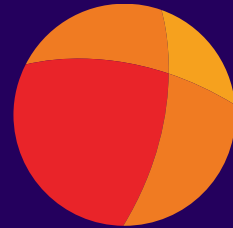
A TravelSky Company



Dr John Carney

Chief Data Scientist
OpenJaw Technologies

John.Carney@openjawtech.com



OpenJaw

A TravelSky Company





How to become a hyper Customer-centric Airline

Dee Waddell, Global MD, Travel & Transportation, IBM





Hyper Customer Centricity: *Transforming in a world of Mobile, Data and AI*

IATA Aviation Data Symposium – June 25-27, 2019

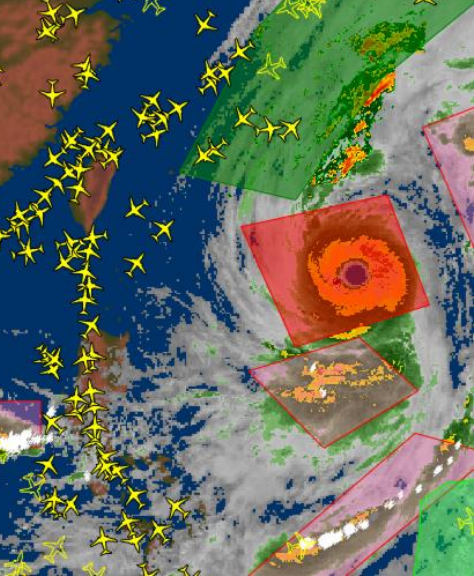
Dr. Dee K. Waddell

Global Managing Director,
Travel & Transportation Industries, IBM

 @deekwaddell

IBM Industry Academy
IBM Institute for Business Value
IBM Research



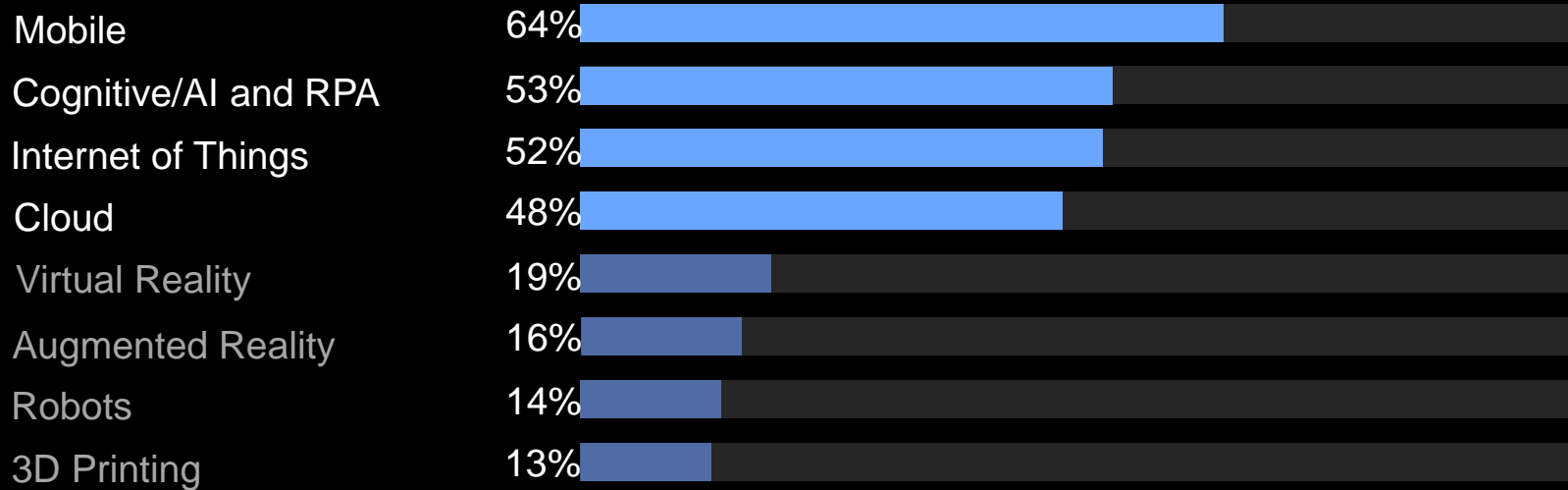


Transformation is **Happening**



Technology Innovation is accelerating digital transformation...

C-suites think 4 new technologies will lead the near term future



Insights from the IBM 2018 Global C-suite study

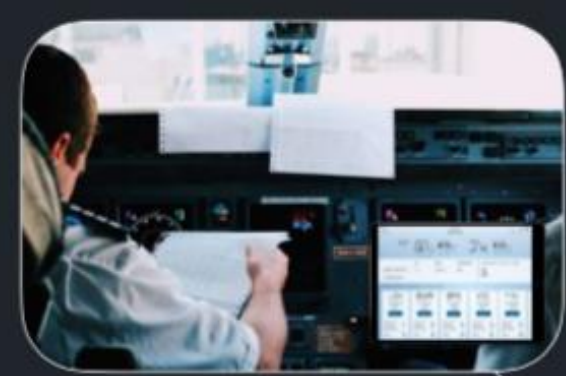
83% of CEOs are leveraging emerging technology to adopt new revenue models

Source: IBM C-Suite Study, 2016 (n=5,247)

The majority of CxOs see technology primarily as a means of adding value rather than subtracting costs

Source: IBM C-Suite Study, 2016 (n=5,247)

Source: Preview of the 2018 IBM Global C-suite Study: "What is the likelihood of your enterprise investing in the following technologies to enable your strategic goals over the next 2-3 years (n=6,037)"



Flight Ops



In flight Services



Pilots



Ground Handling



Maintenance



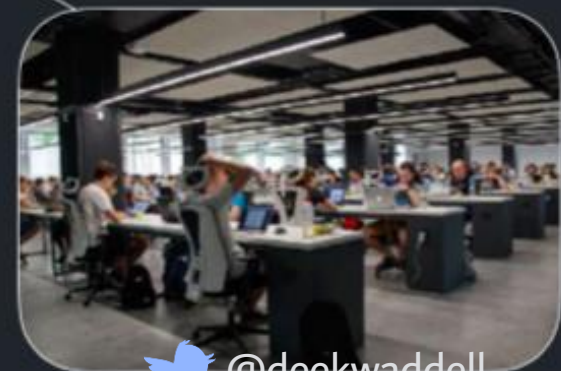
Call Center



Airports

Digitization
Automation
Data & AI

Collaboration
Employee Empowerment
Learning Culture



@deekwaddell
SOC

IBM Travel Platform

Retail - Operations - Maintenance

An open platform that works with your existing systems

Rooted in Design Thinking & User Experience



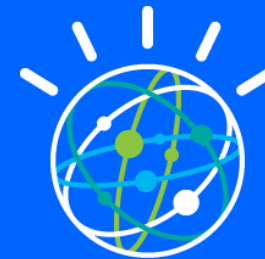
Made for Mobile



Cloud Based



Data Rich



Cognitive



TRAVEL & TRANSPORTATION

Aviation MobileFirst Portfolio

Customer Service Agent



Passenger Care
Check in, IRROPs
handling, ancillary sale



Rapid Board
Mobile boarding, doc
check & analytics



Manage Gates
Turn management
multiple gates

Flight Attendant



Passenger +
Day of flight info w/pax
info & reporting



Ancillary Sales
Onboard sales w/pax
analytics



Cabin Care
Onboard cabin defect
reporting

Pilot



Plan Flight
Discretionary fuel
planning & analytics



FlyNOW
Day of flight info w/flight
brief & manuals



Roster
Crew schedule &
certification notifications

Line Maintenance



Assign Tech
Engineer allocation &
turn status mgmt



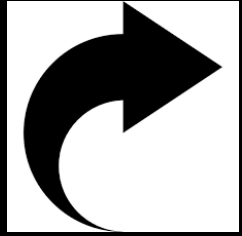
Inspect & Turn
Task & work order info
& reporting

Ground Operations



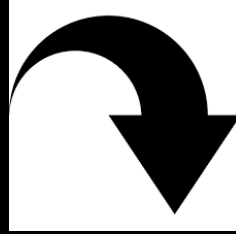
Turn Manager
Baggage loading and
offloading

Personalized Pricing & Offers - AI/Cognitive Optimization



A. Learning Algorithms

Continuously assesses offers, orders and situational data to build knowledge base of factors that drive outcomes.



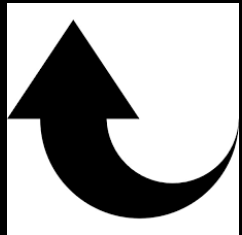
D. Present Optimal Offer

Presents optimal offer or ranked options. Offer and response feed into learning...and the cycle continues, with the "rules base" continuously evolving.



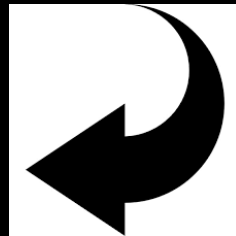
B. Forms Offer Hypotheses

Understands offer context and selects most promising options (e.g., lounge access, discounted upgrade, etc.)



C. Scores Hypotheses

Quantifies the effectiveness of each hypothesis via a "cognitive score". Systematically manages **exploitive** and **explorative** offers.



Community Innovation can Accelerate





But, when people,
technology and data
work together in
harmony,
we can **Change**





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AVIATION

DATA

SYMPOSIUM

ATHENS, GREECE 25 – 27 JUNE 2019



Top strategic data and technology trends in aviation

Moderator: **David McEWEN**, Director, Industry Architecture, IATA

Dr. Dirk Jungnickel, Senior VP Enterprise Analytics | Digital & Innovation, Emirates Group

Massimo Morin, Head, Worldwide Business Development, Travel, AWS

Nicolas Forgues, CTO, Air France-KLM

Sjoerd Blüm, CIO, Amsterdam Airport Schiphol



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Industry Data and ADS Highlights and 2019 White Paper: Data Science Hype or Ripe for Aviation?

Charles de Gheldere , Director, Travel Intelligence, IATA

Houman Goudarzi, Head of BI & Industry Engagement, IATA



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Houman Goudarzi

Head of BI & Industry Engagement, IATA



ADS & AI Lab 2019



600+
Delegates

110+
Speakers

5
TRACKS

5
Industry
Meetings

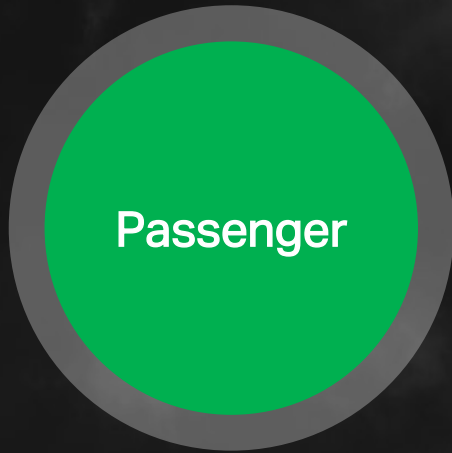
1st
IATA Aviation
Datathon

1st
IATA Aviation
Data
White Paper

Dragons'
Den, Live
Contest

15+
social &
networking
events

5 Specialized Tracks



Passenger



Safety &
Flight
Operations



Air Freight



Payment
& FinTech



Data Science
& Technology



Aviation Data White Paper



AVIATION

DATA

WHITE PAPER SERIES

25 JUNE 2019

DATA SCIENCE HYPE OR RIPE FOR AVIATION?

Download at www.iata.org/data-white-paper

Aviation Data White Paper



Offers, Orders, Hyper
Personalization & Customer
Experience



ATM, Connected Aircraft,
Maintenance, Intelligent Health
Monitoring



Payment Data, Fraud
prevention & Compliance



Enterprise Analytics



Commercial Strategy, Tactics
& Planning



Operational Planning,
Execution, Optimization &
Disruption Management



Customer, Competitor &
Market Insights Analytics



Common Industry Data
Sharing Platforms



Networking Lunch





Workshop

APP IN THE AIR



Your personal travel assistant



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