



Almosāfer

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CASE STUDY: How to build a data driven enterprise

DataCon Africa

Agenda

- Our Story - Who are We?
- How we got started
- The 7 fundamentals of becoming data driven
- Examples: Making data accessible & easy to understand



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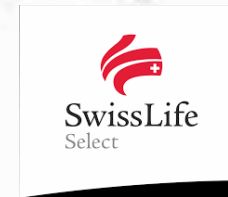
Alex Metlewicz

Head of Business Intelligence & Data Science, Al Tayyar Travel Group

13+ years in data across multiple industries & business environments

Government / Corporate / Startup

- Financial advisory
- Insurance
- Money transfer / Remittances
- Government (Tourism Board)
- E-commerce (Online Travel)



Our vision: Who are we?



Online Business Unit

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To be the **dominant** online travel solution in the **MENA** region, powered by **innovative technology**.



Almosafer's exceptional Journey of growth

Al Tayyar Group
acquires
Almosafer

Started
partnerships with
Al Rahji Bank

**Established
Data Team** &
expanded into
New markets

Crossed the
Billion SAR line in
Sales

On Track to
achieve our
goal this year

Determined to
achieve our
Goal next year



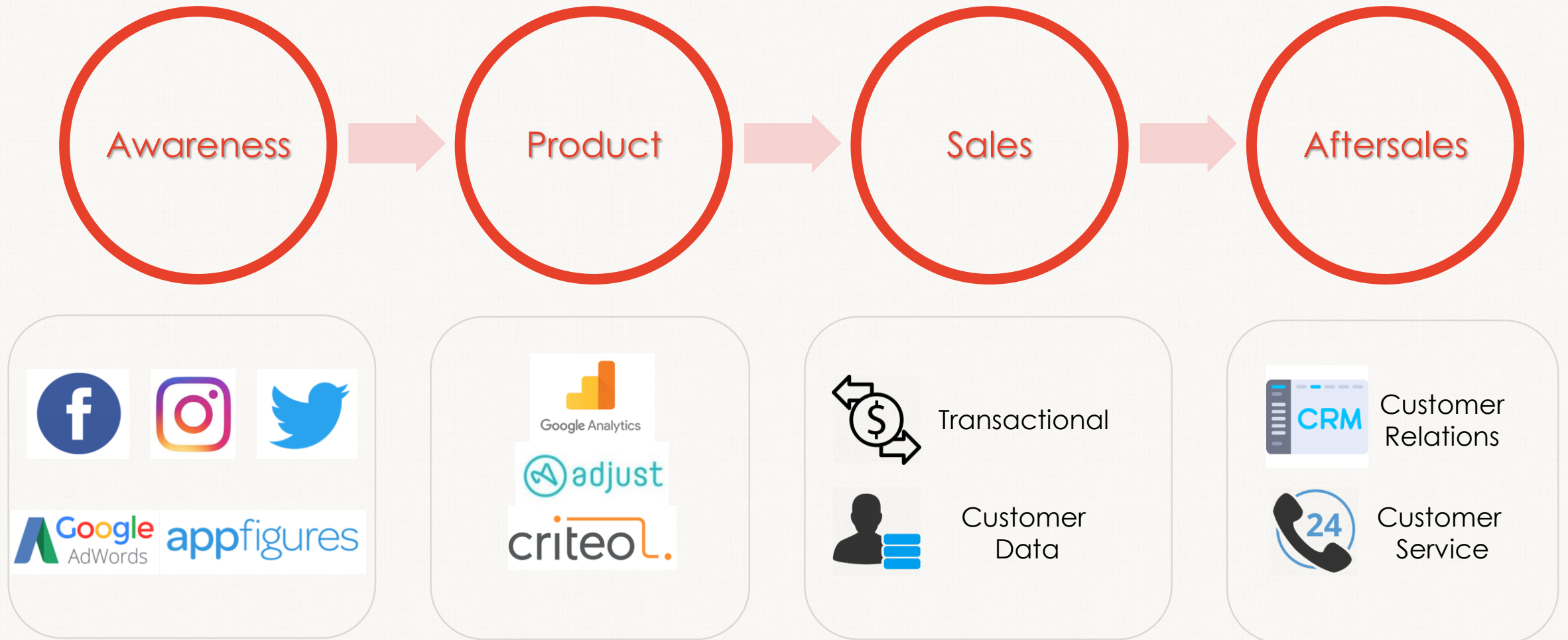
Sales in SAR

***Largest Online Travel Agency
in Saudi Arabia***

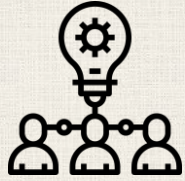
Our Journey - Starting in Feb 2017, we have come a long way...



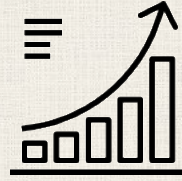
The data strategy follows the customers



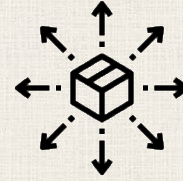
Who do we support?



Strategy



Marketing



Product



Customer
Experience



Finance



Commercial



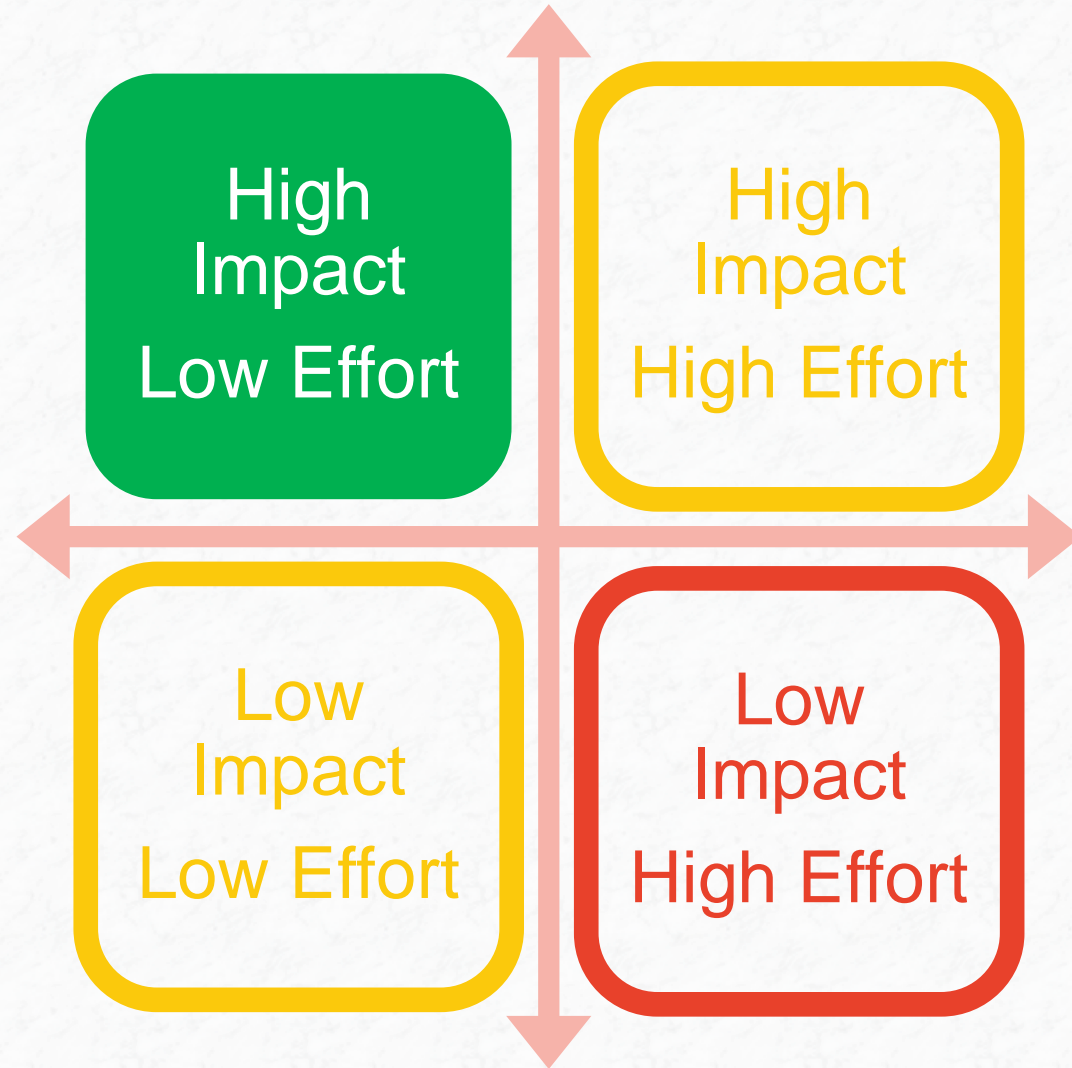
IT



HR

How we got started?

...by setting priorities



Data is not a new concept

18,000 BC



There are **2.5 quintillion bytes** of data created each day at our current pace, but that pace is only accelerating with the growth of the Internet of Things.
Forbes, May 2018 (!)

The 7 fundamentals of becoming Data-Driven

1. Listen, ask questions ...and listen some more

Pain Point: Reports and dashboards provide 'nice to have' rather than business critical information

"When you talk, you are only repeating what you already know. But if you listen, you may learn something new."

Dalai Lama



2. Start at the top

Pain Point: Lack of perceived value from senior leadership



3. Deliver whilst developing

Pain Point: Delayed output due to advances in technology or changing requirements

The Family TRAVELER	The Luxury TRAVELER
	
Amman, Beirut, Istanbul, and London	Cairo, Dubai, and Bangkok
\$995 /order	\$1,500 /order
5 days	3 days
45 days	18 days
APP	WEB

Data Sources: 1. UNWTO, 2. tajawal transaction data, 3. Google Analytics, 4-5 tajawal transactional data, 6. Google Analytics, 7-10 tajawal transactional data, Family Traveler and Luxury traveler - tajawal Transactional data

www.tajawal.com

4. Empower your end users

Find your advocates



Pain Point: Data team become overloaded with basic requests

5. Value your team

Pain Point: the team often works in a reporting silo with limited exposure to impact



6. Measure your progress

Pain Point: Understand your user base

*Data teams measure department KPI's
but struggle with defining their own*



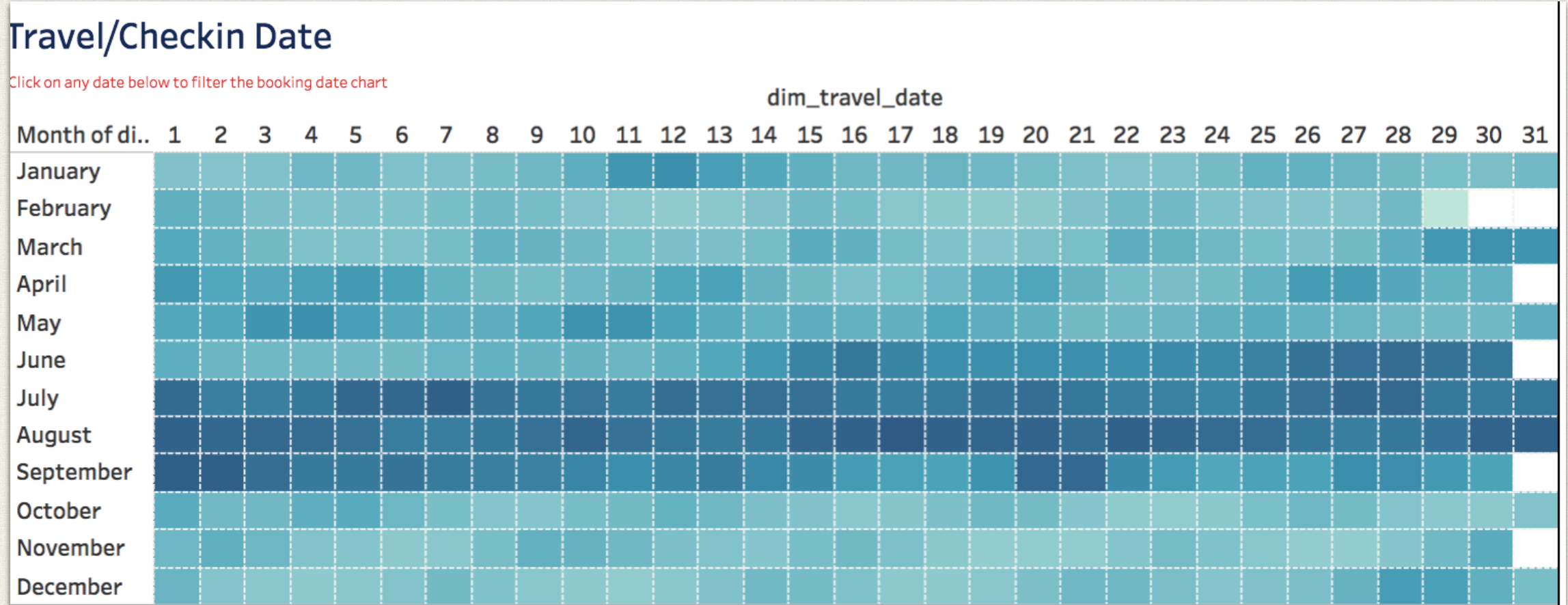
7. Celebrate your success

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Case Studies / Examples

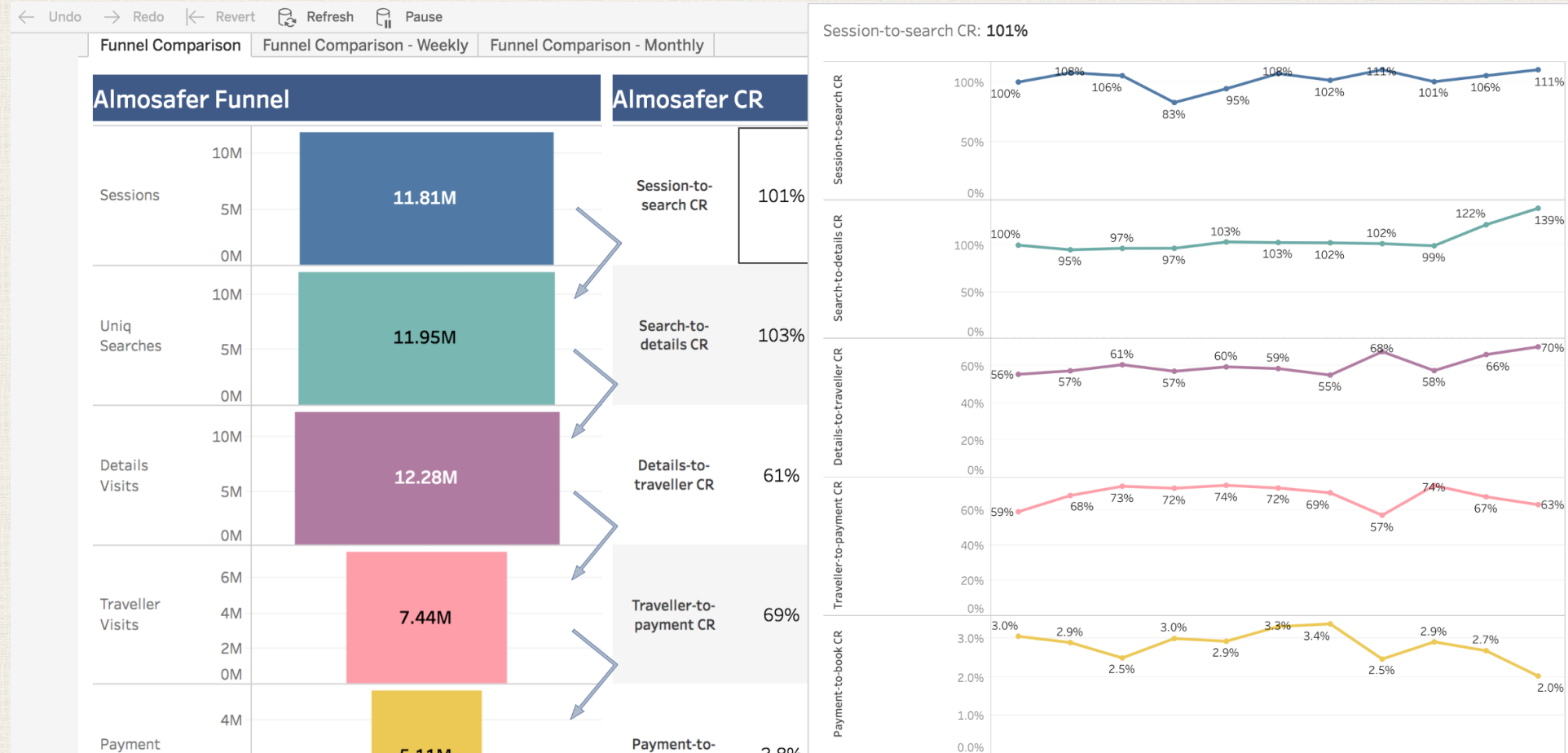
Getting started - Making Data accessible to everyone

Booking Trends



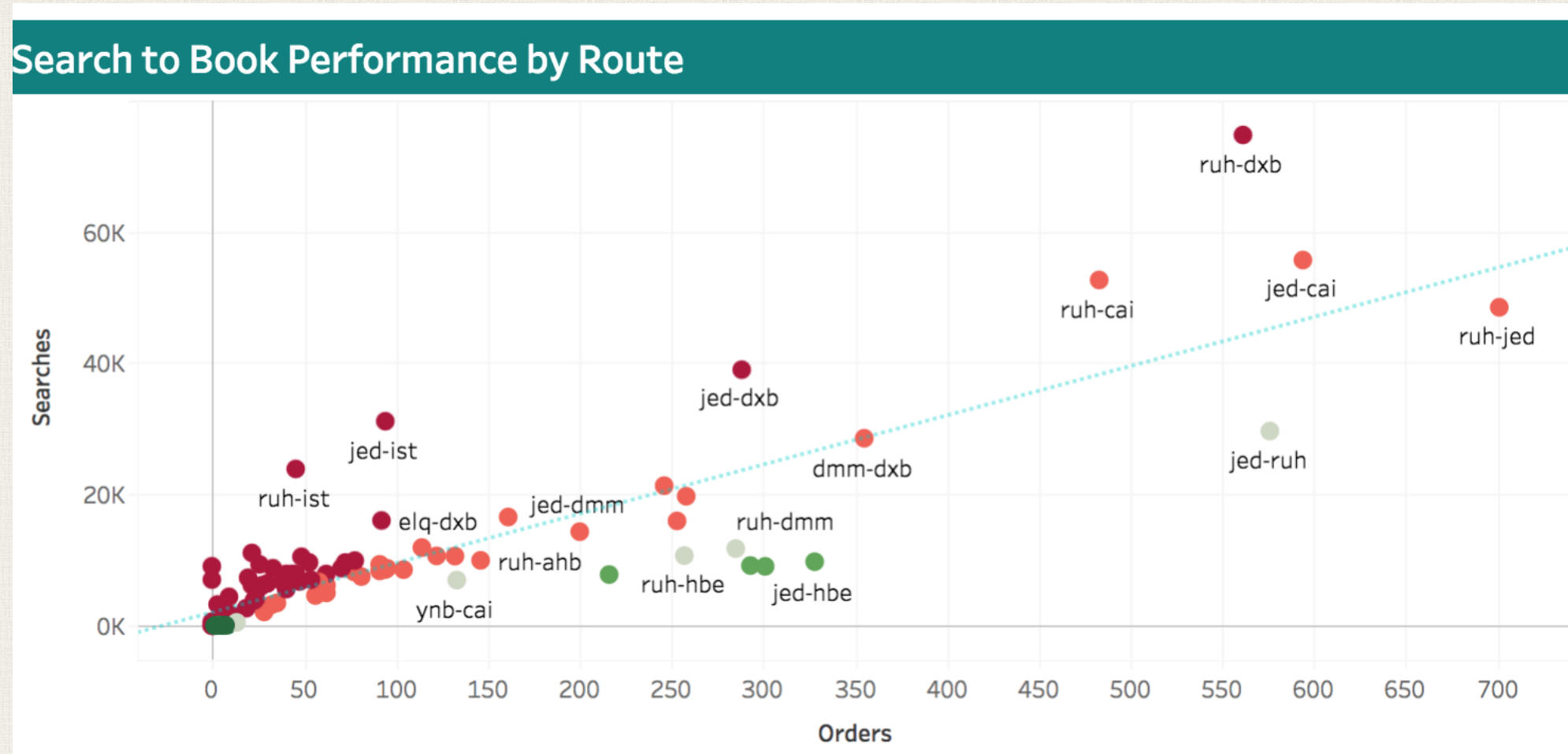
Data Insights do not always need to look complicated or include numbers

Product Conversion



Identify broken links or measure improvements after new implementations

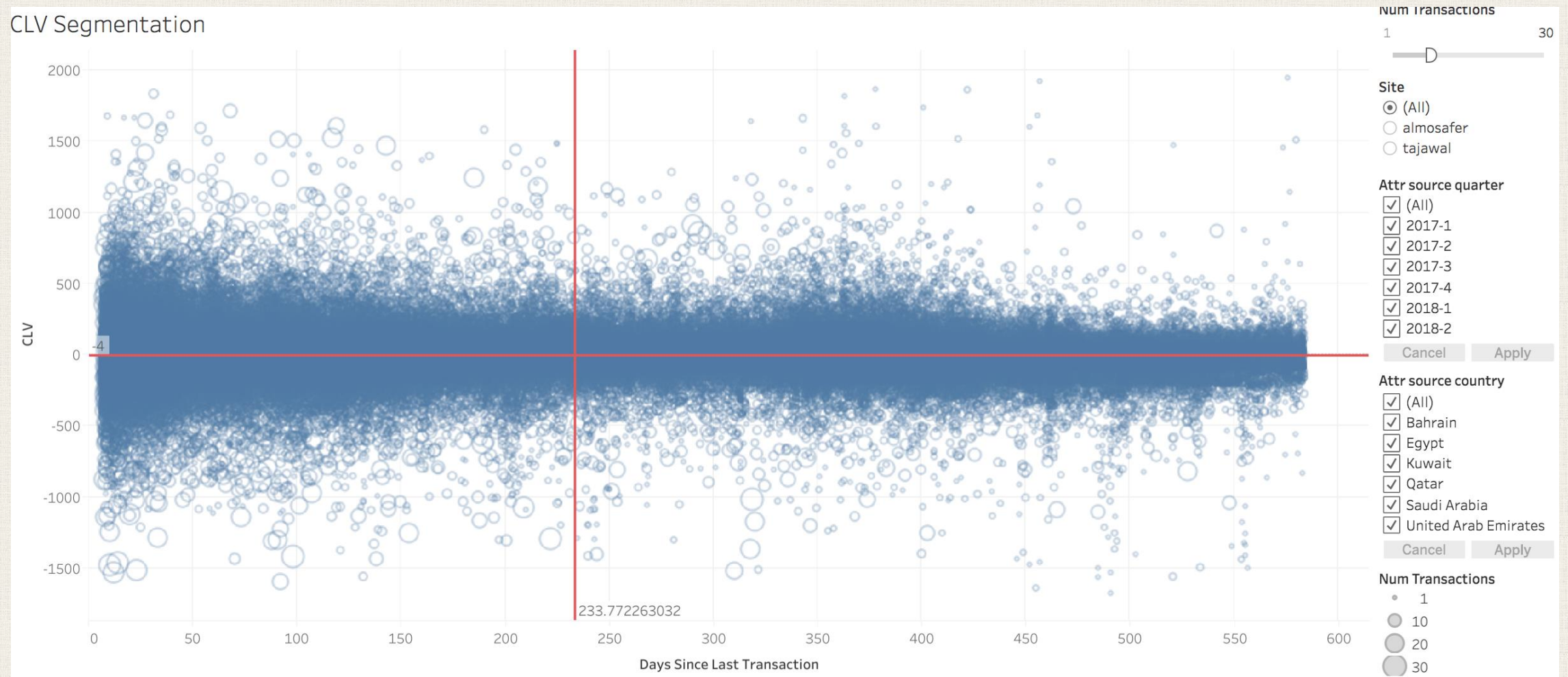
Route Value



Easily identify where to take action {Here: **Marketing** vs. **Product**}

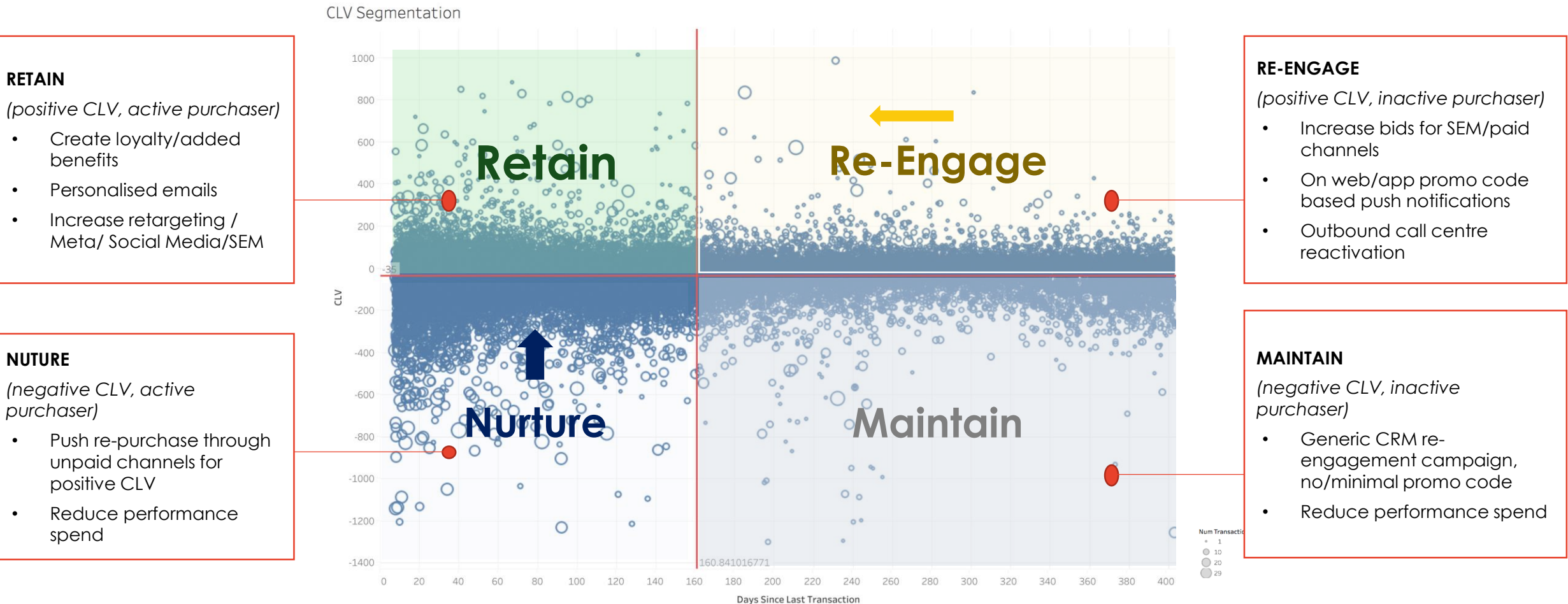
Customer Life Time Value

CLV Segmentation



We can segment our customers using CLV & recency into 4 main segments

Customers have been segmented based on CLV and recency. The data can be used to **personalise user experience**, **voucher eligibility** and **campaign targeting** through **custom audience creation**

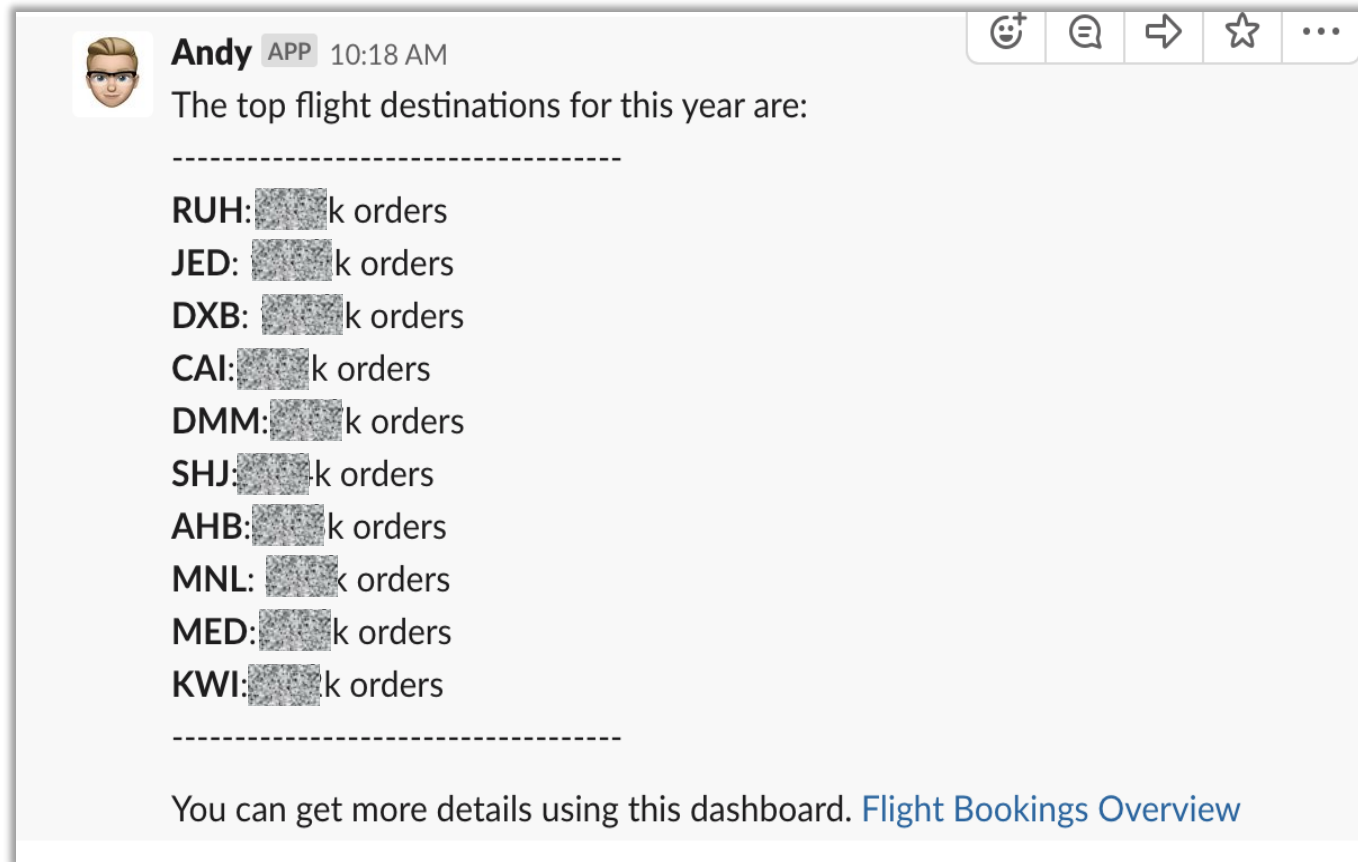


* Each point represents a customer, sized by number of transactions

Strictly Confidential

Quick responses with Chatbots

Which are our Top selling flight destinations this year?



The screenshot shows a chat interface with a user asking a question and a chatbot responding with a list of flight destinations. The chatbot's response is formatted with a dashed line separator, a list of destinations with their order counts, another dashed line separator, and a link to a dashboard for more details.

Andy APP 10:18 AM

The top flight destinations for this year are:

- RUH: 12k orders
- JED: 10k orders
- DXB: 8k orders
- CAI: 7k orders
- DMM: 6k orders
- SHJ: 5k orders
- AHB: 4k orders
- MNL: 3k orders
- MED: 2k orders
- KWI: 1k orders

You can get more details using this dashboard. [Flight Bookings Overview](#)

...more about this in the afternoon

Thank you

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