

DATUMIZE REAL DEMAND

# VUELING SUCCESS CASE

UNLEASHING HIDDEN DATA AND  
ACTIONABLE INSIGHTS FOR A LEADING  
AIRLINE COMPANY

# VUELING IS NOW ABLE TO UNDERSTAND THE REAL DEMAND AND INCREASE REVENUE THANKS TO DATUMIZE

## The Challenge

Vueling runs a very competitive business over different channels (web, GDS, third parties' channels as meta-searchers and OTA's). Business Intelligence solutions have always been used to better understand the underlying business. However, only analyzing buy tickets (committed sales) is not valid anymore.

Vueling wanted to consider the full sales cycle and have real-time insight into product availability and demand.

The challenge was to:

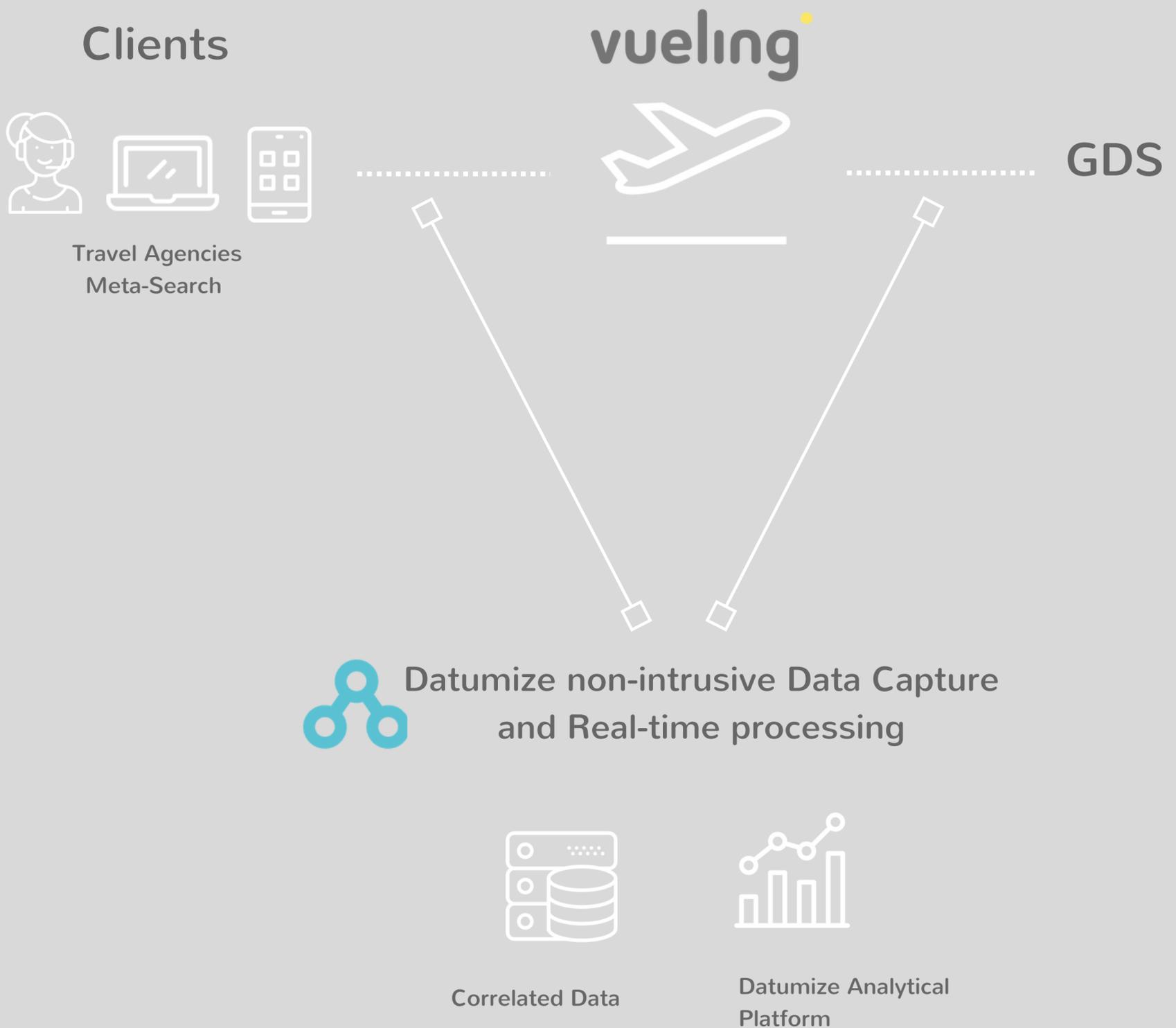
- Understand and get knowledge about real demand
- Get information regarding each one of the sellers: requests, real demand, conversion rates, performance, trend,
- Optimize prices based on information like real demand, real offer, events, historical data, weather, competitor prices,
- Review real demand and conversions from additional services offered like hotels, car rental,
- Get knowledge about daily airport traffic (departure / arrivals)



**About the Client**  
Client Name: Vueling  
Company Profile: Leading low-cost airline from Spain.  
Revenue: 2 Billion €  
Founded: 2004  
Sector: Airlines  
Country: Spain

## The Solution

To meet this challenge, Datumize designed a solution based on Datumize Real Demand. This software integrates smoothly into Vueling datacenter and can capture +10 million B2B and B2C transactions each day. Transactions are processed on-the-fly, and key technical and business metrics are calculated. By using this precise technology, Vueling can, without modifying their applications, recover full transaction metrics. Some metrics are aggregated to feed the data warehouse, while full transaction details, including network stack information, are fed into a Big Data platform.



“ We have been losing relevant data for years, and tried different projects in the past with our own team. Datumize technology allows us to nail down the right data without any interference into systems.”

JONATHAN GUERRERO, DIGITAL TRANSFORMATION MANAGER @ VUELING

## The Benefits

Implementing Datumize technology allowed Vueling to capture all traffic for B2B & B2C channels and is about to open new routes.

From a client perspective, the solution has a 4% impact on revenue, as the real demand data have been used to find missing routes in the portfolio, and optimize routes scheduled to maximize conversion rate.

Vueling also increased their revenue coming from third party additional services offered by the airline.

Detailed technical metrics have been key for early problem detection in terms of timeout and errors, that have a huge effect on sales conversion.



**About Airlines Industry**  
Mark Ross-Smith, founder of [traveldatadaily.com](http://traveldatadaily.com), commented that every organization collects, stores and retains portions of dark data.

It's the digital equivalent of emotional baggage which hangs around after every user interaction, transaction, and customer engagement.

Not using data effectively is costing United Airlines almost \$1 Billion annually in lost revenue.

## Metrics and Insights

Retrieved metrics can be classified into different groups. These metrics are now available to analysts, managers, and other applications:

- **All Availability Requests:** timestamp, search criteria, number of travelers, etc.
- **All Availability Response:** list of flights, including price, categories, and conditions.
- **Network information:** latency, source/destination addresses, timeout, errors (technical or application).

After a detailed analysis of +1 million daily transactions from 1 to 10 channels using the Vueling Corporate Business Intelligence and Big Data analytical platforms, these insights are worth highlighting due to the substitution effect on the business:

- **38%** availability requests contain flights.
- **29%** availability requests from currently operable routes contain no flight.
- **24%** availability requests from routes that airline doesn't operate.

**4%** Revenue Increase

### About Datumize

Datumize is a software technology company established 2014 in Barcelona (Spain), developing innovative products that allow companies to enjoy actionable and powerful insights based on hidden data (or dark data), and make better business decisions.

Now operating for customers in Europe and North America, and growing exponentially based on the innovative solutions provided to different industries.

## Conclusions

Using Datumize, Vueling, have discovered new high-demand destinations (new routes), optimized flight scheduled to really meet their customer's requests.

This highlighted information helped them to increase revenue and enhance customer booking experience.

