



Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



A leading airline improved occupancy & revenues through load and revenue forecasting

Objectives

- Client, an airline, wanted forecasting system to improve organizational performance in terms of revenue, occupancy and profit
- Identify properties that are expected to be over-price sensitive

Our Approach

Exporatory Analysis

- Analyze transaction level data for trends, seasonality, events and breakpoints
- Correlation analysis

Modeling

- Test various advance machine learning and econometric models
- Test robustness of models by applying models over data from various time periods
- Techniques: Random Forest, Gradient Boosting, & Arimax

Model prediction

- Predict flight level load and revenue for the next quarter
- Report gap between target and forecast to the revenue team

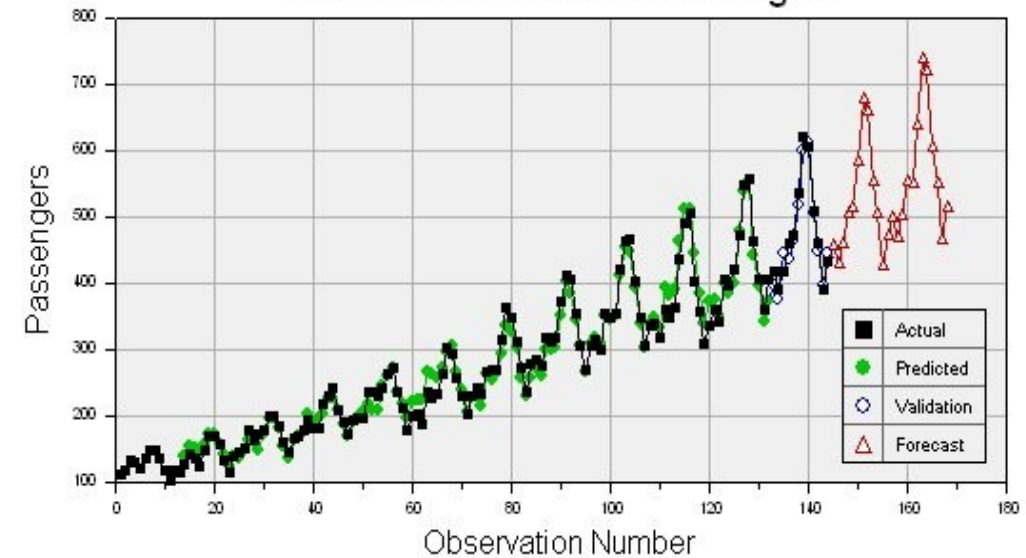
Performance Measurement

- Flight level dashboard showing
- Demand, Revenue and RASK forecast for next quarter
 - Historical build-up, trends and event effect

Impact

- Increase of 5% in revenue from the previous month
- Flights with low load factors were pushed to gain more customers by sending customized marketing campaigns & promotions

Time Series Values of Passengers



- Forecast load with 95% accuracy
- Revenue with 85 % accuracy



TransOrg Analytics

www.transorg.com

US

Raajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

Sandhya Krishnamurthy
sandhya.krishnamurthy@transorg.com
M: +1 510 516 6443

UK

Naresh Priyadarshi
naresh.priyadarshi@transorg.com
M: +44 740 481 6818

India

Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911

Debjit Sen
Debjit.sen@transorg.com
M: +91 99532 46251

Singapore

Vijay Bajaj
vijay@transorg.com
M: +65 9752 9020

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