

PluralSoft has built a team of professionals with a cross section of relevant experiences who are qualified to deliver unparalleled end-to-end solutions for our customers.

A Large Cruise-line Company

Business Problem

A large cruise company in North America wanted to analyze the buying patterns of customers that use electronic distribution channels in order to answer some key business questions such as:

- What do the customers want to buy in relation to available inventory?
- How far in advance do the customers make the reservation?
- Why does a call/interaction not result in a booking?
- What was the unconstrained demand? ,i.e., unfulfilled demand due to limited availability.
- How has the pricing diluted since the original date of the booking?
- How does the pricing change affect the buying pattern?
- What is the range for price elasticity?

Executive management was convinced that analyzing questions as illustrated above would allow them to maximize yield and revenue through pricing and promotion strategies. However, there was no means for collection of this data from the various electronic distribution channels or platform to allow business users to analyze the data effectively.

The “spill” data as it is called is notoriously bad in data quality for the following reasons:

- Quality of the data depended on the originating channel for the demand.
- Ability to identifying the type of booking such as group booking, bookings by vacation planners, individual booking etc.
- Ability to sequence the “call leg”, i.e., identify logically related records based on originating channel, activity date, user id, IP address etc.

PluralSoft delivery methods include:

Onsite

Offsite

Offshore

Globally Integrated Teams

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Engagement

PluralSoft was engaged to populate the client's enterprise data warehouse with quality "spill" data and deliver a dependent data mart for "spill" analytics. PluralSoft provided project management, business analysis, data architecture, data acquisition and data delivery expertise to augment client staff and deliver the solution as the second iteration of an integrated Enterprise data warehouse to prove the data mart consolidation strategy.

The electronic reservation records from the distribution channel were collected from the mainframe, cleansed for data quality, sequenced and loaded into the enterprise data warehouse. The call records were cross referenced with confirmed booking records in the enterprise data warehouse. A dependent data mart was then created with a star schema containing call fact records along with conformed dimensions such as travel agent, pricing, booking inventory, and time grain. Informatica was used as the ETL tool to cleanse and load the data.

Result

PluralSoft worked with the business and IT stakeholders in various lines of business to identify data quality issues in the existing mainframe data and the reporting store, prototype the data integration strategy and deliver answers to two of the questions to gain business and IT confidence in building the targeted "spill analytics" solution.

The enhanced data warehouse and the "spill" data mart had channel-based customer inquiry data integrated with confirmed bookings, which enabled the analysts to see the inquiries and bookings in relation to availability at various points in time. In addition, the analysts could also see trends which were cross referenced with marketing campaigns and price changes. Using the trend analysis, the analysts could see the price elasticity, demand for a specific type of offering and were in a better position to forecast overall demands for various cruise packages across seasons, specific months in the year and during simulated natural events such as hurricanes and inclement weather conditions.

Right Service

The Right People

- Our model is not the same as the large consulting houses – we bring small expert teams to lead projects to successful conclusion, and work with our clients internal teams to ensure knowledge transfer at every step.
- We stand behind our commitments and take ownership of our responsibilities and we deliver what we promise.

The Right Time

- Our business is not to become integral parts of your business. We measure our success by our ability bring initiatives to successful completion quickly, and ensure self sufficiency.

The Right Methods

- Key to our success if our ability to bring proven methodologies

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