



The right future.
Starting now.

IBM Smarter Analytics Live 2013

SPSS @ Sydney Airport

Mark Tyler
Customer Intelligence and Analytics

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Disclaimer



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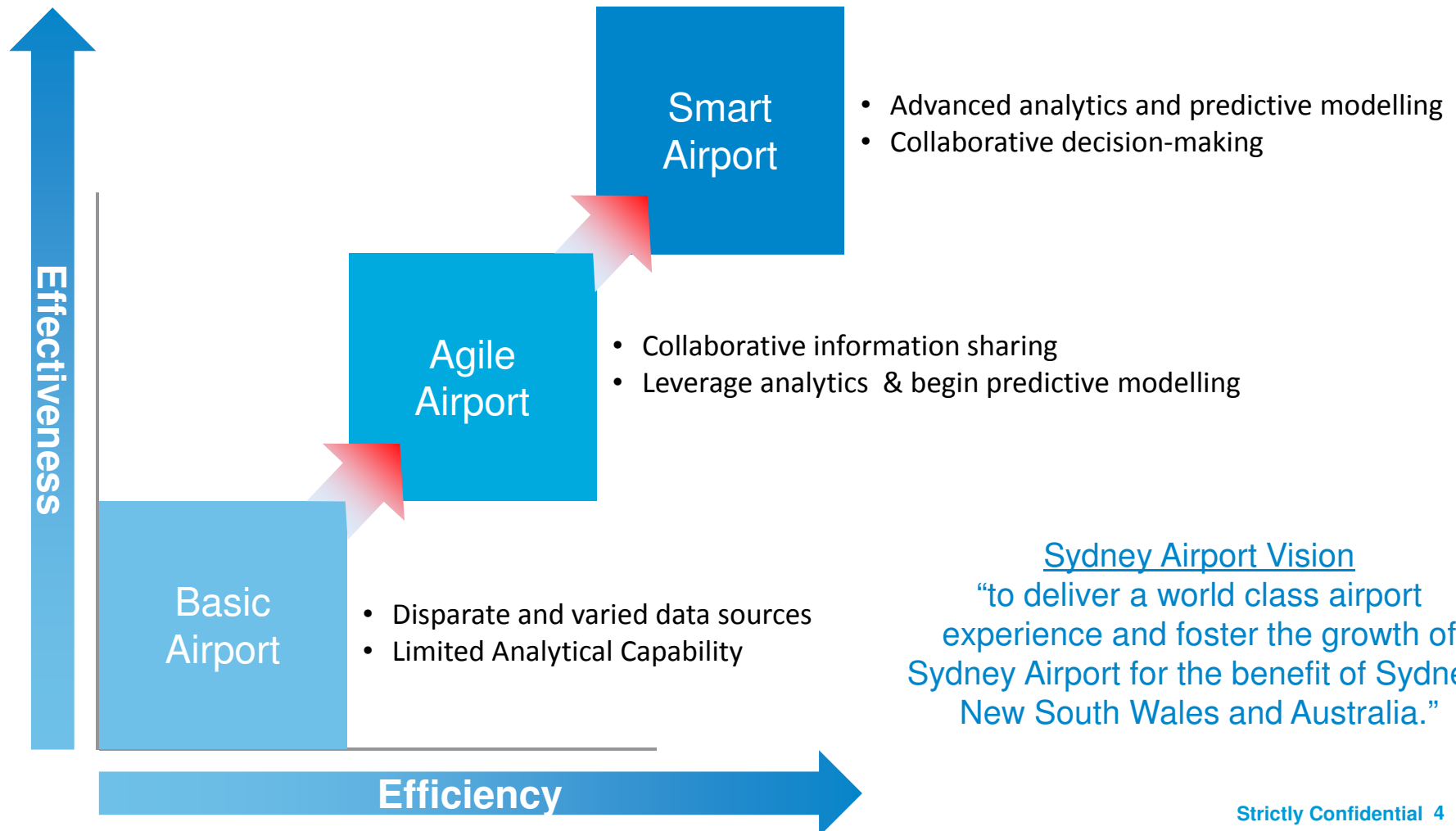
Sydney Airport

- Located 8km south of Sydney's CBD
- Over 37 million passengers per year
- 37 international airlines
- 48 international destinations
- International gateway to Australia catering to 42% of all international arrivals



Strategic roadmap

Enabling the transformation to a Smart Airport



Proof of Concept

Predicting passenger numbers

The problem

Month-end passenger forecast for planning

Current process

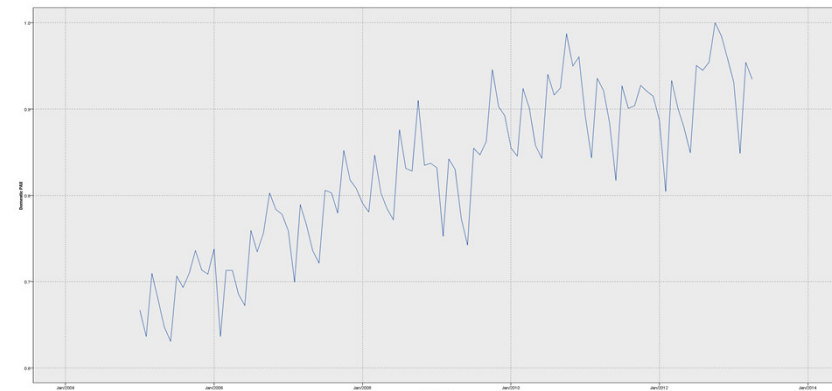
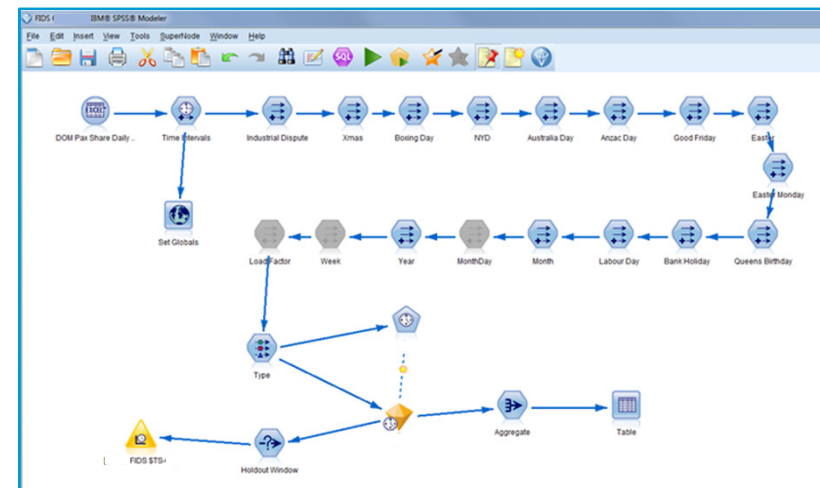
- Manual
- Time-consuming
- Subjective
- Not transparent
- High variance to actuals
- Lacks granularity



The solution

Leverage IBM SPSS Modeller in a Proof of concept

- Historical Data series as starting point
- Definition of inputs & targets
- Event and intervention fields to adjust for seasonality such as timing of public holidays
- Expert model evaluated the best approach: Auto regression Integrated Moving Average
- Predictions on a granular, airline level

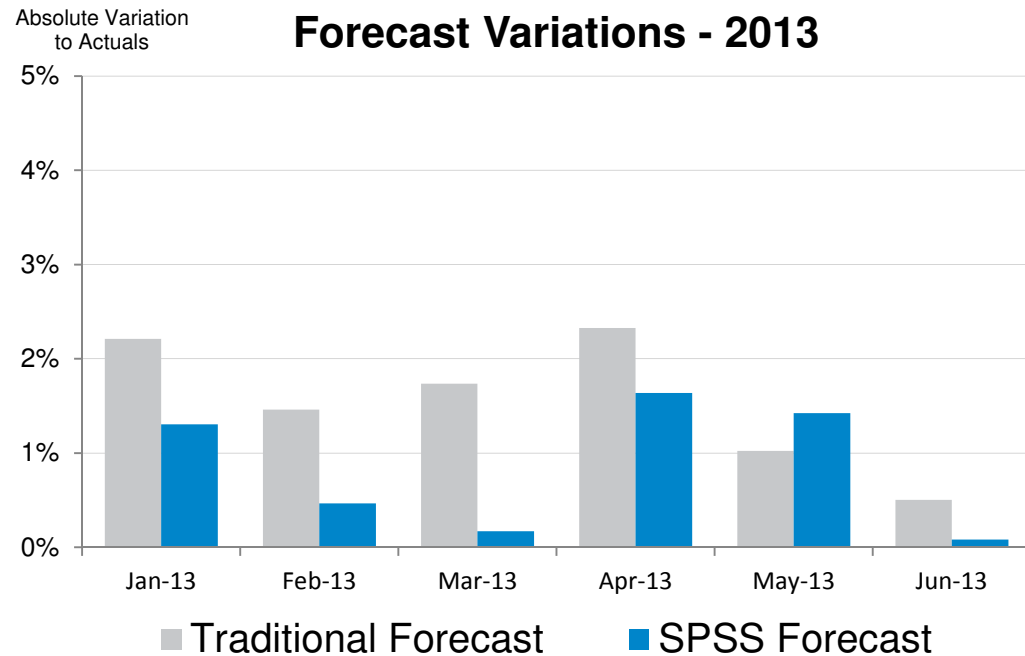


The results

Improved forecast accuracy and time-savings

Benefits of SPSS Forecast

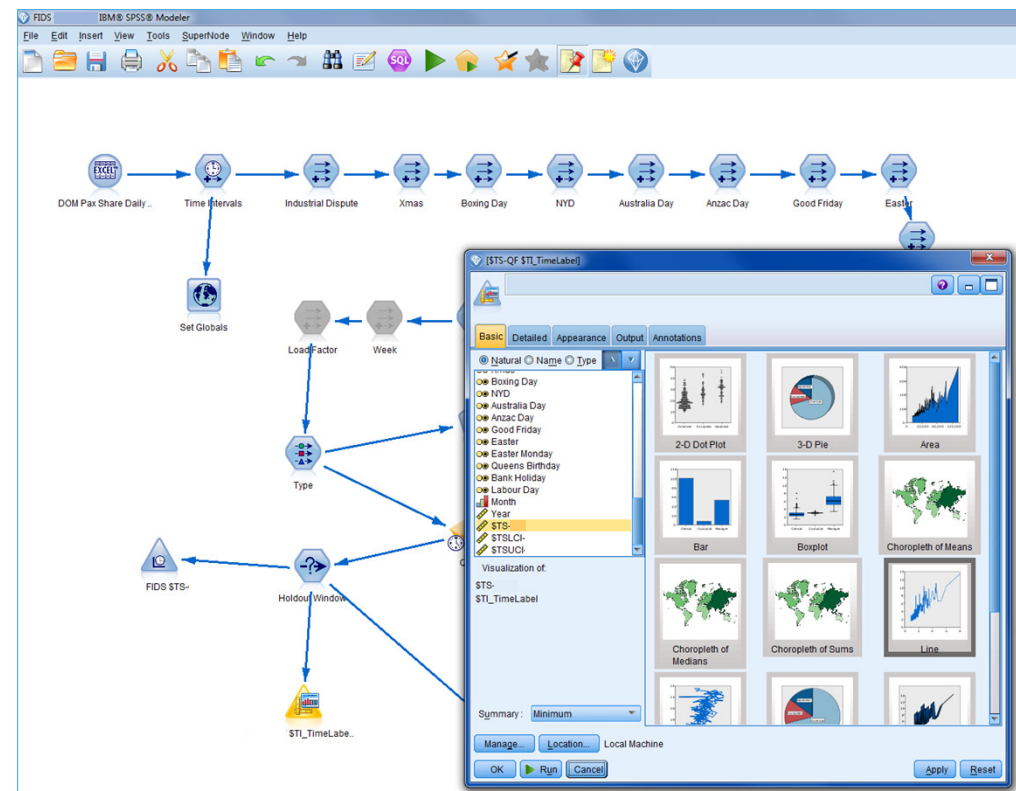
- Vastly improved forecast accuracy
- Increased automation
- Reduction of manual inputs
- Choice of alternative methods



Why SPSS

Benefit summary

- Easy to use, intuitive GUI
- Fast learning for team
- Broad range of in-built algorithms
- Strong graphical outputs
- Scalability for future growth
- Advanced analytical capabilities



Usage of IBM Business Intelligence applications

- Continuation of SPSS product
- Integration into Cognos models
- Leverage of tool across the business



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- Journey to Cognos10 (currently on 8.3)



Thank You