

# Business Decision Making: The Value of Cognos



Gateways to Reef & Rainforest

# Agenda

- Our experiences with Cognos
  - What we had before
  - What we did
  - How we benefited
  - What you can learn from us
- Three main business areas
  - Passenger Analysis
  - Retail
  - Ground Transport





TOURISM<sup>Q</sup>  
17°52'18"  
TROPICAL NORTH  
QUEENSLAND™





# Tropical North Queensland

- World renowned for its natural wonders and leading tourist facilities
- One of Australia's most visited destinations
- Cairns Airport is one of Australia's leading regional airports with over 3.9 million passengers per annum



# Airlines and Destinations



# Cairns Airport

- Domestic Terminal redevelopment – last 3 years
- Vision and Values
  - Shareholder Value
  - Passenger travel-experience
- Important part of the Cairns and Tropical North community
- Past focussed on ‘reporting history’
- Privatisation brought opportunity and change



# Cairns Airport Business

## Operations

Passenger  
Facilitation

Aircraft Movements

Facilities & Resource Control

## Commercial & Terminals

Retail

Property

Commercial

## Ground Transport

Taxis

Car Park

Car Rentals

Charter & Tourist  
Buses





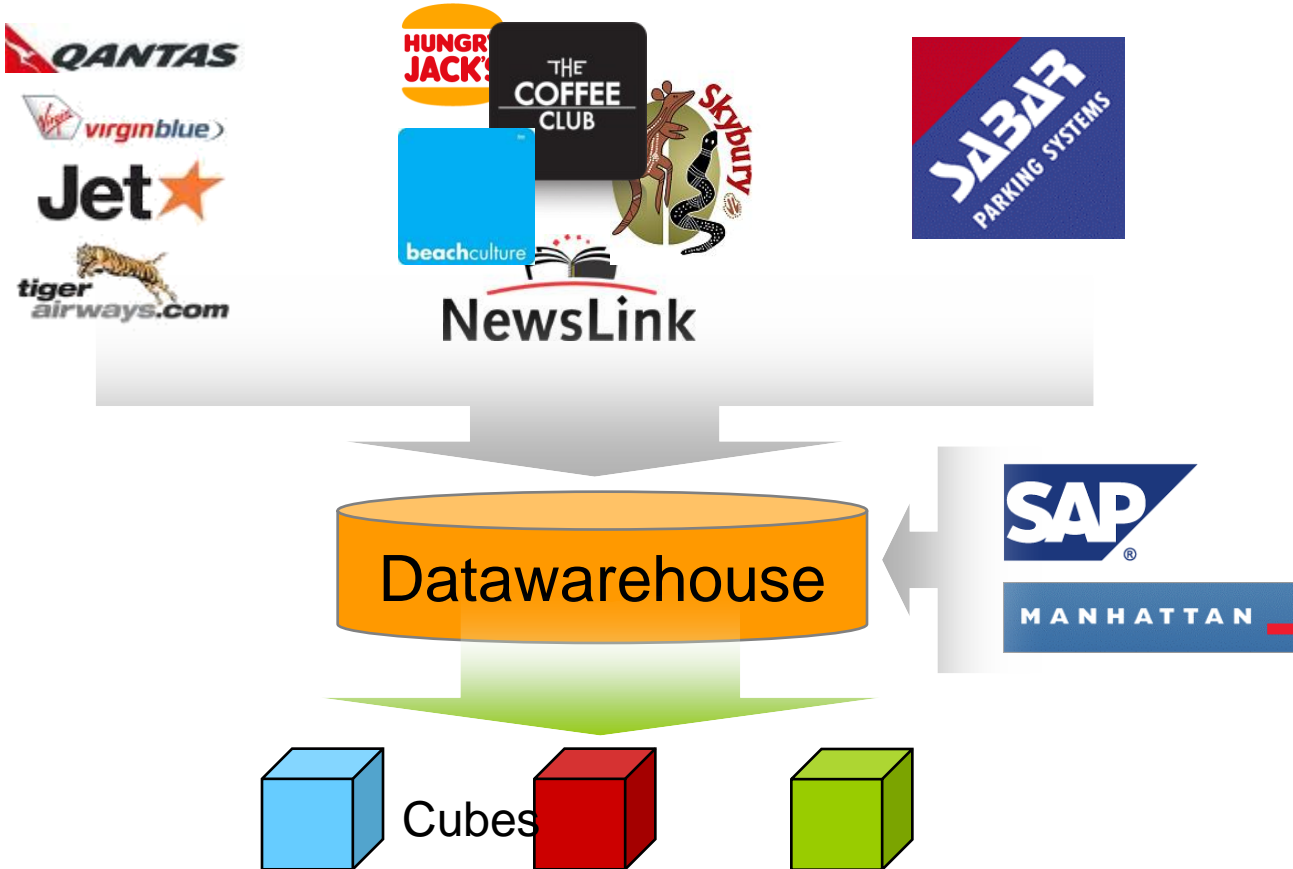
# Cognos at Cairns Airport

- Since 2002 – Cognos 7 PowerPlay Web
- Further step-up in 2005 with new Airline Agreements
- Retail Statistics project commenced in 2009
- Carpark stats in 2010
- Upgrade to Cognos 8 in 2010

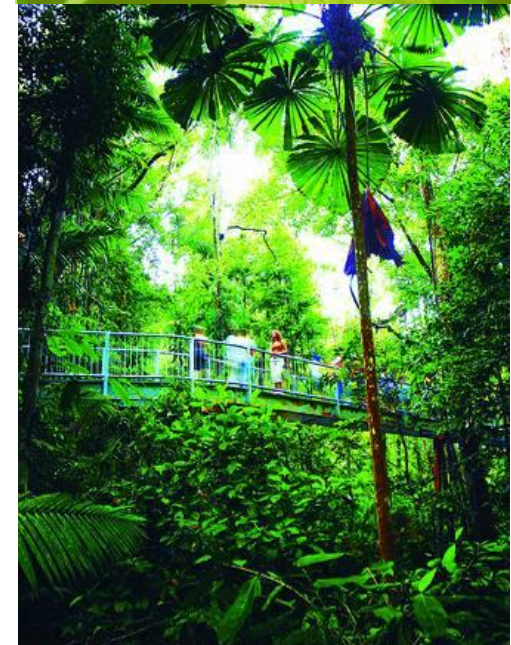




# Business Intelligence Environment



Multiple overlapping screenshots of data reports, including one titled "Cairns Airport Actual Performance Summary" showing various performance metrics.



# The Datawarehouse Family



- Each cube is like a child – they are all a bit different and teach you new lessons!

# Passenger Declarations

- Highest level of importance in Business
- Charging regime changed in 2005
  - Aircraft tonnage-based to Passenger-based
- Requirement to capture more detailed data
- Previously 'reporting history' mind-set
  - High level statistics with little breakdown





# Passenger Declarations

- Greater level of detail captured
  - Flight
  - Arrival v. Departure
  - Origin v. Destination
  - International v. Domestic
- Load Factors
- Definitions: what is a passenger?
  - Adults, infants, crew, transits, transfers
- Specification of definitions and data declaration formats



# Demonstration - Passenger Analysis



All characters, companies or data appearing in this demonstration are fictitious. Any resemblance to real persons, living or dead, companies or real facts is purely coincidental.

# The Datawarehouse Family

The 'Messy-Room'  
Child





# Pax Declarations Lessons – The ‘Messy-Room’ Child

- Data Quality
- Inconsistency
- Can’t always control third-party data entry
- Importance of data determines effort to get accurate
- ‘Greyness’ of data in analysis

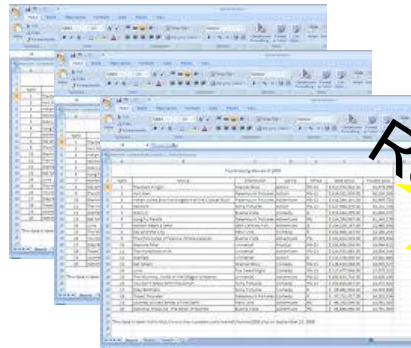
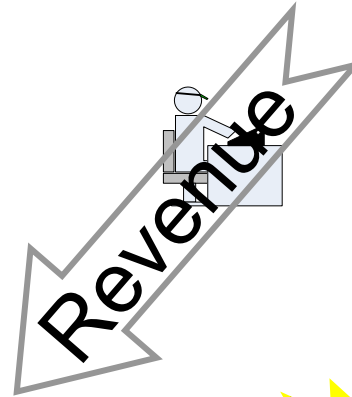
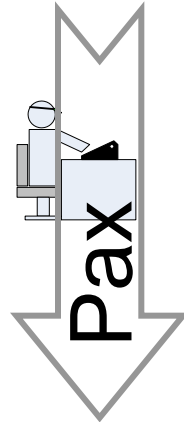
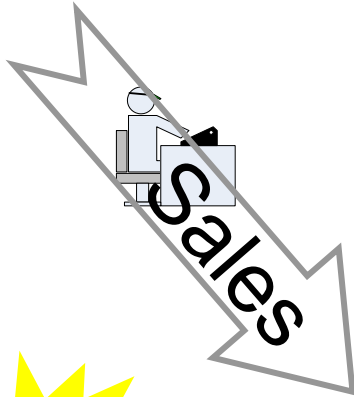


# Retail

- Retail tenancies important source of revenue
- Analysis to get the right stores/product mix
- Three key sources of data
  - Sales declarations
  - Revenue earned
  - Passenger movements
- Key Measures
  - Pax Spend Rates, Income per Pax
  - Penetration, Revenue per Sq.m



# Retail – Before



Errors

Duplication

Redundancy

Inflexible





# Demonstration - Prior Spreadsheets

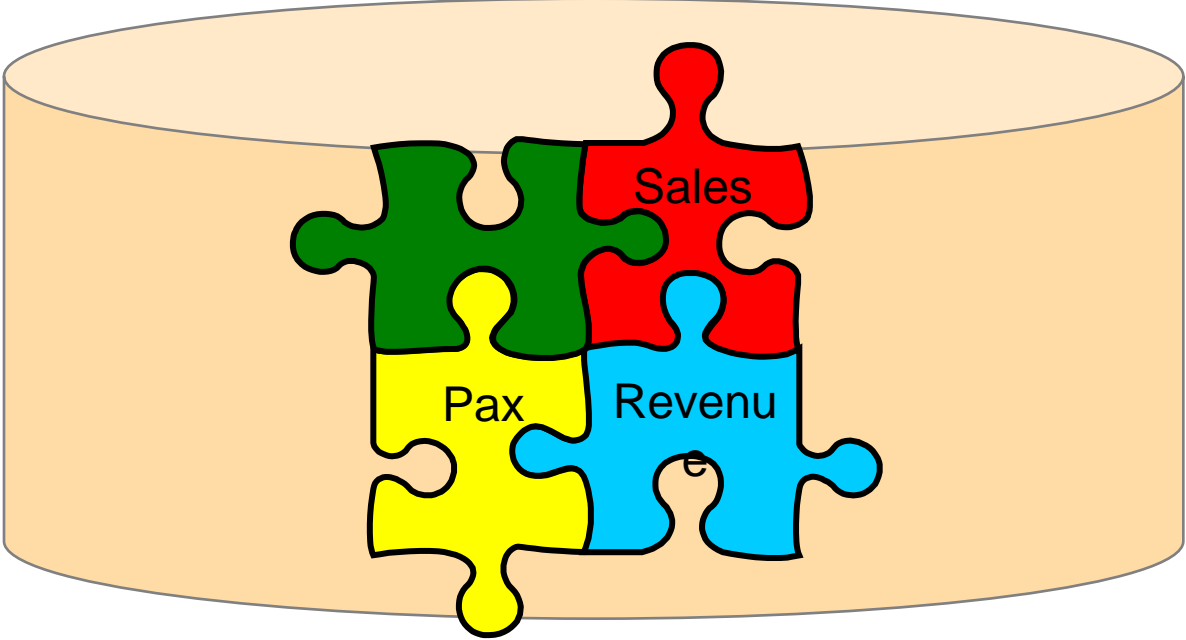


# Retail

- Terminal redevelopment provided catalyst
- Built data collection into Agreements
  - Generic in specification
  - Specific in implementation
- Negotiate level of data declared
- Categorisation and classification
- Improved timeliness of data



# Retail – Improved Reporting



Multiple overlapping screenshots of a report titled "Cairns Airport Active Performance Summary". The reports show various performance metrics and trends over time.





# Demonstration - Retail Dashboard



# The Datawarehouse Family

The 'Are-We-  
There-Yet'  
Child



# Retail Lessons – The ‘Are-We-There-Yet’ Child

- Just over 12 months to implement - however
  - Took back seat at times
- Made changes along the way as we learnt
- Partial roll-outs and staged implementation
- Improved quality of source systems
- GIGO





# Car Park

- Car park competes against other transport modes
- Key measures
  - Revenue , Occupancy
  - Length of stay, Revenue per Pax
- New system during terminal redevelopment
- Incorporated into Data Warehouse



# Car Park Processes

- Simple process?
- How does the system handle complex scenarios?
  - Lost tickets
  - Staff parking
- Analysis used for Strategic Direction
- Can track success of -
  - New products
  - Promotions and marketing campaigns



# Demonstration – Car Park Cube





# The Datawarehouse Family

The 'Here-We-Go-Again' Child



# Car Park Lessons – The ‘Here-We-Go-Again’ Child

- An exercise in ‘Discovering’
  - Source-system data structures
- Iterative
- Prototyping



# Benefits

- Unlocked data in transactional systems
- Accuracy and quality of data improved
- Changed corporate culture when implementing new systems
  - What can we build into the Data Warehouse?
- Supports strategic planning
- Improved reporting timeframes
- Flexible and complex analyses





# The Future

- Ground Transport – Taxis and Charter Buses
- Operations
  - Airport Management System
  - Schedules
- Mackay Airport
  - We get to do it all again!



# THANK YOU



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