Increasing Profits in Airport Retail Outlets

Case Study | **Advanced Analytics**

TOP-10 AIRPORT OPERATOR

THE PROBLEM

A major airport hub had a serious problem: its retail outlets, which always seemed popular with travelers, were not making any money and in many cases were losing money – leading to excessive turnover.

The company had determined that it could deepen its sales opportunities by having a better understanding of customer propensity to buy products as they make their way to the gates and home.

Unable to perform these types of deep analytical exercises, they needed a partner who could understand their issues and swiftly work to resolve them.

THE SOLUTION

Mastech InfoTrellis conducted an assessment and created a multi-year roadmap that would achieve both business and IT objectives. Since the client was fairly immature, technology-wise, a fully-managed data lake in the cloud was identified as the target platform.

An IoT solution was created that collected information from millions of wireless devices networked into the airport WiFi system, and used to track foot-traffic to retail outlets throughout the hub.

THE OUTCOME

The final solution enabled the client to accurately visualize foot-traffic patterns throughout the airport, and custom behavioral models enabled the client to selectively drive foot traffic to targeted retail outlets throughout the hub.

Sales increased considerably. Project goals were 15% but approximately an 18% increase in YoY sales was achieved.

Further engagement with Mastech InfoTrellis has provided several additional opportunities to add business value using modern technology.

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