

## Airport Analytics powers accurate analysis faster, allowing Cork Airport to win new business

“ Airport Analytics has definitely given us the edge over competitors who don't use it. It's helped us win business we probably wouldn't have got before ”

*Kevin Cullinane  
Aviation Marketing Manager, Cork Airport*

### **AERFORT CHORCAÍ CORK AIRPORT**

With more than 60 UK and European destinations, serving 2.75 million passengers each year, a competent, intelligent and flexible data interpretation system was a vital addition to Cork Airport's pro-active marketing arsenal.

Opened in 1961, Cork Airport has seen its reputation as a crucial link to Europe and London grow steadily. It currently employs 250 ground staff.

Servicing both business and domestic passengers, Cork Airport provides a vital lifeline for both holiday-makers and globe-trotting entrepreneurs.

Airport Analytics and QlikView was installed in 2007 by the Aviation Analytics team.

#### **A drive for profitable growth**

Kevin Cullinane joined the airport as Aviation Marketing Manager in 2006. Heading the marketing team, Kevin's role is to uphold and enhance the airport's reputation and to maximise

opportunities for new business with airlines.

From the first moment Kevin saw QlikView in action, he knew it was the answer to their prayers.

“We were all very impressed with its functionality and its ability to manipulate vast amounts of data so quickly,” says Kevin. “We knew straight away that it was what we needed to produce more meaningful information to win new business.”

Before the days of QlikView, however, data mining was a thankless task, as Kevin recalls:

“Before QlikView, analytical reviews of data were very time-consuming. With QlikView, it's a simple case of sort, split and dissect within seconds. You can also easily change the ways you want to view the data, whereas in previous times, it would often mean complicated processes to re-set programs first.”

Aoife Horgan has been part of Cork Airport's marketing team since 2001. It is Aoife's primary role to forge positive links with airlines, as well as monitoring the

### Solution Overview

#### **Cork Airport**

International airport, servicing passengers travelling to and from destinations in mainland Europe and the UK

#### **Function**

Aviation marketing

#### **Geography**

Eire

#### **Challenges**

- Effortless interpretation of more than 50,000 rows of data
- Intelligence to drive new more profitable business
- Speed and ease of access to analysis

#### **Solution**

Airport Analytics powered by QlikView, for unified aviation data focusing on airport route development and airline relations

#### **Benefits**

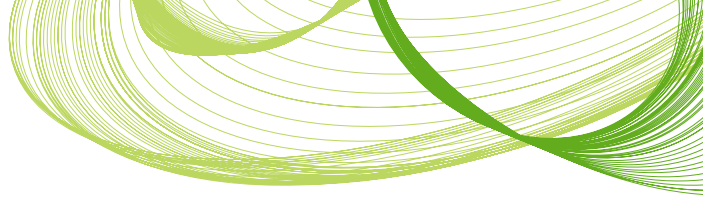
- Flexible and intuitive presentation of analysis
- Effortless mining of data with minimal interruption to existing systems
- Easy to install
- Minimal training requirement
- Suitable for non-technical users
- Round-the-clock support
- Rapid and visible return on investment

#### **QlikTech Partner**

Aviation Analytics Limited

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experience of individual passengers visiting the airport.

One of her daily tasks is to grapple with large amounts of data, which must then be organised and interpreted to reveal crucial commercial information about potential new routes, as well as findings about passengers' attitudes to the airport's various facilities, from shopping to food.

**No more unyielding spreadsheets!**

Aoife explains: "Before we had QlikView to help us, we would buy in data that would come in an unfriendly format, such as a huge Excel spreadsheet.

"It was then a case of 'goodbye and good luck'. I was left trying to

presentation, the information is automatically transferred from the QlikView system into Powerpoint easily.

"It's a joy to navigate and it also displays the information well, building the data into graphs, again in seconds.

"The quality and depth of information and the ways in which you can manipulate the data are just amazing. They don't have QlikView at Shannon Airport yet, but I've told them they should!"

"In order to get the kind of analysis we wanted, we would have needed several different software programs," says Kevin. "QlikView has proved very cost-effective from that point of view.

Kevin explains: "They came over here and immersed themselves in our business so they could understand exactly how QlikView could best be used. They really got to grips not just with our needs, but with those of our customers too.

"After just one hour of hands-on training, we could all grasp its simplicity. As the name suggests – you just click, then view."

"The fundamental question is



# “ There are other systems, but QlikView blows them all out of the water. Nothing else compares! ”

*Aoife Horgan, Aviation Marketing Officer, Cork Airport*

make sense of it all – no easy feat when you are dealing with more than 50,000 rows of data.

"It would take hours, and often the results weren't all that revealing. But thanks to QlikView, we can work much more quickly and with data that tells us some really interesting things.

"Just getting the basic information into some form of order would take me more than an hour, but QlikView does it in seconds. It saves me at least 5 hours a week, if not more!

"If I'm assembling the data for a

"The Aviation Analytics team has been fantastic," adds Aoife. "I've never been left in the lurch, unable to use the system. On the rare occasions when I've had a question, they have been there with the right answer, usually within minutes.

**A greater sense of independence**

Used on a daily basis by three staff, QlikView quickly proved worth its weight in gold, not least because of the solid understanding that the Aviation Analytics team had of the airport's needs.

this," muses Kevin. "Would we have secured some of the business without QlikView? Probably not.

"Did it enhance our ability to attract new business? Yes!

"QlikView has definitely enhanced our reputation among our peers and clients.

"We're also far less dependent on our IT department," adds Kevin. "Thanks to Aviation Analytics, we now have access to the most up-to-date information possible, allowing us to spot new business opportunities way in advance.