



Customer success story

Jetstar pilots a data insights platform for greater business insights

Backed by its advanced data analytics platform on AWS, the airline flies high with data-driven decision-making

Customer challenge

Since launching in 2004, Jetstar has carried more than 250 million passengers and grown into one of Asia Pacific's largest low-fare networks by revenue. It offers more than 5,000 flights a week to 85 destinations across Australia, New Zealand, Asia and the Pacific.

Jetstar, a Qantas Group airline, had long relied on a traditional structured data warehouse for reporting and analysis. But the warehouse was unable to handle the volume, variety and velocity of data sources that the airline needed to support better-informed decisions.

Furthermore, when Jetstar launched an internal initiative to provide better customer support, its existing data infrastructure couldn't manage the valuable high-volume web traffic data. Jetstar was left without the insights it needed to create more targeted destination recommendations.

AWS + Cognizant solution

Jetstar partnered with Contino, a Cognizant company, to design and build a highly scalable and resilient advanced data analytics platform on AWS, including modular components that can be reused for other business areas, reducing the cost and time to get insights for additional use cases.

Our team also created modern data lake architectures in AWS cloud to enable growth as multiple business areas within Jetstar move onto the platform. We utilized Amazon Redshift and Elastic Map Reduce (EMR) to better organize and analyze very large data sets. Batch and speed capabilities

were created to drive analysis and reporting, moving from nightly reporting to near real-time reporting.

In addition, we developed a machine learning implementation plan to leverage data for deeper decision-making activities in future engagements. We collaborated in a cross-departmental team comprised of IT and business analytics to develop the platform while upskilling the teams for future development and operations.

The team followed its dual delivery and upskill model and worked with Jetstar to uplift internal capabilities and knowledge around DevOps on the platform, all while delivering an enterprise-grade solution.

The results

Ready to expand insights

To support its business decisions, Jetstar now accesses multiple data sources, including high-velocity data, for advanced analytics and reporting that generate insights and predictions. One of the platform's first use cases was shaping personalized offerings for customers to boost response and conversion rates.

Due to the success of the project's first stage, additional business units and departments are exploring opportunities to use the new platform to gain better insights from their data and support their decision-making processes.



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