

Lufthansa Takes Flight with Operational Excellence

A single data language, streamlined KPIs, and an integrated data warehouse drive operational excellence for Deutsche Lufthansa AG.

8 to ONE

Following mergers and acquisitions, disparate data from eight airlines was transformed to one common data language

3 KPIs



Minimize Costs



Maximize Revenue



Maintain Customer Satisfaction

Guide Business Decisions

PURSUING EXCELLENCE

With the right analytics, Lufthansa can overcome economic, competitive, and quality challenges.



ASSET OPTIMIZATION

Personnel, equipment, systems, and other resources are leveraged to their full potential. This informs business strategies, delivers continuous improvement, and shapes operating models.

The Analytic Ecosystem Enables

- Analysis across multiple brands and business units
- Customer-specific offers
- Enhanced service
- Measuring "fair share" of corporate travelers

The Power of Integrated Data

- Steers sales and sales performances
- Captures customer performance to reward loyalty
- Fulfills the sales strategy across customer levels

FAIR SHARE

1. Integrated internal and external data help measure "fair share."
2. Fair share compares market growth against the airline's market growth.
3. If corporate market share grew 10%, did Lufthansa's corporate group grow 10%?



Lufthansa by the Numbers

119K

EMPLOYEES

540

SUBSIDIARIES

106M

PASSENGERS IN

2016

656+

AIRCRAFT

316

DESTINATIONS IN

101

COUNTRIES

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