



# Using Data to become Predictive SMS done right

# Overview

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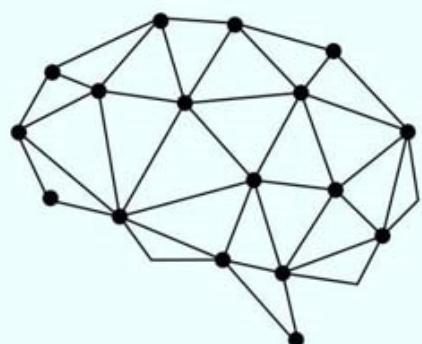
Welcome: Using Data to become Predictive

Session Duration:  20 minutes

Topics:

- Influence of Data
- Influence of Data on the Air Operators
- Collecting Operator data
- Using Data to enhance Safety
- Examples Data based driven decision making
- Questions

# facebook



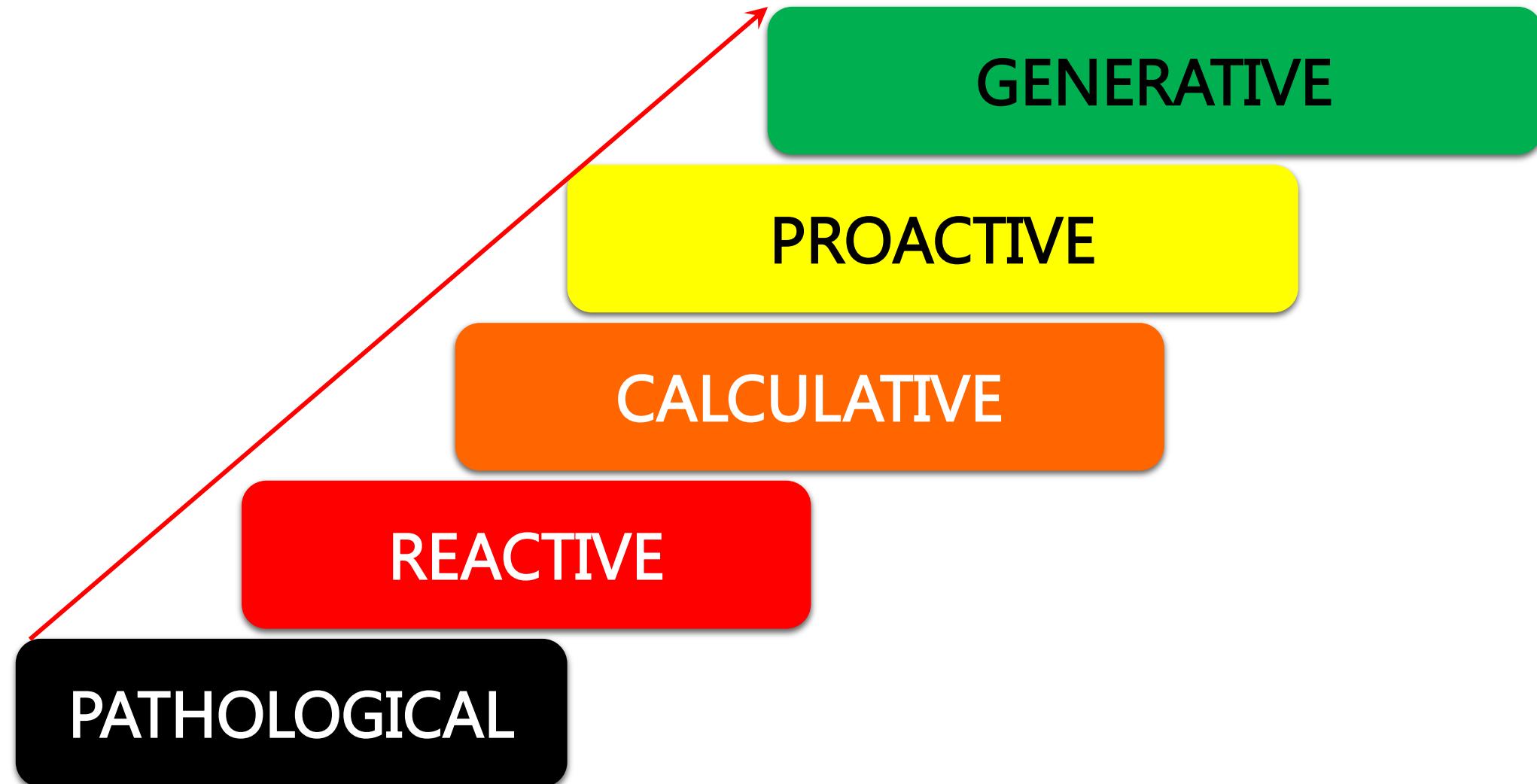
Cambridge  
Analytica

# Influence of Data on Air Operators



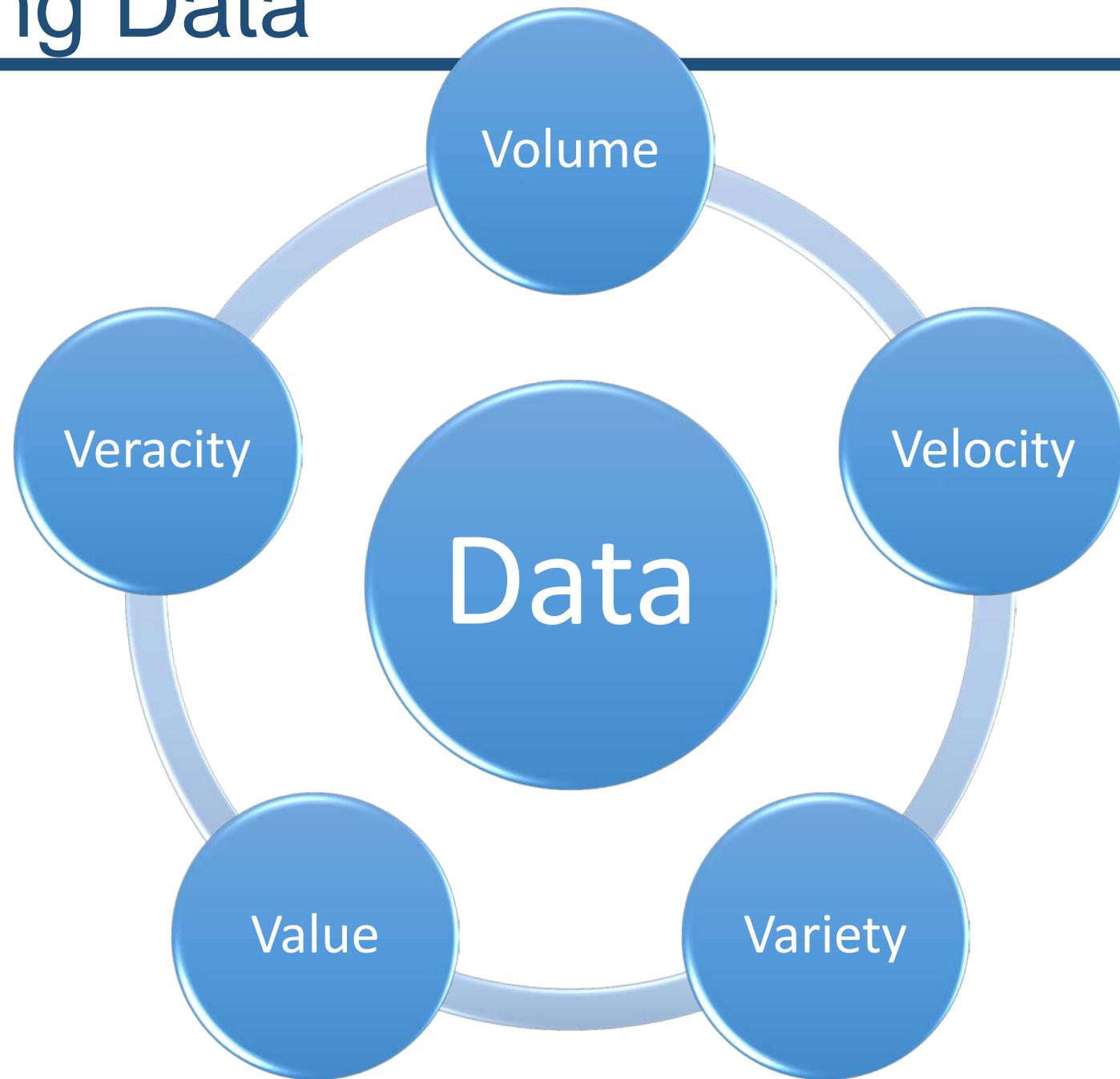
- Hundreds of planes, thousands of flights and millions of employees & Pax
- There is too much data and too many variables for humans to sort through fast enough to fix problems.
- 2026 the annual aviation data is expected to reach 98 billion gigabits
- Data + advanced analytics = anticipation

# Influence of Data on Air Operators

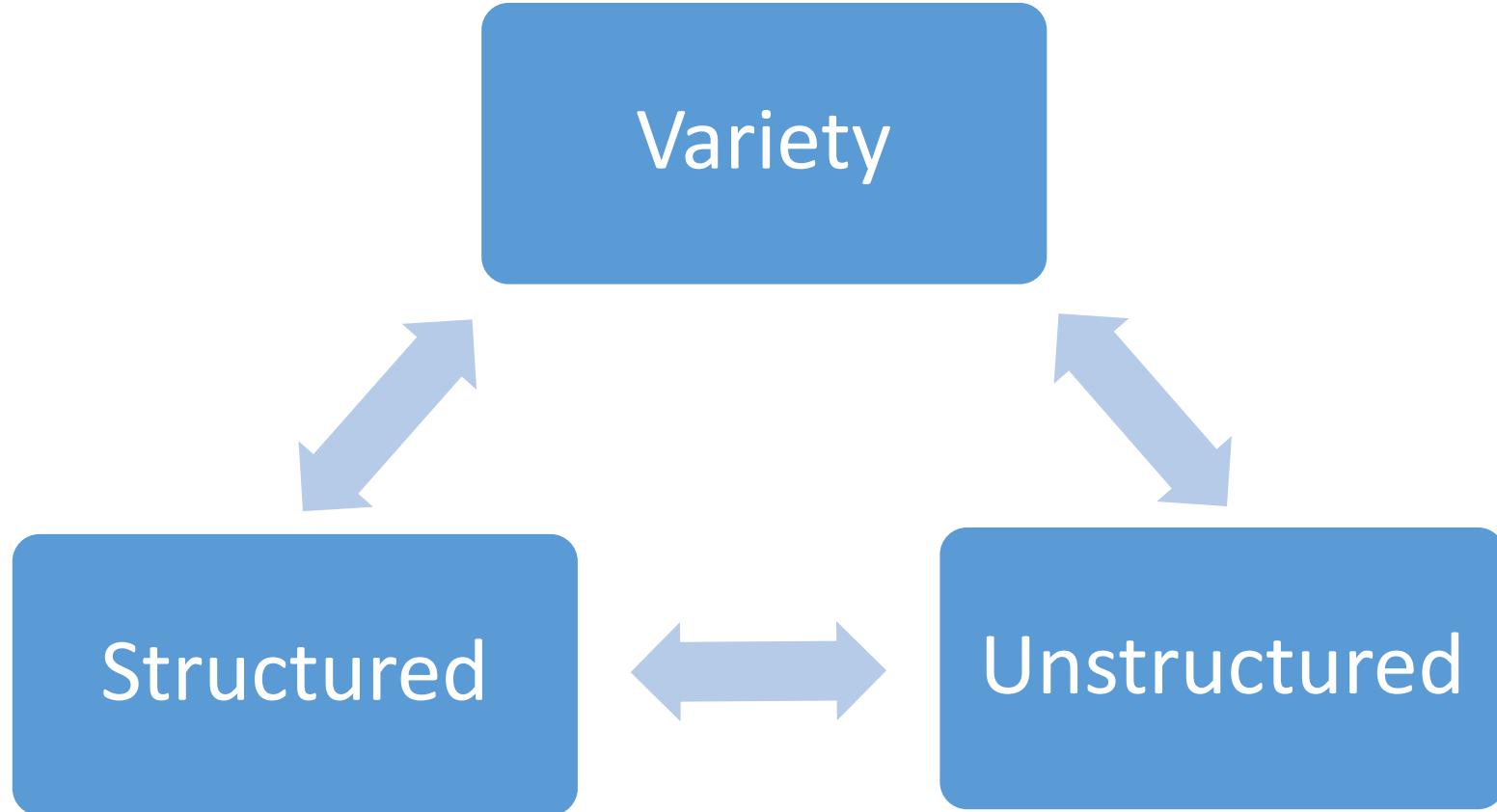


*Source: Professor Patrick Hudson (Safety Culture Ladder)*

# Collecting Data



# Using Data to enhance safety



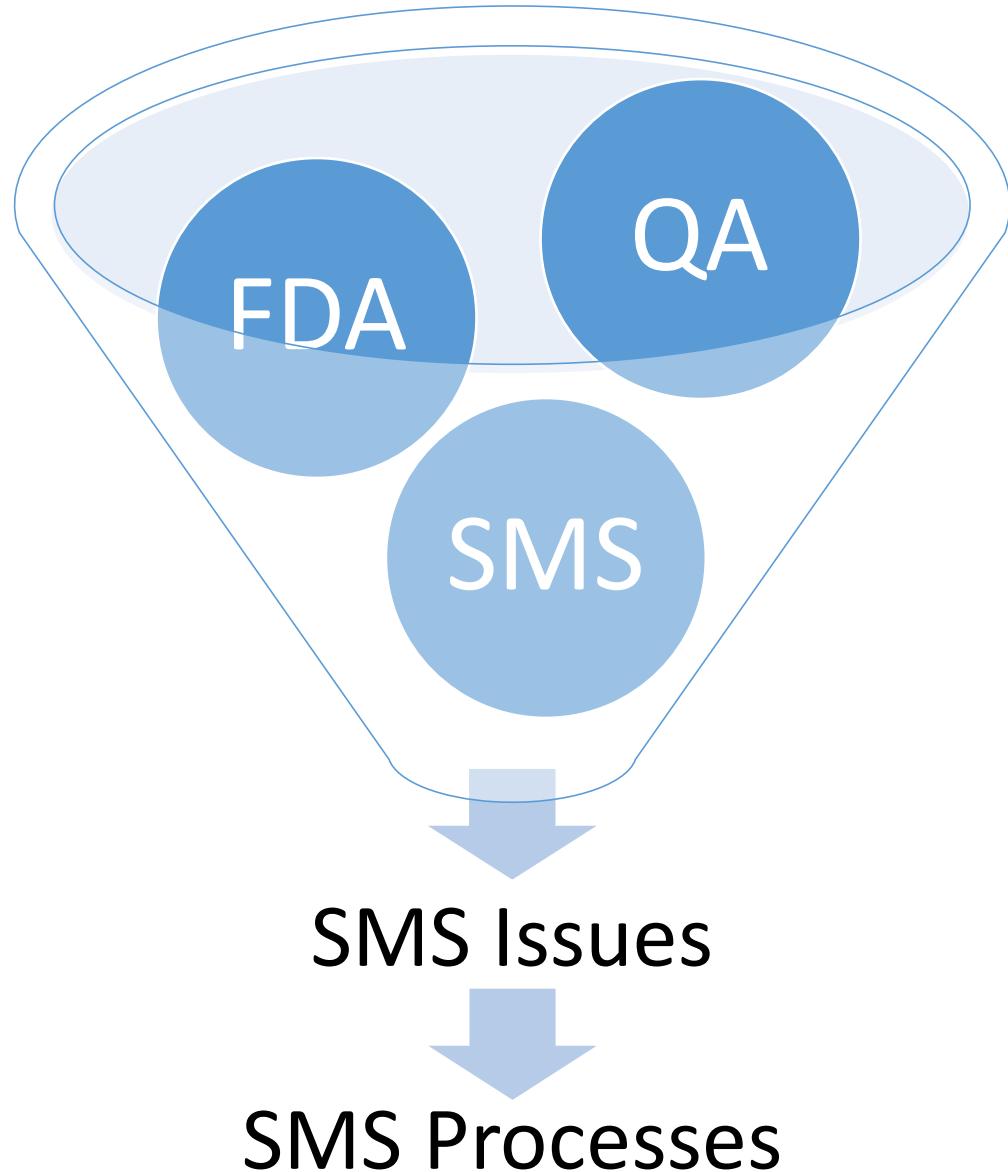
# Using Data to enhance safety



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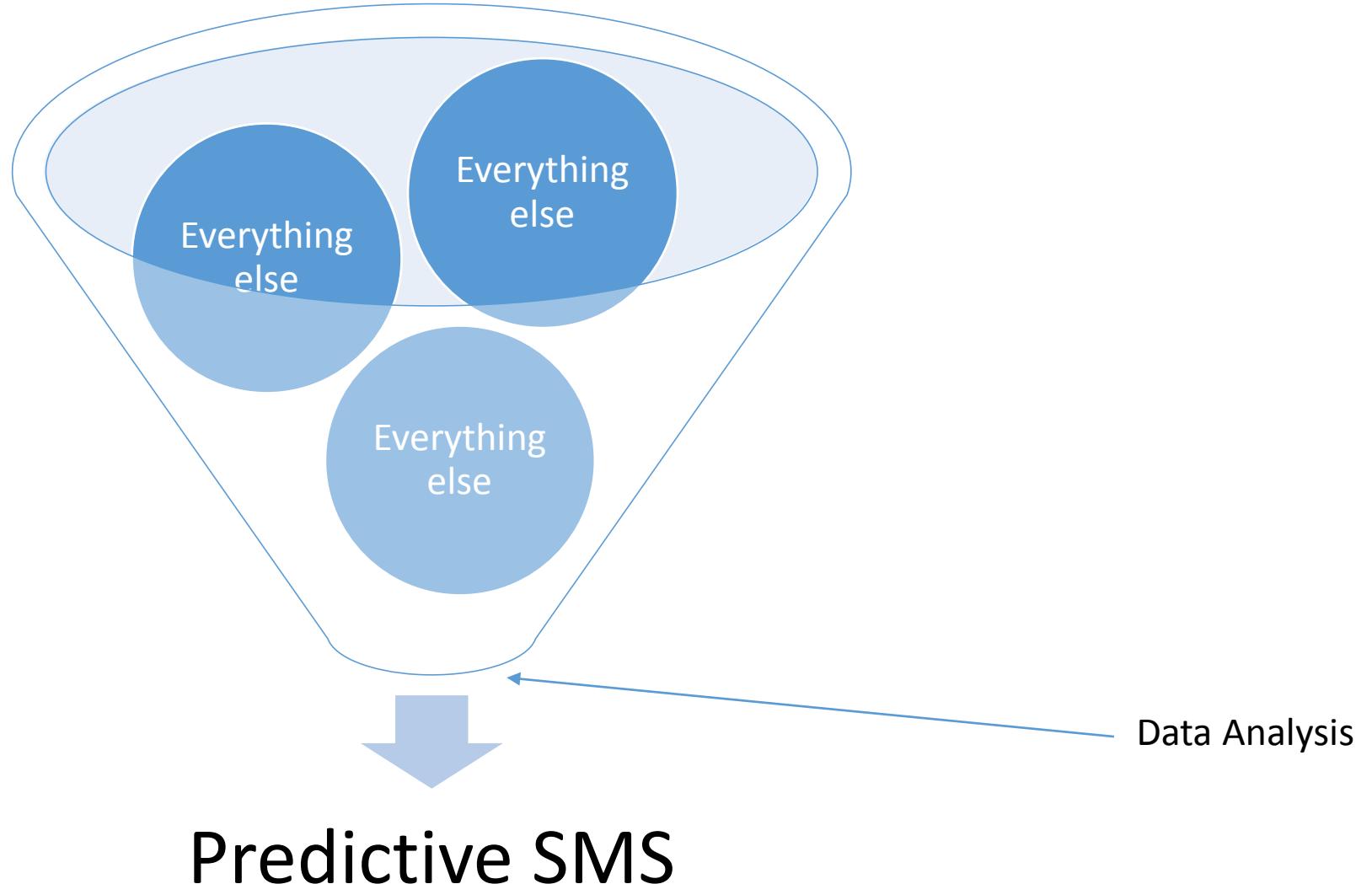
## Structured Data



# Using Data to enhance safety



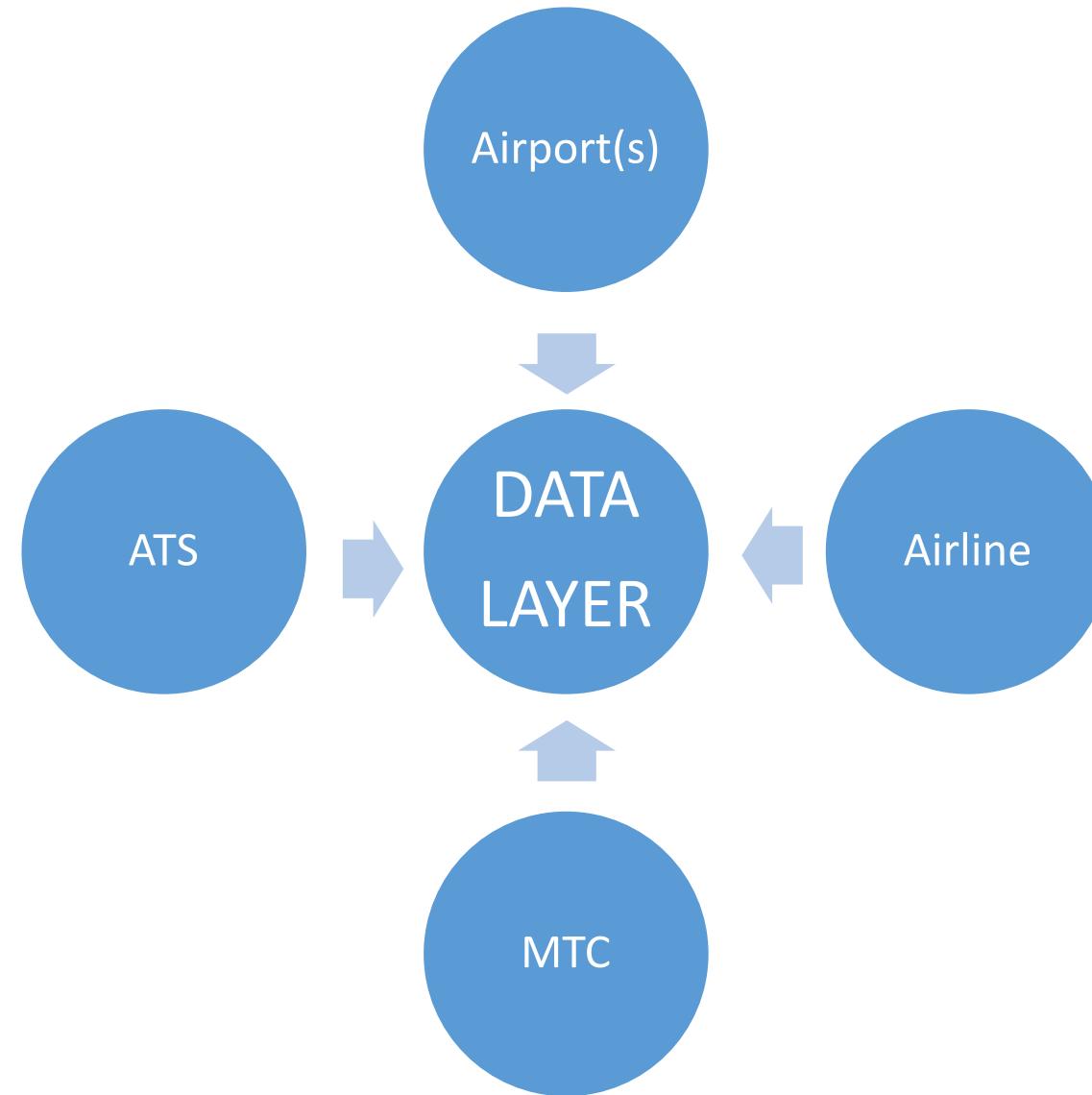
## Unstructured Data



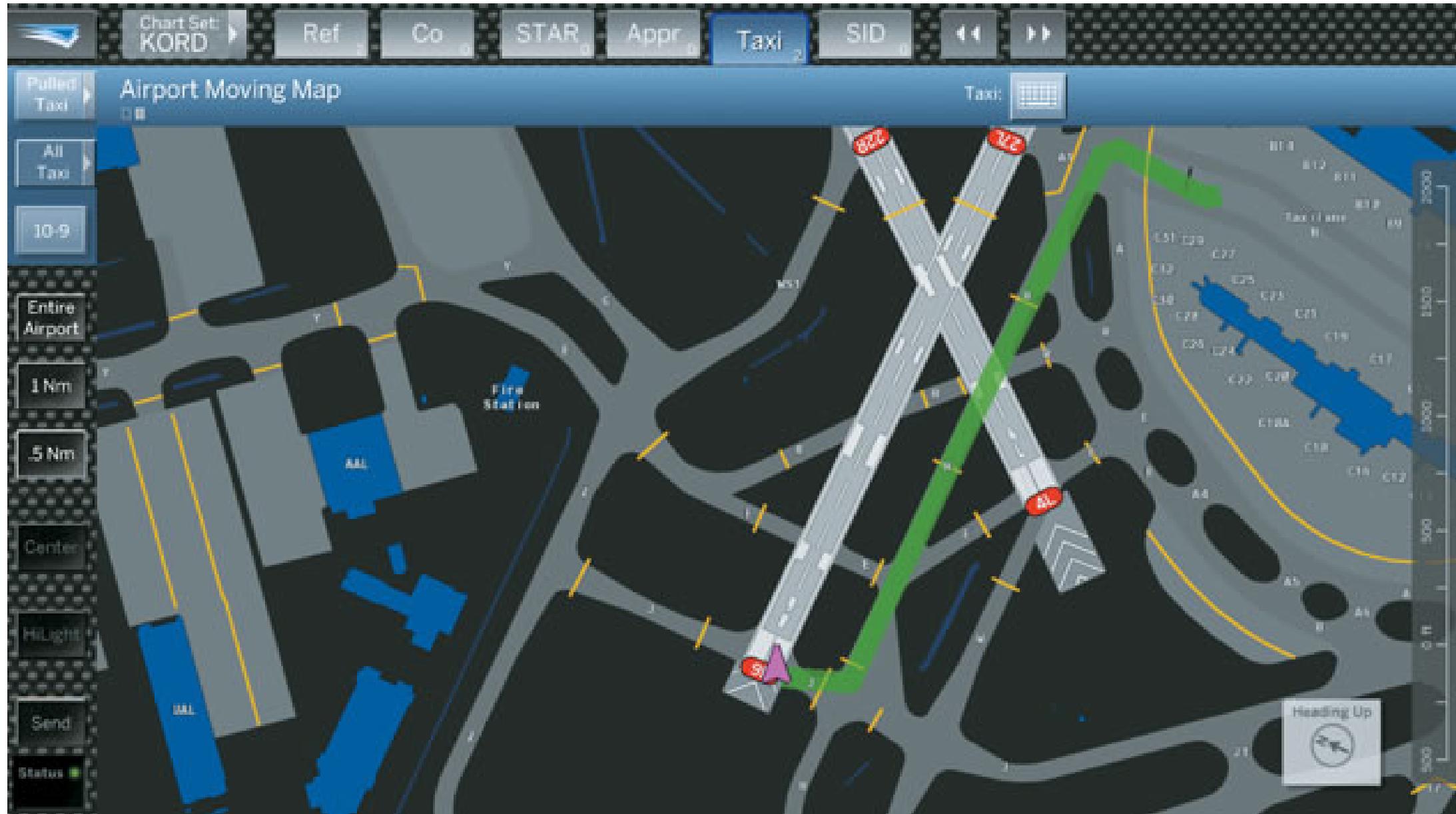
# Using Data to enhance safety



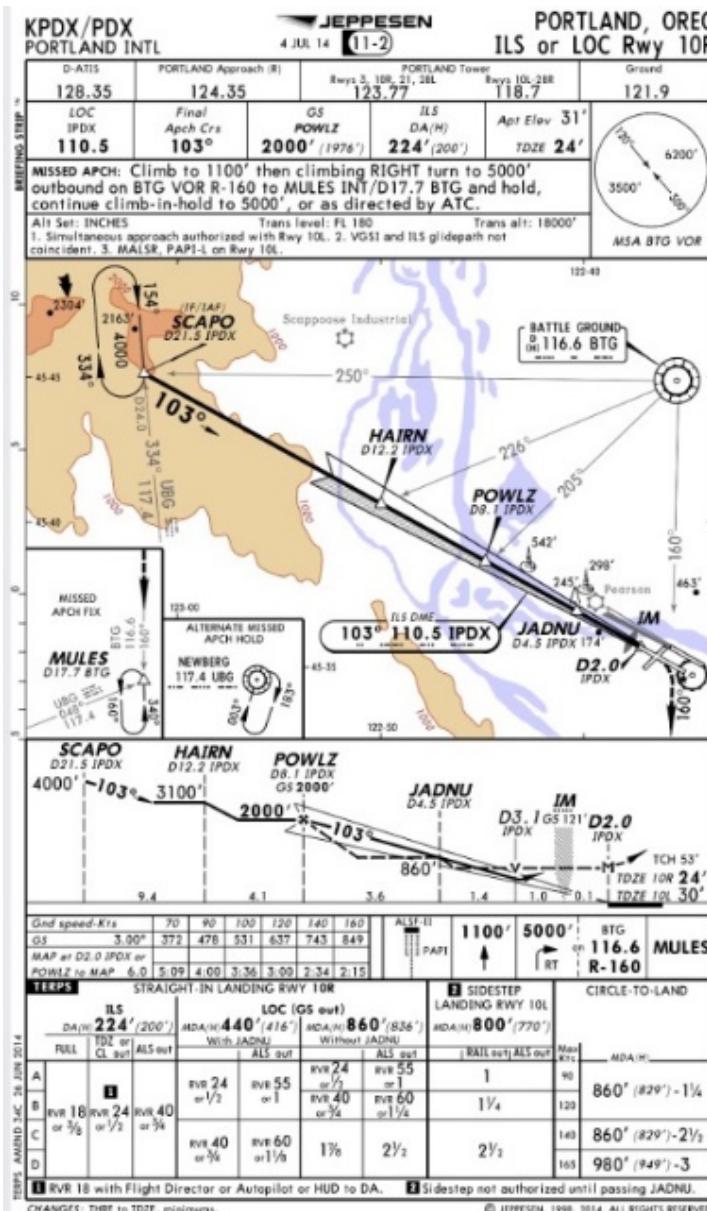
## Unstructured Data



# Examples



# Examples



# Examples



# Examples



Thank you for your attention

Now we will open up the floor for any questions