



# Data Based Decision Making

Air Canada Rouge

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# Who we are?



**AIR CANADA**

 AIR CANADA  
*rouge*



AIR CANADA  
VACATIONS



AIR CANADA  
EXPRESS



AIR CANADA  
CARGO

- Air Canada Rouge is a wholly owned subsidiary of Air Canada with it's own Air Operator Certificate, Management Team and Corporate Organizational Structure
- Established to facilitate market presence in key Leisure, Lower Yield Markets to allow
- Rouge operates under a Capacity Purchase agreement with Air Canada, and is also provided services by Air Canada and it's other key divisions and subsidiaries. Eg. Maintenance, Ground Handling etc.
- Air Canada Rouge maintains its own Safety Management System, IOSA Registration and Operational Oversight Activities.

*rouge* 

# Sources of our Safety Data

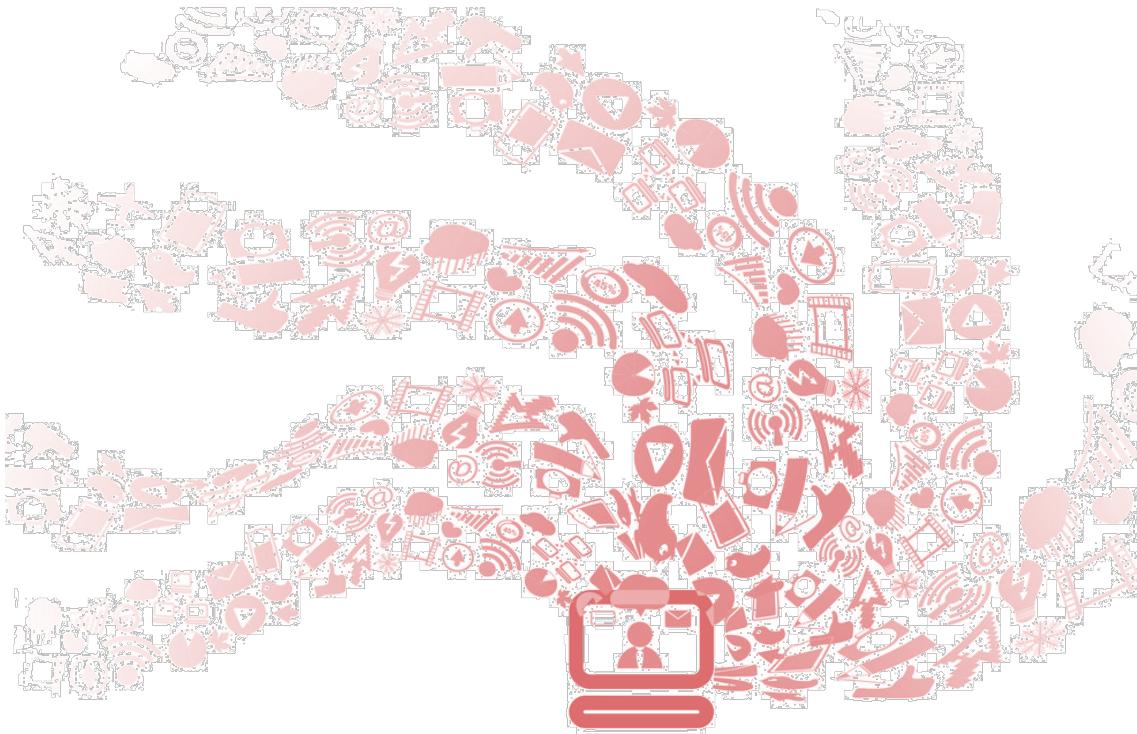


Safety Database



Now What?

# The problem with data is...



A mess of 1's and 0's!

So how do you make it effective?

- Understand your needs
- Understand your audience
- Deliver simple information

# Data Interpretation Solution

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Rouge is using an in-house system of dashboards based on the Microsoft Power Bi Platform to interpret and display safety data to the end users...

Data can be presented in almost real time, in a format that is best suited for the viewer depending on the level of involvement they have with the system...

# Data Interpretation Solution



# Data Interpretation Solution

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## Multiple Applications...

- Sr. Leaders can get the 30000' view of the organization...
- Department heads can dig into identified hazards and their causal/contributing factors...
- The front line employee can be better informed of the hazards they will be facing in new situations...

# Using Data To Drive Decisions

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- By developing customized dashboard our department heads and senior leaders can access the data they need in a way that is intuitive and easy to understand.
- Our data drives our Risk Profile which prioritizes the Safety Hazards of the organization.
- We rely on input

# Driving Data To The Front Line

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Data based decision making isn't just about how the senior leaders of the company make decisions.

Data driven to the front line in an appropriate format can help to inform their day-to-day decision making in the operation.

- Pilots can be better informed of the hazards associated with flying to a new destination.
- Cabin crew can be aware of cabin issues experienced on any given flight.
- Ground staff can be more aware of the hazards associated with their airports.

We have the ability to empower our front line staff to be more aware and accountable of their role in the SMS. Moving them from the “reporter” role to the “active decision maker role” by giving them access to data.