



PASSENGER DATA INTELLIGENCE

**BOOSTING NON-AERONAUTICAL REVENUES
FROM PASSENGERS' REVIEWS AND FEEDBACK
USING GENERATIVE ARTIFICIAL INTELLIGENCE**

PASSENGER-CENTRICITY FOCUS LIKE NEVER BEFORE !!

About *K. A. Consultants*

K.A. Consultants is a management consulting and data intelligence company with offices in Dubai, UAE, and New York, USA. We serve the largest players within the GCC region in various industries including Telecom, Banking, Oil & Gas, Airports, and Airlines. We have delivered powerful industry intelligence reports and Generative AI/NLP solutions with a high degree of accuracy. We have a Customer Intelligence unit that engages in analyzing structured and unstructured data that collects customer reviews and feedback for whole industries within a region, gaining our clients a huge advantage over their competitors and allowing them to secure higher ROI on **Sales, Product development, Marketing, and Branding efforts.**

Regional Passenger Intelligence Reports

These comprehensive reports are a hallmark of *K. A. Consultants'* service offerings. They are meticulously crafted, leveraging data from open sources to encapsulate customer reviews and feedback across entire industries within a region. This approach ensures that the reports are grounded in real-world passenger experiences and sentiments, offering an authentic perspective on passenger centricity. The intelligence gathered is not only extensive but also deeply insightful, reflecting the latest industry trends and technologies through the lens of passenger feedback. These reports are invaluable for clients, providing them with a competitive edge by informing sales, product development, marketing, and branding strategies. The inclusion of passenger views and feedback in these reports marks a significant advancement in understanding passenger dynamics.

Passnger Analytics and Scoring using NLP Prediction Models

Alongside the intelligence reports, *K. A. Consultants* specializes in advanced passenger analytics, underpinned by sophisticated natural language processing (NLP) prediction models. These models are adept at analyzing both structured and unstructured data, extracting nuanced insights from passenger reviews and feedback. The predictive capabilities of these models enable clients to anticipate market trends, passenger preferences, and potential shifts in consumer behavior. This foresight is crucial for making informed decisions, optimizing product offerings, and tailoring marketing campaigns to resonate more effectively with target audiences. The accuracy and reliability of these NLP models in scoring and analyzing passenger data are a testament to *K. A. Consultants'* expertise in the field of generative AI and data intelligence.

- Our main Services:**
- 1 Passenger Intelligence Reports**
 - 2 Private AI/NLP Solutions**
- Full description in the next pages

Passenger Intelligence Reports

Regional Passengers' Reviews Intelligence Report

We analyze online passenger reviews, utilizing sophisticated Natural Language Processing (NLP) algorithms to dissect sentiments, identify recurring themes, and extract meaningful insights. This highlights general consumers satisfaction, trends and shifts in behavior within industry.

Airport Service Reviews Report

Here we analyze the client's own passengers feedback. We categorize feedback, assess overall sentiment, and pinpoint specific areas of improvement or passenger pain points. Integrating this qualitative analysis with the client's quantitative data, like sales figures or passenger demographics, allows for a holistic understanding of passenger experience.

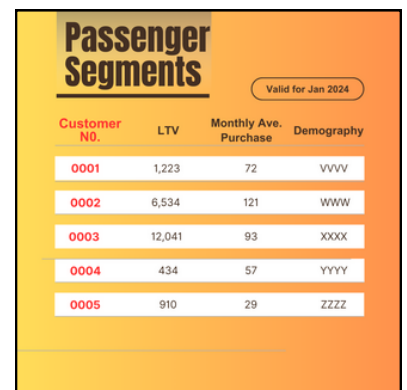
Focused Competition Intelligence Report

This is a deep dive into the competitive landscape. Utilizing AI to process and analyze competitor's public data, social media, financial reports, and passenger reviews, we provide comprehensive insights into competitors' strategies. This is to identify their strengths, weaknesses, opportunities, and threats, enabling our client to formulate informed strategies to outperform their competition.

Private AI/NLP Solutions

AI/ML Passenger/Product Segmentation

We apply AI/ML algorithm to segment passengers/products based on various features such as behavior, demographics, and transaction patterns. This unbiased segmentation helps in identifying distinct passenger segments, allowing for more targeted and high-ROI marketing strategies.

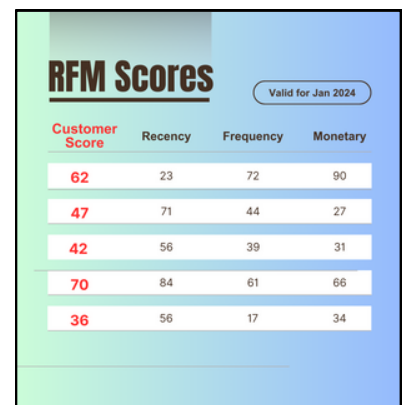


Passenger Segments (Valid for Jan 2024)

Customer NO.	LTV	Monthly Ave. Purchase	Demography
0001	1,223	72	VVVV
0002	6,534	121	WWW
0003	12,041	93	XXXX
0004	434	57	YYYY
0005	910	29	ZZZZ

Passengers/Products RFM Scoring

Our scoring models rate passengers on various scales, such as monetary, frequency, or recency. This scoring is based on a comprehensive analysis of historical passenger data, which helps identify the most valuable passengers /products, by understanding their behavioral patterns.



RFM Scores (Valid for Jan 2024)

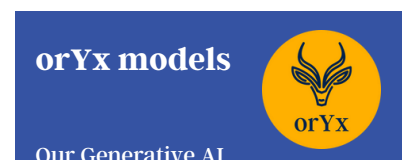
Customer Score	Recency	Frequency	Monetary
62	23	72	90
47	71	44	27
42	56	39	31
70	84	61	66
36	56	17	34

Monthly Reporting Solution

Our automated reporting solution combines AI-generated insights with traditional data metrics. Using business intelligence tools, these reports are not just comprehensive but are also customized to highlight key metrics and insights relevant to the passenger's score.

Predictive New-Product Scoring

Utilizing predictive analytics, focus is on evaluating new products. By analyzing data from existing products, we develop models that score new products based on conversion rates and propensity for cross & upselling. This also helps maximizing marketing efficiency and ROI.



Passenger Intelligence Reports

Airport - DutyFree

PROCESS

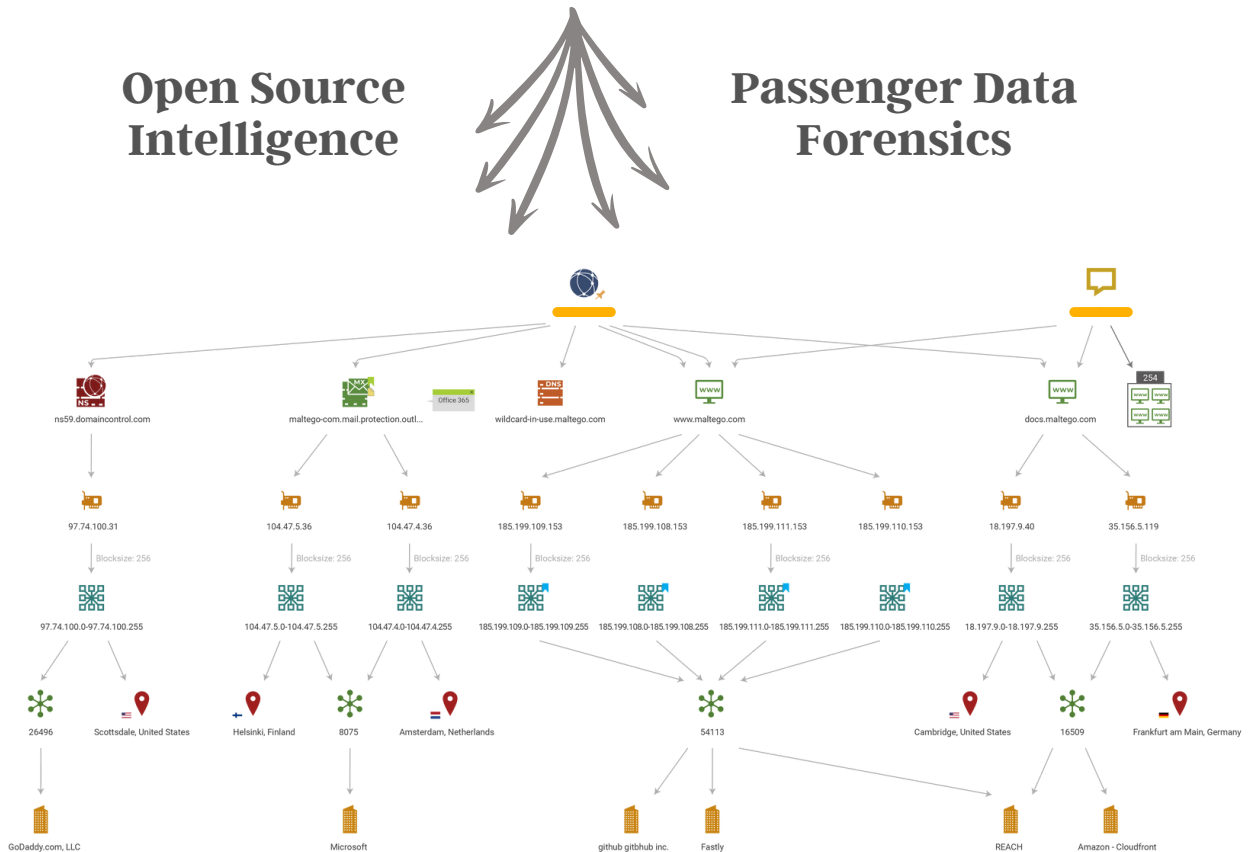
Region : Oman | **Product** : Revenues | **Datapoints** : Passenger Reviews
Type : Airport DutyFree Report - Non-Aeronautical Revenues (Airside)
Player/s : Muscat International Airport

We run a Full-Web Surveillance for gathering and scraping these customer reviews data

Passenger Concerns	Passenger Preferences	Product Dev.	Marketing	Predictive Analytics	Cultural Adaptation	Risk Mgt
about Products	about Products	current needs	latest news	consumer behavior	cultural nuances	economic indicators
about Customer Serv.	about Customer Serv.	requested features	customers feedback	growth areas	local trends	regulatory trends
about Prices	about Prices	advanced technology	trend analysis	trend forecast	current themes	environment factors

Open Source Intelligence

Passenger Data Forensics



Private AI/NLP Solutions

The transformative power of ML (Machine Learning) in passenger or product segmentation, particularly when combined with scoring methods like RFM (Recency, Frequency, Monetary value), is profound. It becomes even more impactful when merged with insights from passenger reviews sourced from surveys and online reviews. Our orYx NLP / Generative AI solution plays a pivotal role in this process, offering these several key deliverables:

Unbiased Passenger/Product Segmentation

Traditional segmentation methods can be subjective and reliant on human interpretation. ML algorithms, on the other hand, objectively analyze large datasets to identify patterns and groupings that might not be apparent otherwise. These algorithms can segment passengers or products based on various factors, including purchasing behavior, preferences, and engagement levels. The unbiased nature of this segmentation allows businesses to understand their market and passenger base more accurately.

Predictive Scoring on Segmented Passengers/Products

Our orYx models which incorporate RFM scoring can predict future passenger behavior by analyzing past actions. This involves assessing how recently and frequently a passenger has made purchases and the monetary value of these purchases. By integrating NLP capabilities, these models can also extract sentiment and thematic patterns from textual data, such as passenger reviews or feedback, providing a more nuanced understanding of passenger satisfaction and preferences.

Assigning New Products with relevant Scores and Segments

One of the most significant advantages of an AI solution like orYx is its ability to not only analyze existing product data but also to predictively score and segment new products. This is achieved by leveraging the patterns learned from existing data and applying them to new entries. This predictive capability ensures that new products are quickly and accurately integrated into the company's marketing and sales strategies.

Integration of the above elements through orYx models significantly enhances ROI :

Sales : By understanding passenger segments and individual preferences, sales teams can tailor their approaches, leading to more effective upselling and cross-selling strategies.

Marketing : Segmentation and predictive scoring enable more personalized and targeted marketing campaigns. Marketers can design campaigns that resonate more with specific segments, increasing engagement and conversion rates.

Product Development : Insights from passenger feedback can inform product development, ensuring that new products or features are aligned with passenger needs and preferences.

Branding : Understanding passenger sentiment and preferences helps in crafting a brand image and messaging that appeals to the target audience, enhancing brand loyalty and recognition.

DATA MAPPING & INTELLIGENCE GATHERING

THE USE OF NLP (NATURAL LANGUAGE PROCESSING) AND GENERATIVE AI IN COMPETITION DATA GATHERING IS TRANSFORMING THE LANDSCAPE OF INDUSTRY INTELLIGENCE.

DEPLOYING “OSINT” OPEN SOURCE DEEP INTELLIGENCE!

THE COLLECTION AND ANALYSIS OF DATA FROM PUBLICLY AVAILABLE SOURCES.

THE BENEFITS OF THIS KIND OF INTELLIGENCE ARE SIGNIFICANT; IT'S UNCLASSIFIED, LIVE, ACCURATE, ACCESSIBLE AND HIGHLY EFFECTIVE.



HERE'S AN OVERVIEW OF HOW OUR INTELLIGENCE REPORTS ENHANCES DECISION MAKING:

SENTIMENT ANALYSIS

BY ANALYZING CUSTOMER SENTIMENTS TOWARDS PRODUCTS, BRANDS, AND TRENDS, OUR CLIENTS CAN ADJUST THEIR STRATEGIES ACCORDINGLY. NLP ENABLES THE IDENTIFICATION OF POSITIVE, NEGATIVE, OR NEUTRAL SENTIMENTS IN TEXTUAL DATA, PROVIDING INSIGHTS INTO CONSUMER PREFERENCES AND BEHAVIORS.

PERSONALIZED MARKETING

WE ALLOW AI SEGMENTATION TO CREATE PERSONALIZED CONTENT FOR INDIVIDUAL PASSENGERS SEGMENTS. THIS INCREASES ENGAGEMENT AND PASSENGER LOYALTY, AS MARKETING EFFORTS ARE TAILORED TO MEET THE SPECIFIC INTERESTS AND NEEDS OF EACH PASSENGER SEGMENT.

ENHANCED FORECASTING

OUR MODELS ARE USED FOR MORE ACCURATE DEMAND FORECASTING AND RESOURCE ALLOCATION, ENSURING THAT OUR CLIENTS ARE BETTER PREPARED FOR FUTURE CHALLENGES AND OPPORTUNITIES.

INDUSTRY MARKET RESEARCH

WE PROCESS VAST AMOUNTS OF UNSTRUCTURED DATA FROM VARIOUS SOURCES LIKE NEWS ARTICLES, SOCIAL MEDIA, BLOGS, AND FORUMS. THIS ALLOWS FOR DEEP MARKET ANALYSIS AND TREND SPOTTING, GIVING OUR CLIENTS A COMPETITIVE EDGE BY STAYING AHEAD OF MARKET SHIFTS.

PREDICTIVE ANALYTICS

WE CREATE PREDICTIVE MODELS BASED ON HISTORICAL DATA AND PASSENGER SENTIMENTS. THIS ASSISTS OUR CLIENTS IN ANTICIPATING FUTURE MARKET TRENDS, PASSENGER NEEDS, OR POTENTIAL RISKS, ALLOWING FOR PROACTIVE STRATEGY DEVELOPMENT.

COMPETITIVE BENCHMARKING

WE CONTINUOUSLY MONITOR INDUSTRY COMPETITION ACTIVITIES, FROM PRODUCT LAUNCHES TO MARKETING CAMPAIGNS, PROVIDING VALUABLE INSIGHTS ON INDUSTRY STRATEGIES. THIS INFORMATION HELPS OUR CLIENTS TO BENCHMARK THEIR PERFORMANCE AND ADAPT THEIR STRATEGIES FOR BETTER MARKET POSITIONING.

**True Business Power
Starts with Functional
DATA**



YOUR DIRECT BENEFITS FROM OUR ORYX INTELLIGENT MODELS & REPORTS

- **PASSENGER CENTRICITY FOCUS** LIKE NEVER BEFORE WITH HIGH ACCURACY.
- **DEVELOP INDUSTRY KNOWLEDGE** SUPERIOR TO YOUR COMPETITION.
- **IDENTIFY PASSENGERS PREFERENCES** AND PAIN POINTS, OBJECTIVELY.
- **TACKLE STRENGTHS & WEAKNESSES** EXTRACTED FROM PASSENGER INSIGHTS.
- **BOOST ROI ON EFFORTS** IN SALES, MARKETING, AND PRODUCT DEVELOPMENT.
- **OFFER ACCURATE VALUE PROPOSITION** BASED ON PASSENGERS PERSPECTIVES.
- **IMPROVE BRAND AWARENESS** BASED ON VISION AND PUBLIC PERCEPTION.



Data (not cash) is KING

Functional data with intelligent architectural processing

