Broward County’s Fort Lauderdale-Hollywood International Airport takes business intelligence to new heights with Pyramid Analytics

SHAPING THE NEW ERA OF AIRPORT ANALYTICS

The Challenge: Between parking, shopping, eating, and flying, the gatherable data at an airport of this size can be overwhelming. Pulling usable numbers out of that sea of data was both a challenge and a waste of time for skilled analysts who were spending too much time wrangling data instead of analyzing it. Broward County Aviation needed a business intelligence solution that would provide governed access to the insights hidden within operations data spread across a multitude of systems. They needed to organize and present the insights each function and department needed individually and as a whole for greater understanding in order to make informed decisions.

The Solution: Pyramid Analytics partnered with AAJ Technologies to provide an end-to-end enterprise BI solution which enabled Broward County Aviation to produce 49 Dashboard views for the review and management of business operations. Broward County now has three completed data models – a Statistics model for gross sales and passenger information, a Billing Transaction model for general ledger/accounting, and a Parking model. Building and blending these models has enabled Broward to view reports in a way that makes sense, is automated, and gives much deeper perspective and meaning – ultimately helping to make better business decisions.

Blending together data from parking and concessions gave insights that were previously unavailable.

Fort Lauderdale-Hollywood International Airport (FLL) and North Perry Airport (HWO), a general aviation airport, form a diverse and dynamic airport system. This airport system serves the needs of 24.6 million annual passengers and general aviation community throughout South Florida.

FLL is ranked 21st in the U.S. in total passenger traffic and 13th in domestic origin and destination passengers. There are more than 300 departure and 300 arrival flights a day. FLL offers nonstop service to more than 100 U.S. cities and flights to Canada, Bahamas, Caribbean, Mexico, Latin America, and Europe.

FLL averages 621 commercial flights per day on 30 airlines. There are also 125 private flights. Each day over 67,000 travelers pass through the four terminals.

“We used Pyramid to perform analysis on the transactions and revenue of short term parking in the garages. The Pyramid solution led to our decision on the rate structure with regard to both new offerings and adjusting current parking pricing. If we had not had this data on the daily parkers, the result would have meant lost parking revenue for the airport.”

- Douglas Wolfe, Chief Financial Officer
Based on this initial success, Broward County Aviation plans to expand their use of Pyramid Analytics in the coming year both to include further parking data and to include additional models such as, “an Airport Operations Data Model which contains all of our gates, flights, and other airport real time data. Connecting that to geospatial data will help us better learn where our customers are and when.”

“Pyramid Analytics enabled us to change our parking business model by unlocking previous data insights we could not get to.”

-Douglas Wolfe, CFO - Broward County Aviation