Problem Statement - IndiGo

We would like to craft personalized travel experience for 5.2mn passengers who travel with us monthly, by rapidly making meaningful changes to PaxEx across touchpoints. How can AI and Big Data help IndiGo, the leading low-cost carrier, create 'one in a million experience' for every single customer? Also, accelerate personalized ancillary upsell throughout the travel journey of its leisure and business travellers?