**Week 5**

**Article #1: Innovating with Airborne Analytics**

What are the three areas of focus for their strategy for the next 3-4 years? Give examples of what they are doing

* Operational efficiency/improved performance – using analytics on engine performance data to increase reliability and help reduce fuel burn; optimize crew and shift deployment
* Customer intimacy – use analytics to look at frequent flyer preferences and assess flying preference; look at click-stream data to see what customers are viewing; look at customer complaint data to see if there’s trends about meals, seats, or service
* Innovation – using data and analytics to drive new customer experiences; created a small team of young people to come up with solutions to problems

What are the challenges with hiring data scientists?

* They are expensive to employ full time

What are the risks trying to use technology in the organization? Give an example of each

* Interoperability –
* Data security –
* Proper taxonomies –
* Data ownership –
* People not using judgement – people don’t have the ability to reason or put data results into context

**Article #2: A New, Analytics-Based Era of Banking Dawns at State Street**

What were the key questions that they asked which analytics could help?

* How do I better manage, measure, visualize and report on risk?
* How do I deal with all of this regulatory change?
* How do I continue to find new sources of return?
* What new types of investments, asset classes and geographies do I have to expand into to achieve better yields?
* How do I keep my costs down, and how do I make sure I’m getting a fair shake in my trading activity?

What was the challenge of launching analytics at State Street?

* Being a large company and not being able to move as fast as smaller competitors
* Inspiring the different elements pulled together to become part of SSGX, as opposed to remaining culturally unassimilated
* Becoming nimble and market-savvy

How do they continue to push analytics forward?