



MARKETING INTELLIGENCE TRACKING TOOL

PROYECTO FIN DE CARRERA – PLAN 96

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FECHA DE PRESENTACIÓN: 9 JULIO 2018



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PLANTEAMIENTO DEL PROBLEMA

CONTEXTO Y MOTIVACIONES

- Departamento de marketing: Global Sales Planning (GSP)
- Uno de los principales GDS del mundo (Global Distribution System)

amadeus

- Empresa internacional: +16.000 empleados en 195 países:

- Madrid: sede central
- Sophia Antipolis, cerca de Niza (Francia): desarrollo de SW
- Erding, cerca de Munich (Alemania): base de operaciones
- Varias ACO (Amadeus Comercial Organizations) repartidas por diferentes países en todo el mundo

Bayes  **Forecast**

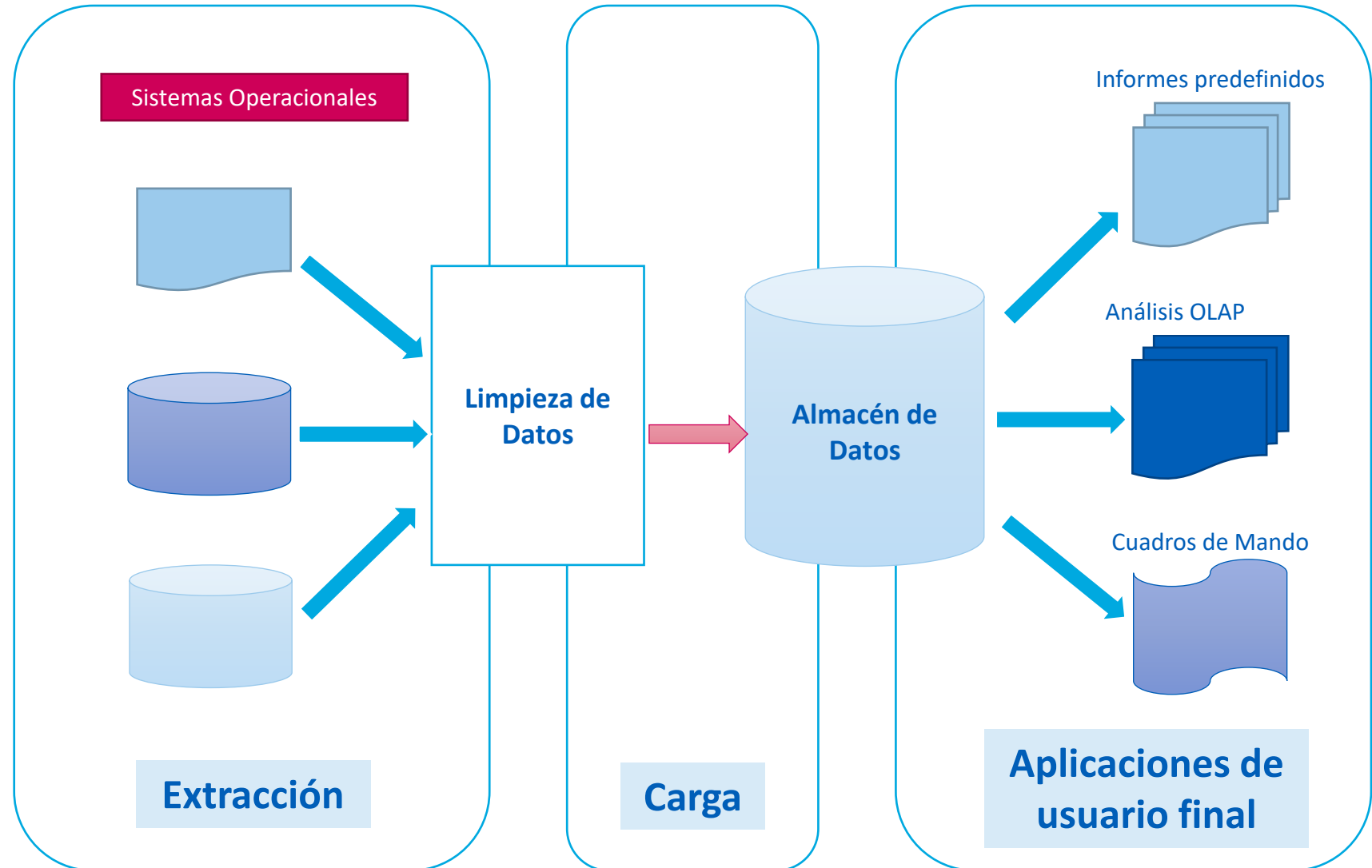
- Empresa de analítica de datos que desarrolla sistemas de medición, previsión y decisión con los datos de operación de sus clientes



PLANTEAMIENTO DEL PROBLEMA

DESCRIPCIÓN DEL PROBLEMA

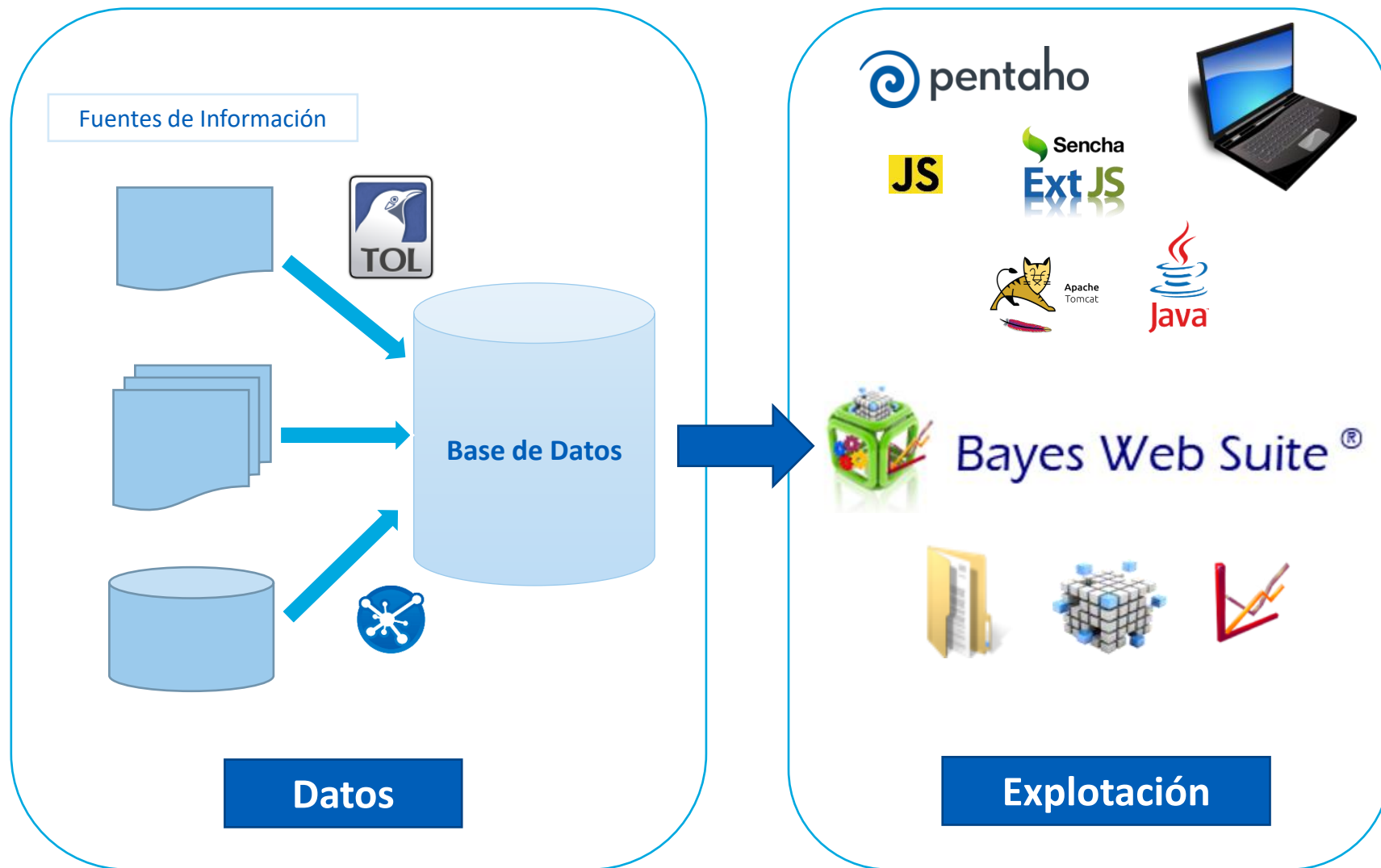
- _Proyecto de BI
- _Desarrollo de una base de datos analítica
- _Procesos de carga de datos
- _Explotación de la información: herramienta web



PLANTEAMIENTO DEL PROBLEMA

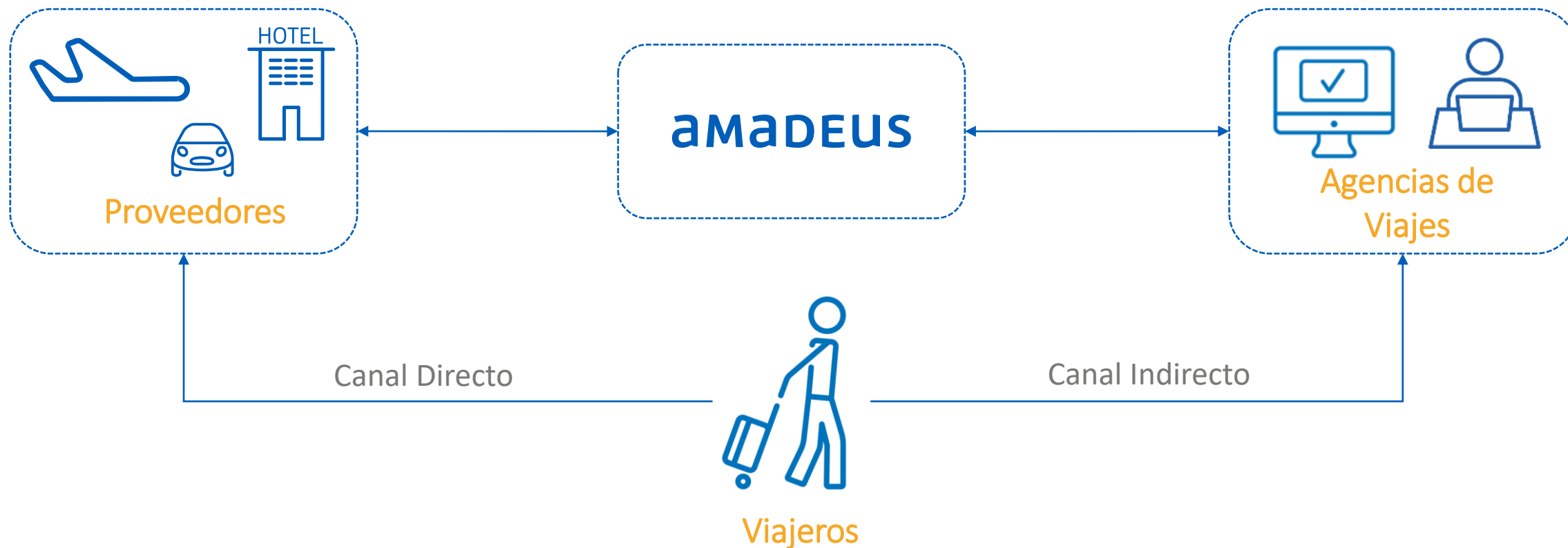
SOLUCIÓN PROPUESTA

- _ Nueva base de datos con información del negocio
- _ Procesos de carga
- _ Aplicación web basada en un producto existente en el portfolio de Bayes Forecast: Bayes Web Suite (BWS)



ESTADO DEL ARTE

MODELO DE NEGOCIO



ESTADO DEL ARTE

SISTEMA ACTUAL



ESTADO DEL ARTE

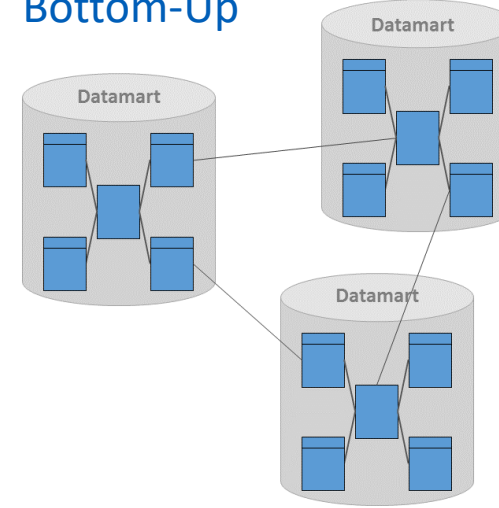
TÉCNICAS Y METODOLOGÍAS

_ DATA WAREHOUSE (DW): repositorio de datos corporativos estratégicos, tácticos y operativos. Información de interés generada por la actividad de una empresa u organización

_ DATA MART (DM): subconjunto físico/lógico del DW preparado para la consulta y análisis de la información de un área específico del negocio

_ PROCESOS ETL (Extract, Transform y Load)

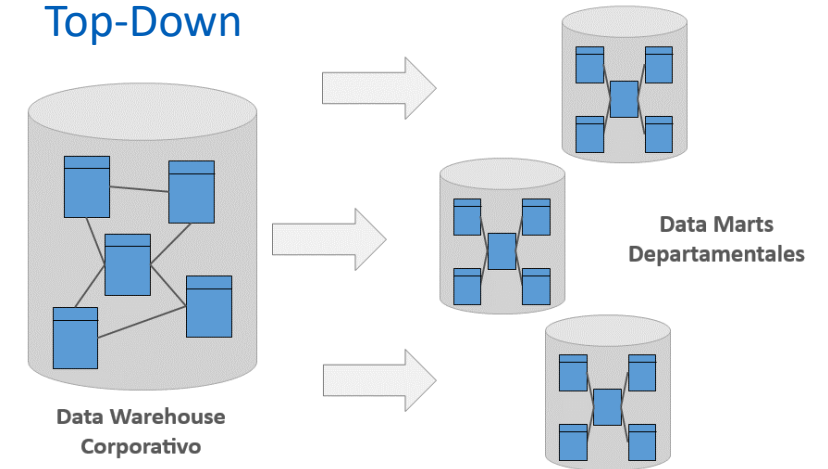
Bottom-Up



Características:

- Orientado a temas
- Integrado
- Variante en el tiempo
- No volátil

Top-Down

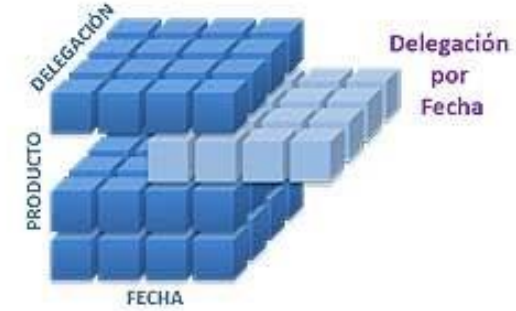
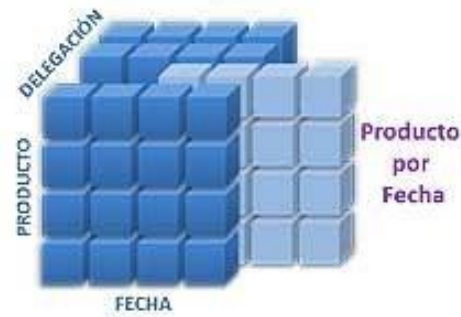


ESTADO DEL ARTE

TÉCNICAS Y METODOLOGÍAS

_MODELO MULTIDIMENSIONAL

- Hechos
- Dimensiones → SCD

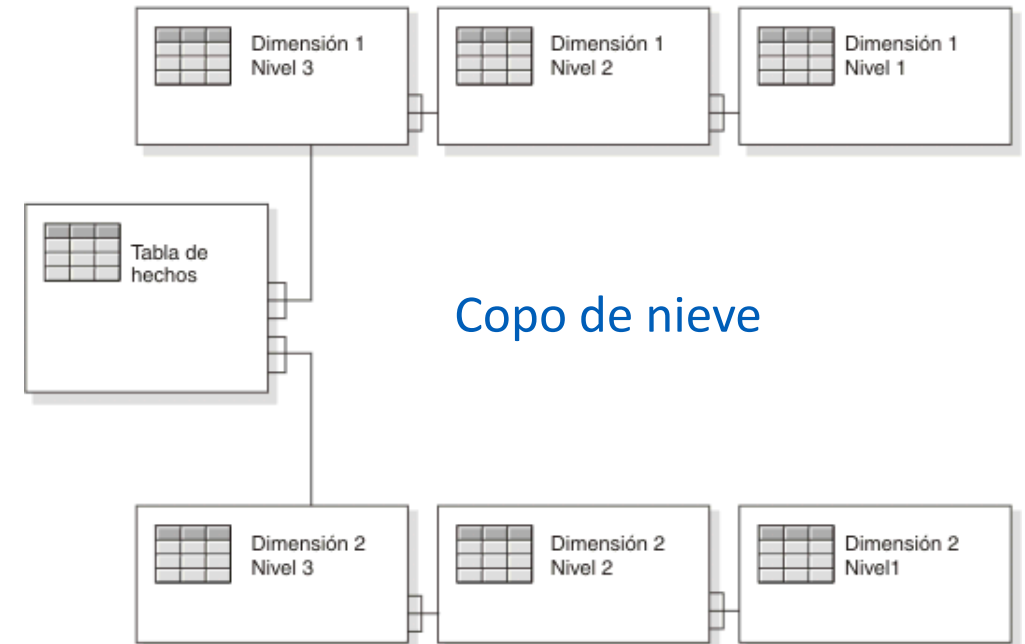


_ESQUEMAS DE DISEÑO

- Estrella
- Copo de nieve



Estrella



Copo de nieve



ESTADO DEL ARTE

TECNOLOGÍAS

_BASE DE DATOS:



_PROCESOS ETL

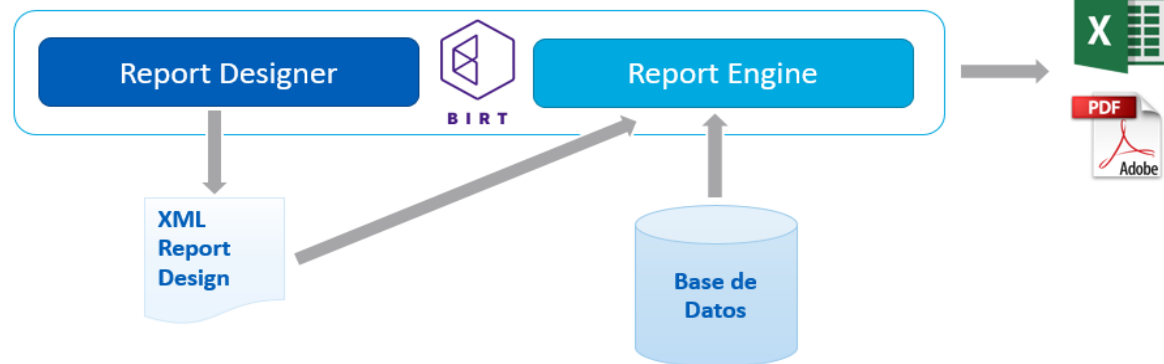
- Pentaho Data Integration (PDI) 
- TOL (Time Oriented Language) 
 - Process Manager: centralización y gestión de procesos ETL

_CUBOS OLAP: Mondrian

- Motor de consulta de cubos OLAP (ROLAP)

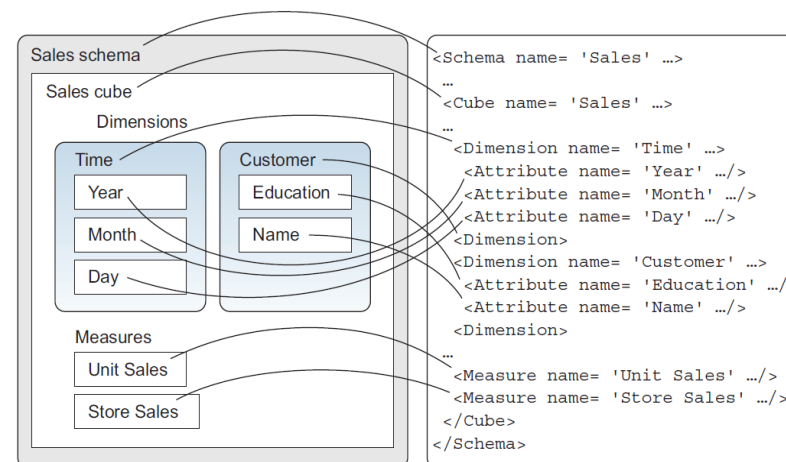


_INFORMES: BIRT



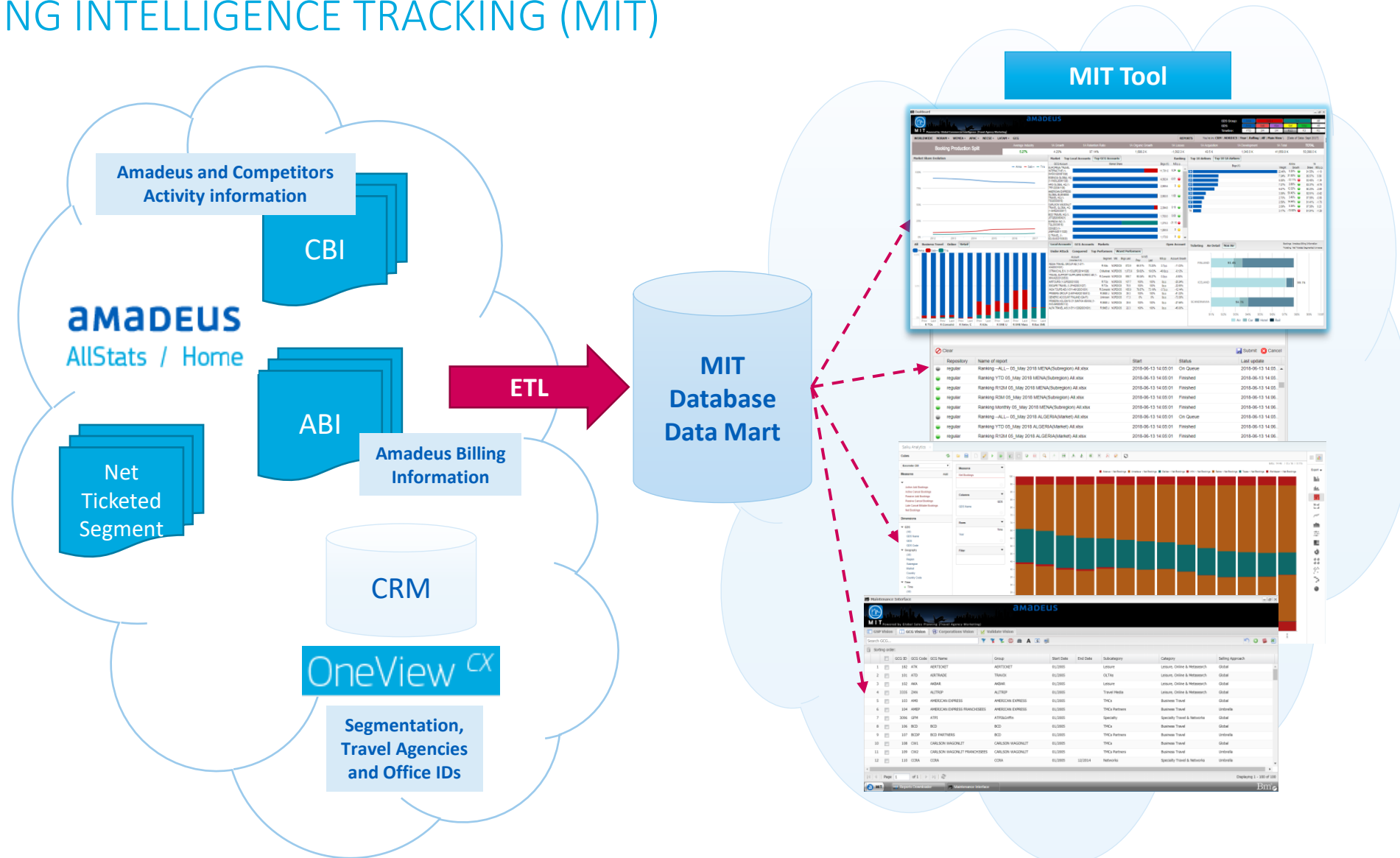
_DESARROLLO WEB:

- HTML
- CSS
- JS
- JAVA



DESARROLLO DE LA SOLUCIÓN

MARKETING INTELLIGENCE TRACKING (MIT)



DESARROLLO DE LA SOLUCIÓN

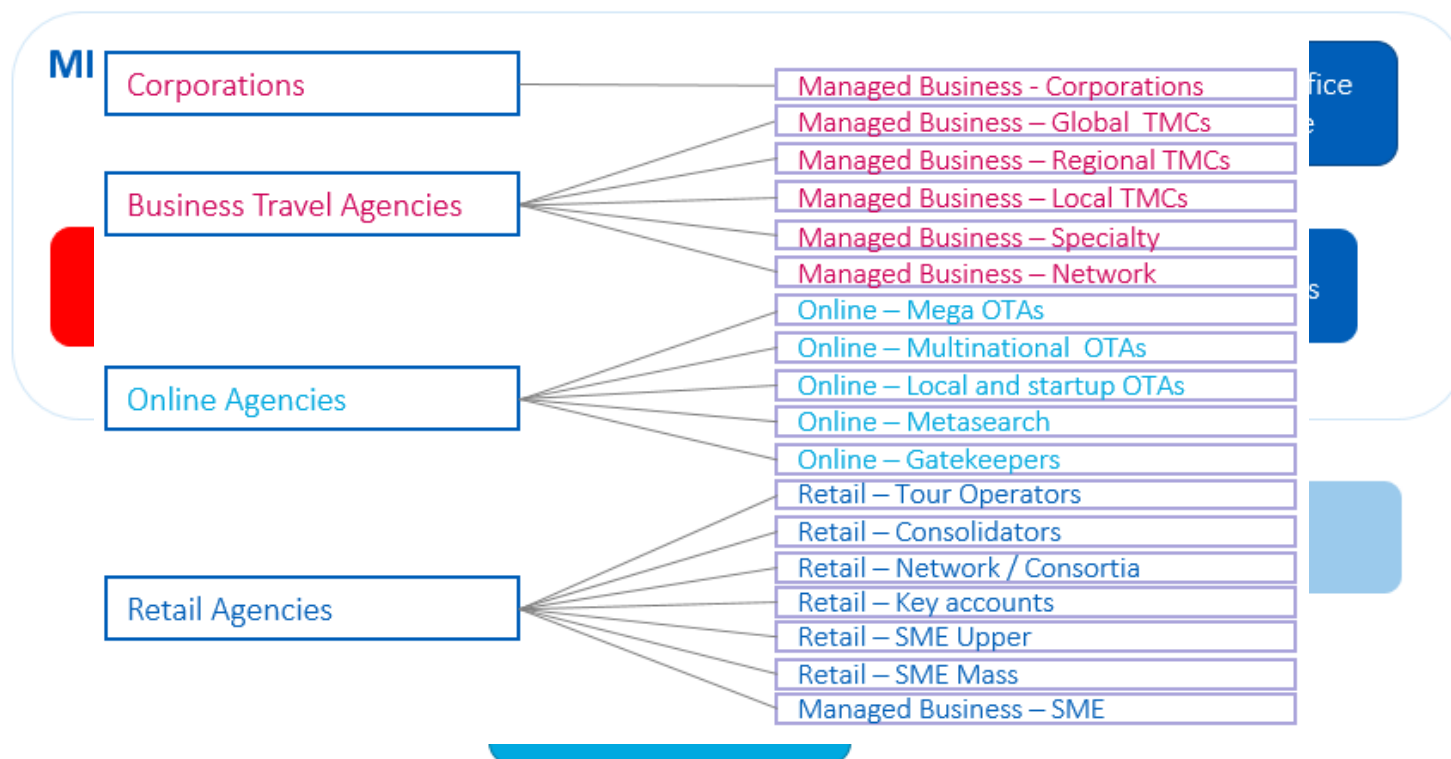
ANÁLISIS DE FUENTES DE INFORMACIÓN

_CBI (Competitive Business Intelligence): **actividad** aérea agencias de viajes en GDS

_ABI (Amadeus Billing Information): **facturación** transacciones agencias de viajes en sistemas de Amadeus. Negocios Air, Hotel, Car y Rail

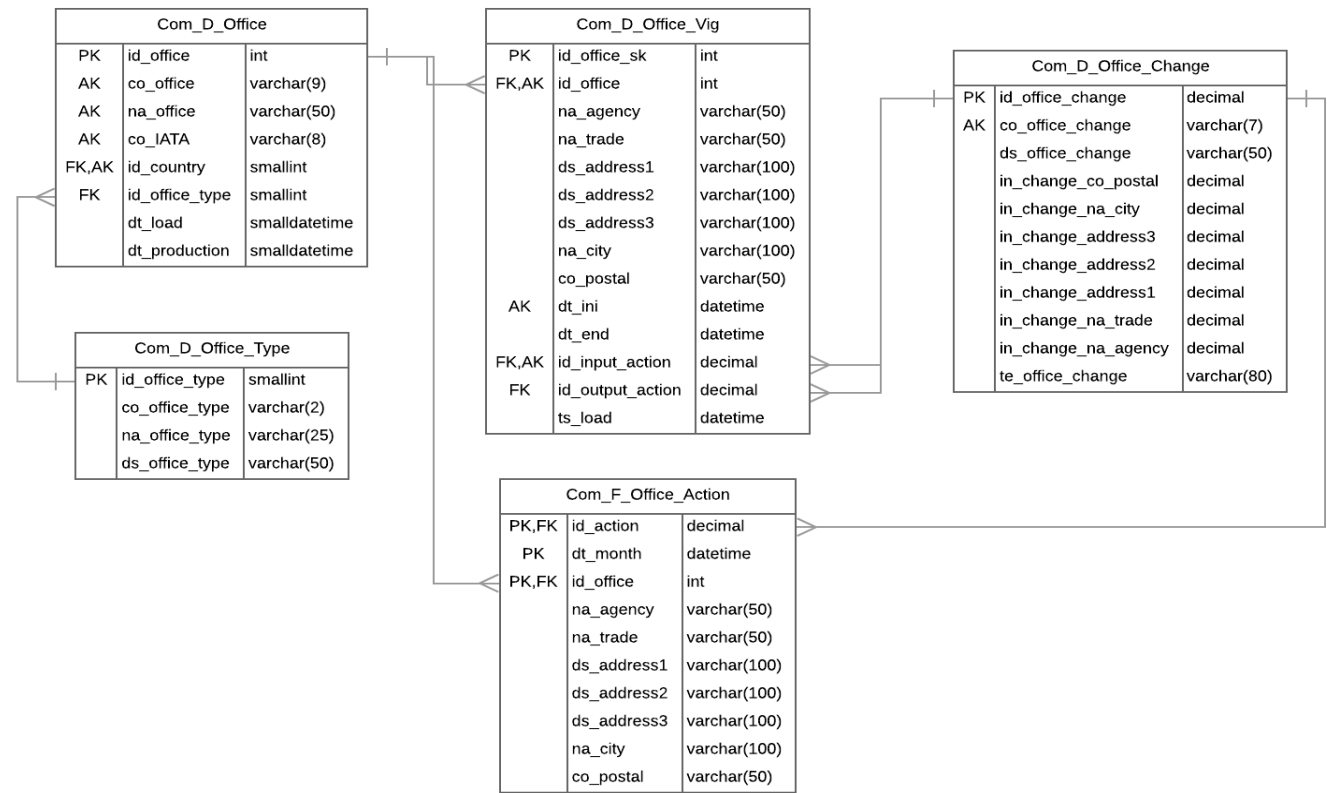
_NET TICKETED SEGMENT: **tickets**
actividad aérea emitidos por agencias de viajes clientes de Amadeus

_CRM ONE VIEW CX: relación oficina-agencia de viajes y segmentación de marketing



DESARROLLO DE LA SOLUCIÓN

MÓDULOS DE INFORMACIÓN



CBI	ABI y TICKETING
Country Code	Billing Country
GDS Code	Amadeus
GDS Office Code	Office ID
GDS Office Name	Office Name
	Office Type
IATA Number	IATA Number
Account Name	
Trade Name	
Address Line 1	
Address Line 2	

SCD – reemplazo de valores

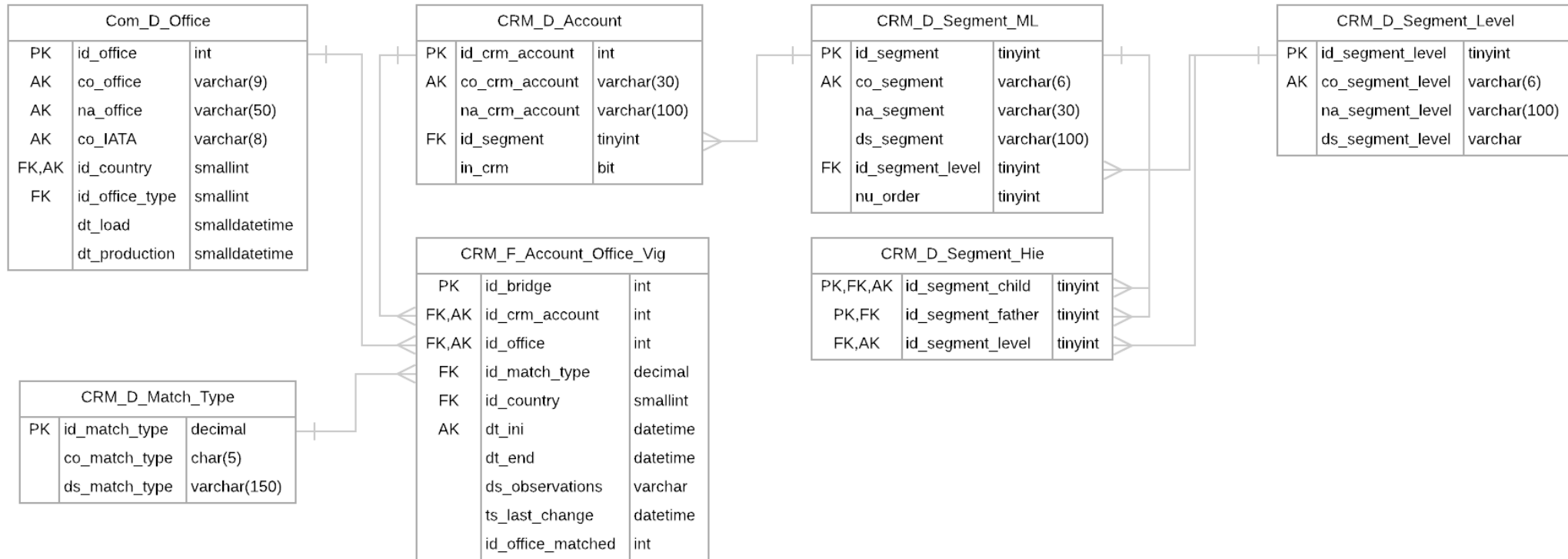
SCD – historial de cambios

Country	Office ID	Office Name	IATA	Agency Name	Trade Name	Address1	Address2	Address3	City	Postcode	Office Type	Change		Start office	End office
ES - SPAIN	SVQEL2118	EL CORTE INGLES	78222325	EL CORTE INGLES		AVENIDA DE KANSAS CITY S/N SAN	41007 SEVILLA	SEVILLA - SEVILLA	SEVILLA	02	Change	Ad1		01/2005	07/2006
ES - SPAIN	SVQEL2118	EL CORTE INGLES	78222325	EL CORTE INGLES		AVENIDA DE KANSAS CITY S/N SANTA	41007 SEVILLA	SEVILLA - SEVILLA	SEVILLA	02	Change	Tra		08/2006	08/2006
ES - SPAIN	SVQEL2118	EL CORTE INGLES	78222325	EL CORTE INGLES	EL CORTE INGLES	AVENIDA DE KANSAS CITY S/N SANTA	41007 SEVILLA	SEVILLA - SEVILLA	SEVILLA	02	Change	Cit Ad3 Ad2 Ad1 Tra		09/2006	05/2009
ES - SPAIN	SVQEL2118	EL CORTE INGLES	78222325	EL CORTE INGLES		SEVILLA				02	Change	Cit Ad3 Ad2 Ad1 Tra		06/2009	06/2009
ES - SPAIN	SVQEL2118	EL CORTE INGLES	78222325	EL CORTE INGLES	EL CORTE INGLES	AVENIDA DE KANSAS CITY S/N SANTA	41007 SEVILLA	SEVILLA - SEVILLA	SEVILLA	02				07/2009	

DESARROLLO DE LA SOLUCIÓN

MÓDULOS DE INFORMACIÓN

CRM

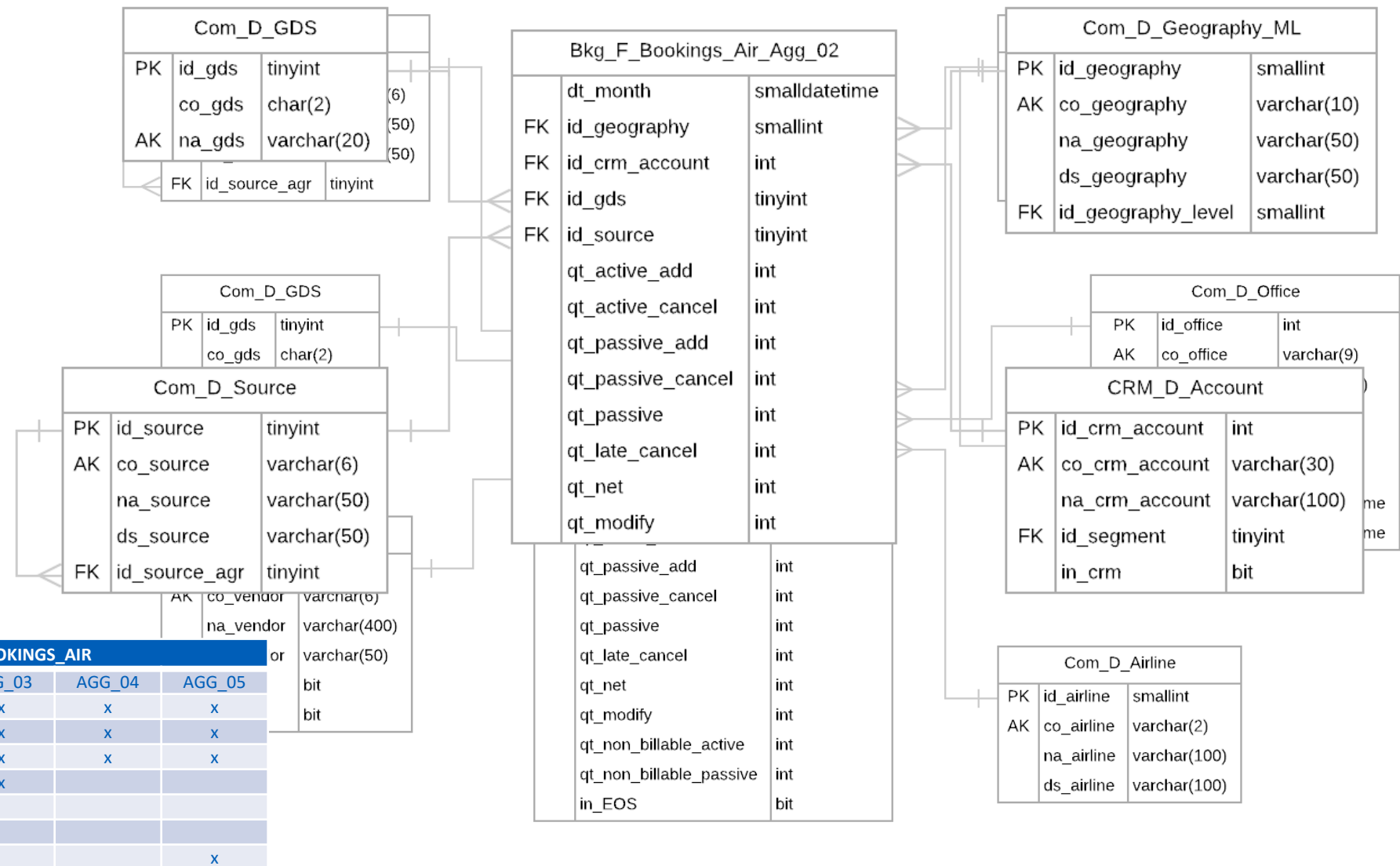


DESARROLLO DE LA SOLUCIÓN

MÓDULOS DE INFORMACIÓN

Bkg (Bookings)

- Air
- Car
- Hotel
- Rail



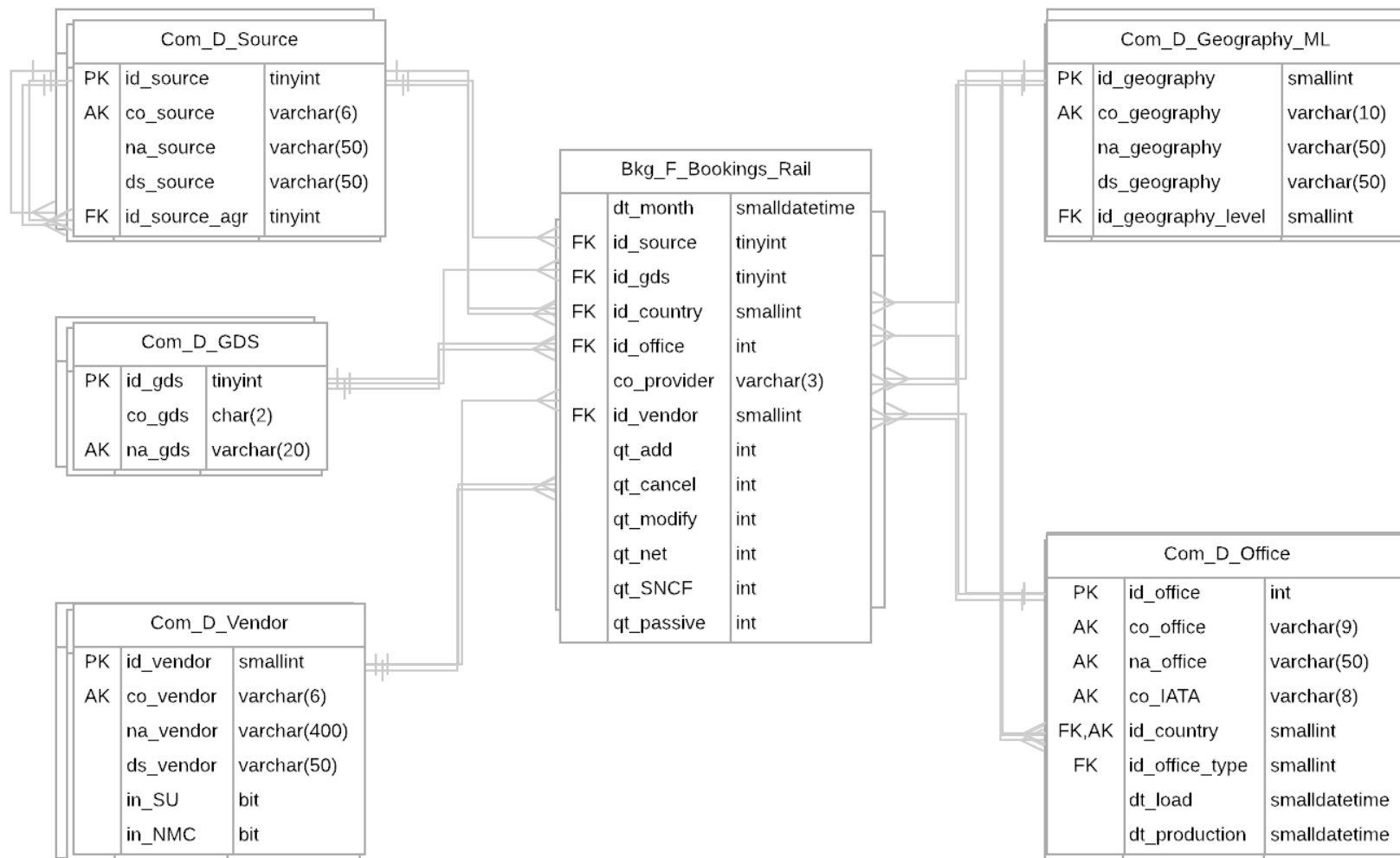
DIMENSION	BKG_F_BOOKINGS_AIR				
	AGG_01	AGG_02	AGG_03	AGG_04	AGG_05
GDS	x	x	x	x	x
GEOGRAPHY	x	x	x	x	x
SOURCE	x	x	x	x	x
AIRLINE			x		
OFFICE	x				
ACCOUNT		x			
SEGMENT					x

DESARROLLO DE LA SOLUCIÓN

MÓDULOS DE INFORMACIÓN

Bkg (Bookings)

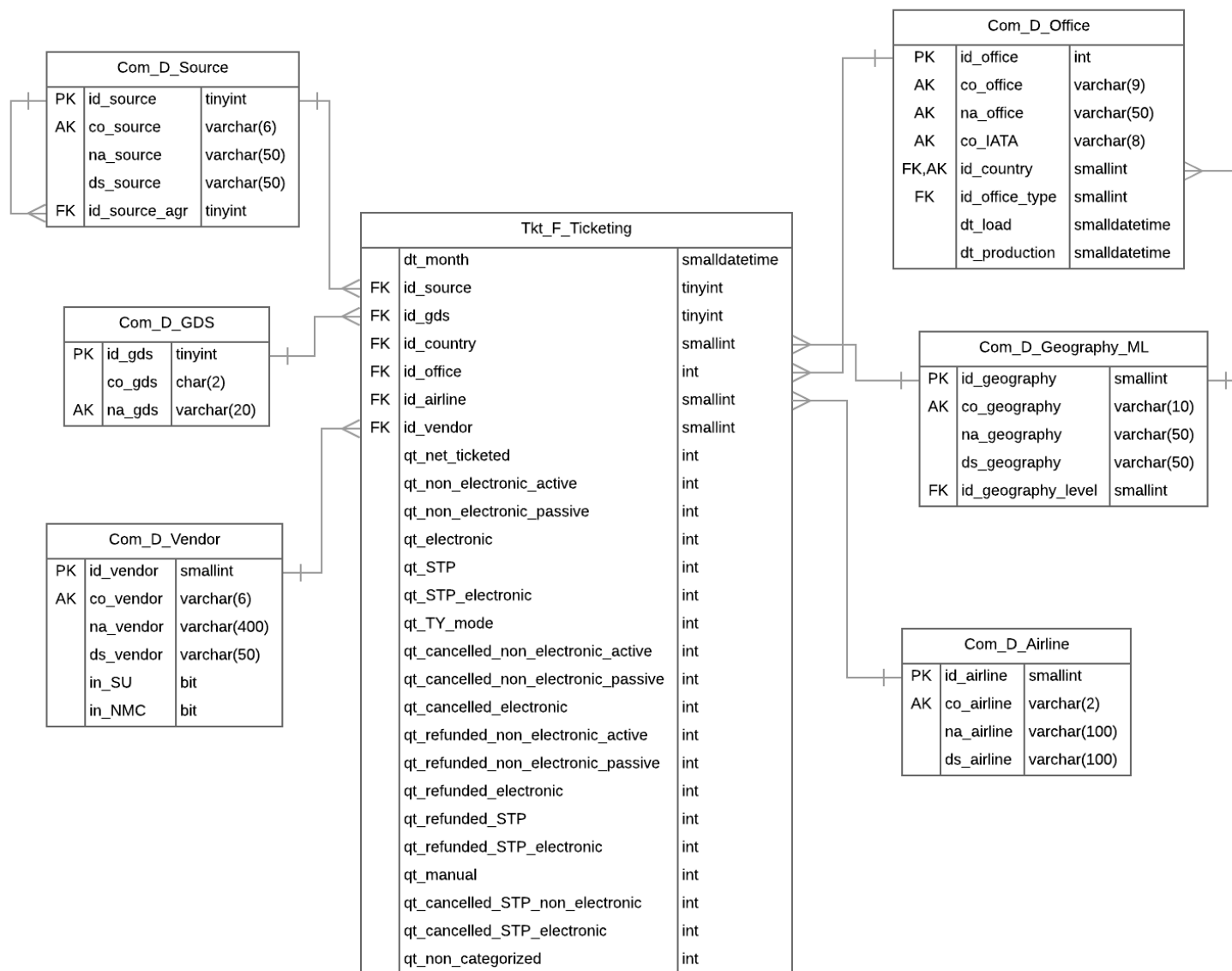
- Air
- Car
- Hotel
- Rail



DESARROLLO DE LA SOLUCIÓN

MÓDULOS DE INFORMACIÓN

Tkt (Ticketing)

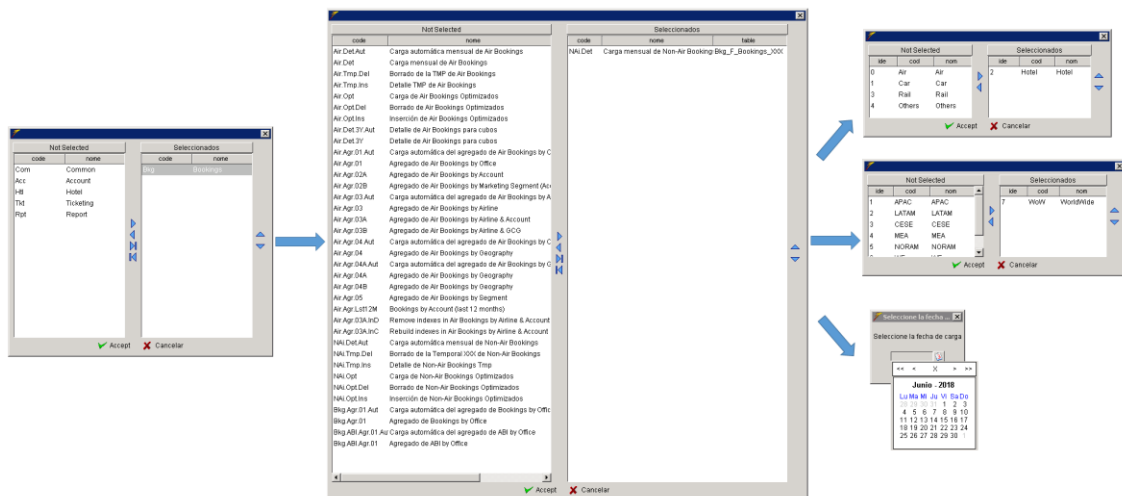


DESARROLLO DE LA SOLUCIÓN

PROCESOS DE CARGA

_Procesos ETL en TOL

- Manual
- Automático
 - Mensual: nuevos datos (CBI, ABI, Net Ticketed Segment)
 - Diario: CRM, recarga de agregados



TOL Process Manager



Bkg (Bookings)

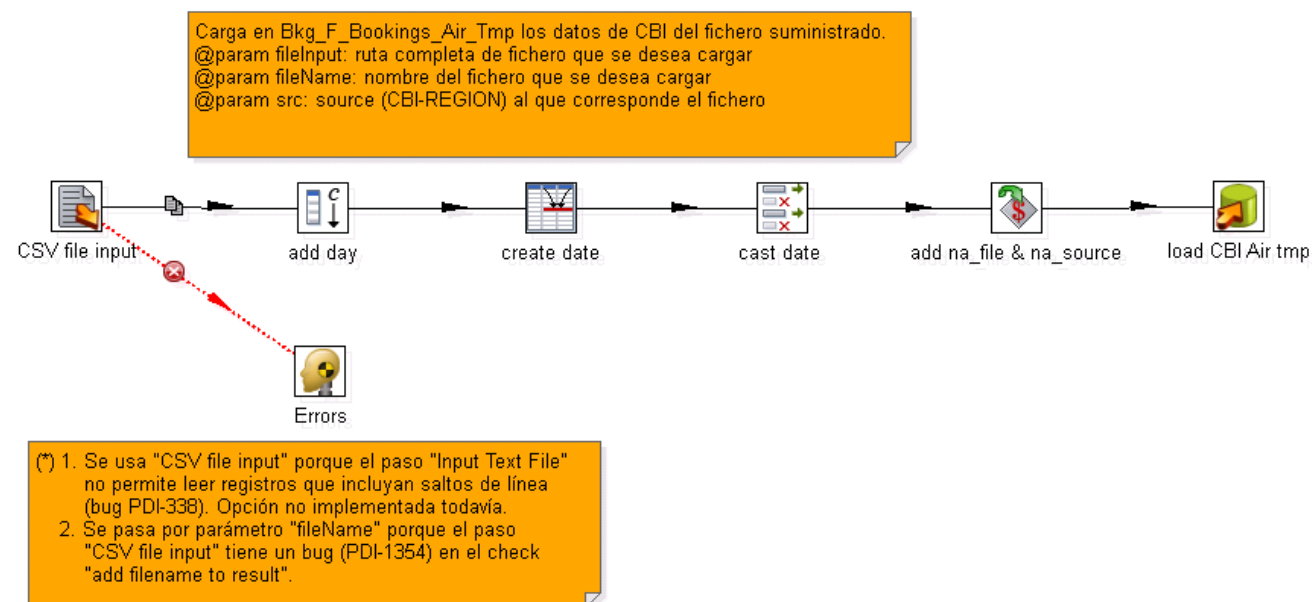
- Air.Det
- Air.Det.Aut
- Air.Agr.01
- Air.Agr.01.Aut
- ...
- Air.Agr.05
- Air.Agr.05.Aut

Tkt (Ticketing)

- Tkt.Det
- Tkt.Det.Aut
- Tkt.Agr
- Tkt.Agr.Aut

CRM y Común

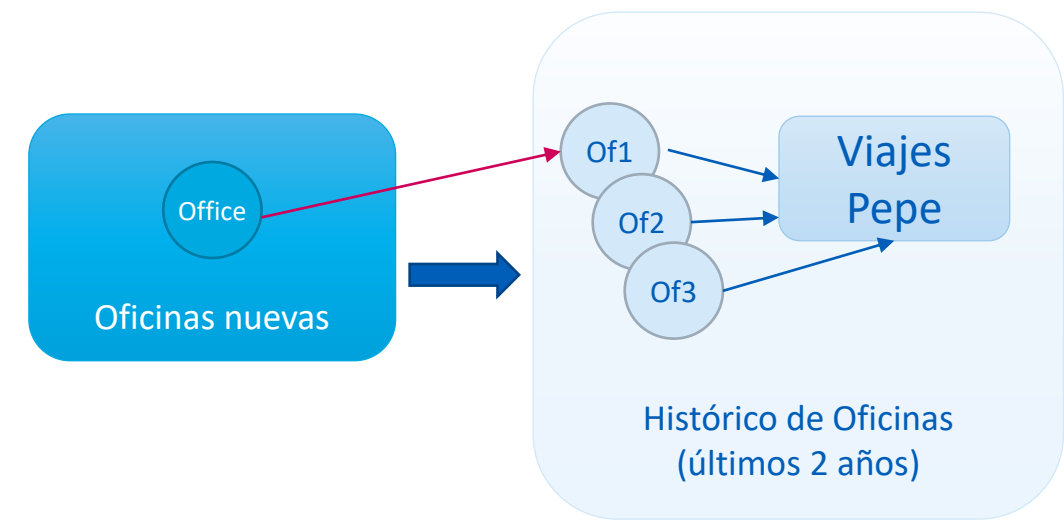
- Off
- Off.Vig
- Off.DPr
- CRM.Acc
- CRM.Off
- CRM.Off.Aut



DESARROLLO DE LA SOLUCIÓN

PROCESOS DE CARGA

_Match Type: asignación automática de oficinas

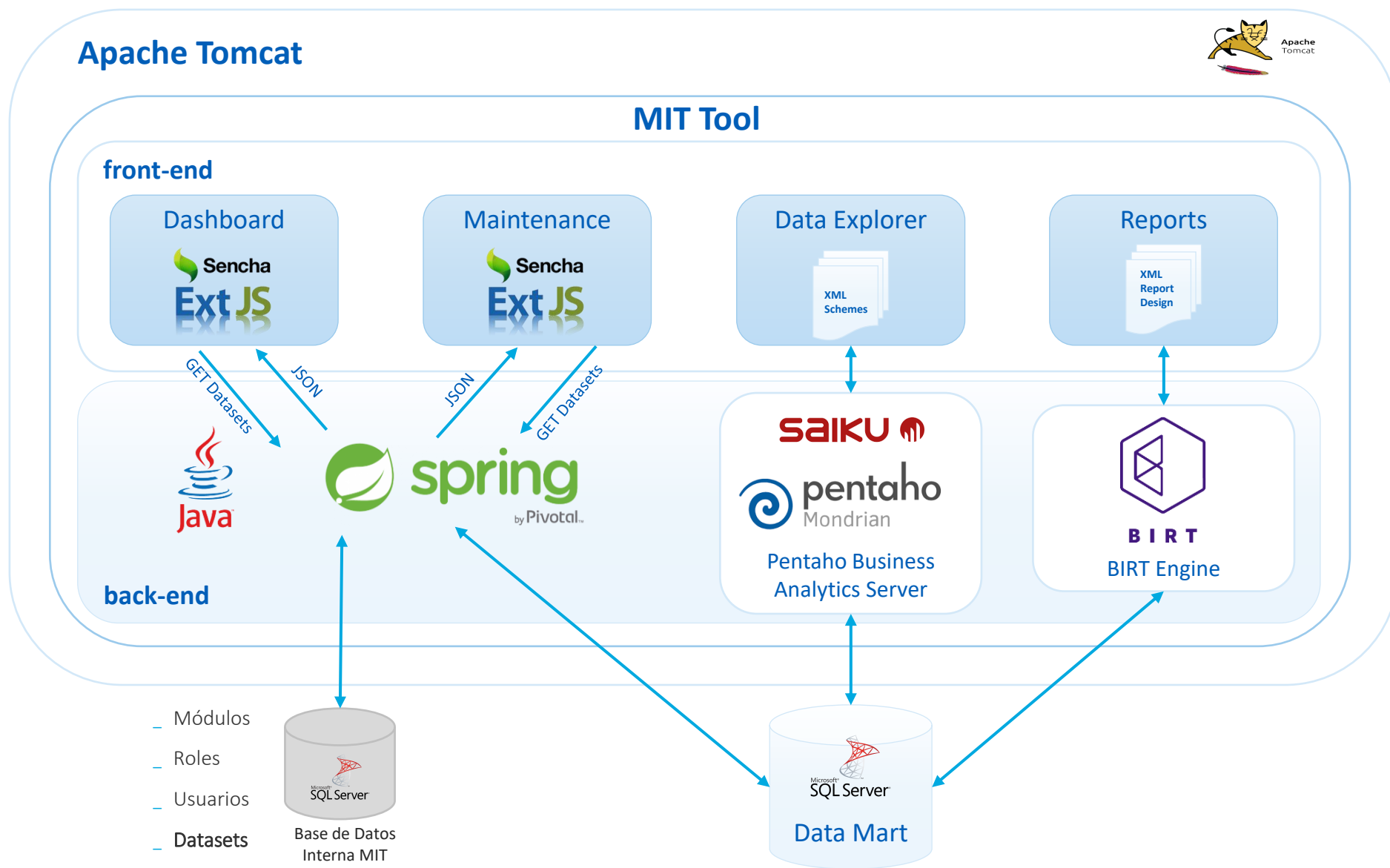


COM_D_OFFICE				
OFFICE ID	AMADEUS	OFFICE NAME	IATA NUMBER	OFFICE TYPE
1	1	1	0	1
1	1	1	0	0
1	0	1	0	0
1	1	0	1	1
1	1	0	1	0
0	N/A	1	1	N/A
1	0	0	1	0
0	N/A	1	0	N/A
1	1	0	0	1
1	1	0	0	0
1	0	0	0	0

COM_D_OFFICE_VIG					% MATCH TYPE	CAMPOS COINCIDENTES
AGENCY NAME	ADDRESS	TRADE NAME	CITY NAME	POSTAL CODE		
0	0	0	0	0	0	
0	0	0	0	1	0.1	Postal Code
0	0	0	1	0	0.2	City Name
0	0	0	1	1	0.3	City Name, Postal Code
0	0	1	0	0	0.4	Trade Name
0	0	1	0	1	0.5	Trade Name, Postal Code
0	0	1	1	0	0.6	Trade Name, City Name
0	0	1	1	1	0.7	Trade Name, City Name, Postal Code
0	1	0	0	0	0.8	Some Address(es)
0	1	0	0	1	0.9	Some Address(es), Postal Code
0	1	0	1	0	1	Some Address(es), City Name
0	1	0	1	1	1.1	Some Address(es), City Name, Postal Code
0	1	1	0	0	1.2	Some Address(es), Trade Name
0	1	1	0	1	1.3	Some Address(es), Trade Name, Postal Code
0	1	1	1	0	1.4	Some Address(es), Trade Name, City Name
0	1	1	1	1	1.5	Some Address(es), Trade Name, City Name, Postal Code
1	0	0	0	0	1.6	Agency Name
1	0	0	0	1	1.7	Agency Name, Postal Code
1	0	0	1	0	1.8	Agency Name, City Name
1	0	0	1	1	1.9	Agency Name, City Name, Postal Code
1	0	1	0	0	2	Agency Name, Trade Name
1	0	1	0	1	2.1	Agency Name, Trade Name, Postal Code
1	0	1	1	0	2.2	Agency Name, Trade Name, City Name
1	0	1	1	1	2.3	Agency Name, Trade Name, City Name, Postal Code
1	1	0	0	0	2.4	Agency Name, some Address(es)
1	1	0	0	1	2.5	Agency Name, some Address(es), Postal Code
1	1	0	1	0	2.6	Agency Name, some Address(es), City Name
1	1	0	1	1	2.7	Agency Name, some Address(es), City Name, Postal Code
1	1	1	0	0	2.8	Agency Name, some Address(es), Trade Name
1	1	1	0	1	2.9	Agency Name, some Address(es), Trade Name, Postal Code
1	1	1	1	0	3	Agency Name, some Address(es), Trade Name, City Name
1	1	1	1	1	3.1	Agency Name, some Address(es), Trade Name, City Name, Postal Code

DESARROLLO DE LA SOLUCIÓN

APLICACIÓN WEB

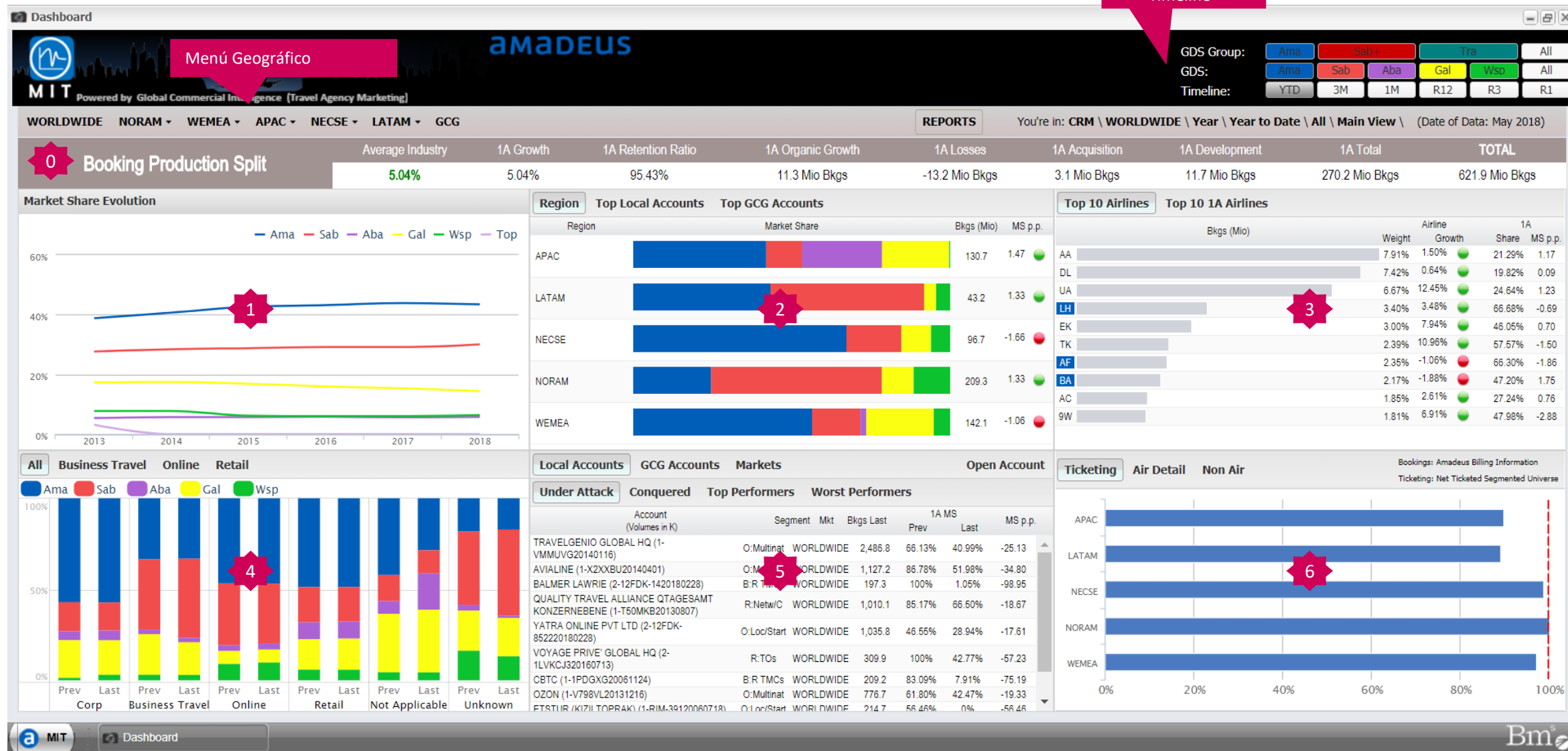


DESARROLLO DE LA SOLUCIÓN

DASHBOARD

Selectores:

- GDS (groups)
- GDS
- Timeline



DESARROLLO DE LA SOLUCIÓN

DATA EXPLORER



DESARROLLO DE LA SOLUCIÓN

REPORTS

Reports

Module: Standard Pulse
Geographical Level: WorldWide
Geographical: WORLDWIDE
Period: Year to Date
Month: 2018-05-01

Build geo children: ☐
Generate geographic zip: ☐
Generate data sheet: ☒
Use Regular Repository: ☒
Suffix:
Prepared by: Global Commercial Intellig

Clear

Repository	Name of report
	2018-05-01
	2018-04-01
	2018-03-01
	2018-02-01
	2018-01-01
	2017-12-01
	2017-11-01
	2017-10-01
	2017-09-01
	2017-08-01
	2017-07-01
	2017-06-01
	2017-05-01
	2017-04-01
	2017-03-01

Submit Cancel

Start	Status	Last update
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Reports Downloader

MIT Powered by Global Sales Planning (Travel Agency Marketing)

Regular Ad-hoc

Available

Name

- Books
 - 2016
 - 2017
 - 2018
 - APAC
 - 2017
 - 2018
 - 01_JANUARY
 - 02_FEBRUARY
 - Ranking --ALL-- 02_February 2018 APAC(Region) All.zip
 - Ranking Monthly 02_February 2018 APAC(Region) All.xlsx
 - Ranking R12M 02_February 2018 APAC(Region) All.xlsx
 - Ranking R3M 02_February 2018 APAC(Region) All.xlsx
 - Ranking YTD 02_February 2018 APAC(Region) All.xlsx
 - Standard Pulse --ALL-- 02_February 2018 APAC(Region).zip
 - Standard Pulse Monthly 02_February 2018 APAC(Region).xlsx
 - Standard Pulse R12M 02_February 2018 APAC(Region).xlsx
 - Standard Pulse R3M 02_February 2018 APAC(Region).xlsx
 - Standard Pulse YTD 02_February 2018 APAC(Region).xlsx

- 03_MARCH
- 04_APRIL
- 05_MAY

DESARROLLO DE LA SOLUCIÓN

REPORTS

STANDARD PULSE

amadeus



WORLDWIDE Standard Pulse: Amadeus top wins

Prev: January 2016 to October 2016

Last: January 2017 to October 2017

Prepared By: Global Commercial Intelligence

Rkg	Country	Account	Segment	Subsegment	January 2016 to October 2016						January 2017 to October 2017					
					Amadeus	Abacus	Galileo	Sabre	Worldspan	TOTAL	Amadeus	Abacus	Galileo	Sabre	Worldspan	TOTAL
1	US, CA, GB, JP, DE, FR, AU, CH, MX, IT and 13 others	EXPEDIA INC (1-TQL20030618)	Online	Online-Mega OTAs	42,283,243	-	1,981,043	70,724,720	10,381,129	125,370,135	44,198,421	-	221,766	69,454,925	9,076,345	122,951,457
2	FR, DE, ES, GB, IT, PT, US, MX, FI, SE and 6 others	ODIGEO (1-JNEFKA20111222)	Online	Online-Mega OTAs	19,478,909	-	-	28,268	-	19,507,177	19,300,252	-	-	2	-	19,300,254
3	SE, DE, NO, DK, FI, NL, FR, CH, GB, ES and 28 others	EUROPEAN TRAVEL INTERACTIVE (1-5WGICG20081028)	Online	Online-Multinational OTAs	8,942,576	-	-	2,734,420	-	11,676,996	10,417,087	-	-	2,676,506	-	13,093,593
4	US, CA, GB, MX	FAREPORTAL (2-DQ5EGX20151118)	Online	Online-Mega OTAs	9,259,256	-	6,663	7,719,491	-	16,985,410	9,284,312	-	6,648	8,007,187	-	17,298,147
5	US, DE, GB, NL, MX, SE, BE, FR, CA, AU and 36 others	BCD TRAVEL HQ (1-J5TQB20060421)	Business Travel	Managed Business-Global TMCs	8,645,187	174,747	4,086,405	12,943,424	714,960	26,564,723	8,474,943	186,969	4,325,257	12,916,434	794,574	26,698,177
6	US, FR, AU, GB, DE, CA, MX, AT, SE, BE and 29 others	AMERICAN EXPRESS GLOBAL BUSINESS TRAVEL HQ (1-TS320030618)	Business Travel	Managed Business-Global TMCs	8,046,455	521,437	6,838,351	26,342,058	9,573	41,757,874	8,450,457	467,497	6,111,833	28,394,582	9,256	43,433,625
7	US, CA	VOYAGES A LA CARTE (2-2K57KW020170320)	Online	Online-Multinational OTAs	6,226,993	-	71,450	23,318	-	6,321,761	8,222,401	-	10,324	303	-	8,233,028
8	US, NO, FR, SE, MX, DE, DK, GB, AU, BE and 18 others	EGENCIA GLOBAL HQ (1-I00L20041129)	Business Travel	Managed Business-Global TMCs	7,051,284	1,642	12,456	5,852,621	8,199	12,926,202	7,694,074	1,116	981	6,585,721	9,666	14,291,558
9	US, DE, FR, GB, ES, AU, CA, FI, CH, SE and 38 others	CARLSON WAGONLIT TRAVEL GLOBAL HQ (1-SWE20030617)	Business Travel	Managed Business-Global TMCs	7,683,026	15,386	7,334,654	21,481,111	6,078	36,520,255	7,620,883	7,859	7,088,024	21,650,086	4,737	36,371,589
10	DE, US, NL, AT, ES, FR, CH, IT, GB, TR and 3 others	AERTICKE TIFTI (2-2BSBD0L20170123)	Retail	Retail-Consolidators	5,831,573	-	388,965	1,741,691	28,513	7,990,742	6,854,538	-	268,383	1,703,527	107,314	8,933,762
11	NL, US, DE, CH, BE, SG, FR, GB, AT, ES and 8 others	TRAVIX HQ (1-G2MS3Q20110520)	Online	Online-Multinational OTAs	6,653,119	-	14	-	88,369	6,741,502	6,768,371	-	18,762	6	2,027,315	8,814,454
12	DE, FR, NL, CH, AT, BE, ES, GB, SE, PT and 14 others	TUI AG (1-TG720030618)	Retail	Retail-Tour Operators	6,532,888	-	84,535	363,770	831	6,982,024	6,447,391	-	99,812	305,266	1,957	6,854,426
13	AU, GB, NZ, US, CA, ZA, AR, BR, SG, AT and 33 others	FLIGHT CENTRE LIMITED GLOBAL HQ (1-407A1G20080529)	Business Travel	Managed Business-Specialty	3,180,560	3,166	16,295,153	2,967,334	341	22,446,554	5,961,157	4,094	11,971,898	5,790,871	62	23,728,082
14	IN, BH, US	MAKEMYTRIP	Online	Online-Multinational OTAs	5,282,370	-	-	-	-	5,282,370	5,686,672	-	-	-	-	5,686,672
15	CA, US, DE, GB, NO, SE, BR, CH, BO, FI and 43 others	HRG GLOBAL HQ (1-7RP-020041109)	Business Travel	Managed Business-Global TMCs	5,027,748	123,926	3,766,273	5,569,827	-	14,487,774	5,053,176	146,737	3,320,125	5,001,905	-	13,521,943
16	DE, CH, BE	DER TOURISTIK GROUP (1-IQDLP20041214)	Retail	Retail-Key Accounts	4,682,114	-	358,451	19,492	47,126	5,107,183	4,906,286	-	304,035	12,357	115	5,222,793
17	ES, MX, CL, PT, CO, PE, AR, FR, PA, EC and 3 others	GRUPO EL CORTE INGLES (1-1G8Q-4420070507)	Retail	Retail-Key Accounts	4,290,674	-	-	16	-	4,290,690	4,368,291	-	-	-	-	4,368,291
18	AR, BR, CO, CL, MX, PE, EC, US, CR, PA and 3 others	DESPEGAR - LATIN AMERICA (1-KITSZH20120131)	Online	Online-Multinational OTAs	2,954,417	-	-	5,230,622	1,352,321	9,537,360	4,196,441	-	-	5,683,041	2,175,341	12,054,823
19	SA, EG, AE	AL TAYYAR TRAVEL GROUP-MENA (2-2DLSNOV20170205)	Business Travel	Managed Business-Regional TMCs	1,549,716	-	845,408	158,889	99,848	2,653,861	3,574,153	-	744,827	230,657	85,212	4,634,849
20	FR, GF, RE	SELECTOUR (1-G4WICI20110310)	Retail	Retail-Network / Consortia	3,470,763	-	202,420	186,278	-	3,859,461	3,438,505	-	205,317	261,282	-	3,905,104
21	DE, FR, ES, IT, DK, SE, AT, GB, FI, PT and 11 others	TRAVELGENIO GLOBAL HQ (1-VMMJVG20140116)	Online	Online-Multinational OTAs	2,931,134	-	1,119,980	24	-	4,051,138	3,314,246	-	1,394,781	13	-	4,709,040
22	SE, NO, FI, DK, IT, AU, NL, ES, MT, IE and 11 others	TICKET LEISURE TRAVEL (1-W24WGI20140326)	Retail	Retail-Key Accounts	2,176,000	-	-	-	-	2,176,000	3,130,377	-	-	-	-	3,130,377

Query | WorldWide | Airlines | 1A growth | **1A wins** | 1A decrease | 1A losses | 1A Lost dead | 1A Underdevelop | 1A Development | 1A Hunting | (+) : < |

DESARROLLO DE LA SOLUCIÓN

REPORTS

MARKETING PULSE

amadeus



WORLDWIDE Pulse Marketing: Segment Quantification

Prev: November 2015 to October 2016

Last: November 2016 to October 2017

Prepared By: Global Commercial Intelligence

Corp											
Region	Total GDS Accounts	Total GDS Booking Volumes ('000)			Segment Weight			Amadeus Market Share			Amadeus Growth
	November 2016 to October 2017	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2016 to October 2017
APAC	8	56	58	↑	0.0%	0.0%	↓	68.8%	69.1%	↑	3.7%
LATAM	3	29	27	↓	0.0%	0.0%	↓	-	0.0%	↑	-
NECSE	16	102	88	↓	0.0%	0.0%	↓	9.9%	8.9%	↓	(22.7%)
NORAM	2	2	1	↓	0.0%	0.0%	↓	-	-	↓	-
WEMEA	130	314	335	↑	0.1%	0.1%	↑	62.5%	59.5%	↓	14%
WORLDWIDE TOTAL	159	503	509	↑	0.0%	0.0%	↓	48.7%	48.5%	↓	0.7%

Corp: Managed Business-Corporation											
Region	Total GDS Accounts	Total GDS Booking Volumes ('000)			Subsegment Weight			Amadeus Market Share			Amadeus Growth
	November 2016 to October 2017	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2016 to October 2017
APAC	8	56	58	↑	0.0%	0.0%	↓	68.8%	69.1%	↑	3.7%
LATAM	3	29	27	↓	0.0%	0.0%	↓	-	0.0%	↑	-
NECSE	16	102	88	↓	0.0%	0.0%	↓	9.9%	8.9%	↓	(22.7%)
NORAM	2	2	1	↓	0.0%	0.0%	↓	-	-	↓	-
WEMEA	130	314	335	↑	0.1%	0.1%	↑	62.5%	59.5%	↓	14%
WORLDWIDE TOTAL	159	503	509	↑	0.0%	0.0%	↓	48.7%	48.5%	↓	0.7%

Business Travel											
Region	Total GDS Accounts	Total GDS Booking Volumes ('000)			Segment Weight			Amadeus Market Share			Amadeus Growth
	November 2016 to October 2017	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2015 to October 2016	November 2016 to October 2017	Trend	November 2016 to October 2017
APAC	225	59,647	64,772	↑	24.4%	24.1%	↓	27.8%	28.1%	↑	9.9%
LATAM	42	17,365	17,720	↑	19.2%	18.3%	↓	24.2%	26.0%	↑	9.6%
NECSE	111	51,666	53,134	↑	25.0%	24.4%	↓	83.7%	82.4%	↓	1.3%
NORAM	159	137,543	141,746	↑	32.3%	32.3%	↓	3.6%	3.7%	↑	7.9%
WEMEA	219	70,669	73,861	↑	23.5%	23.8%	↑	49.1%	54.7%	↑	16.4%

DESARROLLO DE LA SOLUCIÓN

MAINTENANCE

A Edit Account Properties

Link

Office Match Type

Historical

Link to Account

Link to new Account

Validate Match Type

Link to Selected Account

Add link to another account

A Edit Account Properties

Link

Office Match Type

Historical

Historical Office

Historical Bookings

Maintenance Interface

MIT

Powered by Global Sales Planning (Travel Agency Marketing)

GSP Vision

GCG Vision

Corporations Vision

Validate Vision

Account Name: Write an account

Match Type: Match Type

Country: ES - SPAIN

IATA Number: Write an IATA

Load Date: Select begin Select end

Office ID: Write an office ID

Office Name: Write an office

Agency Name: Write an agency

Trade Name: Write an agency

Production Date: Select date

Sorting order:

		Account ID	Account Name	Match Type	Country	Office ID	Office Name	IATA Number	Load Date	Production Date	Agency Name	Trade Name	Address
174		78462	ABREU	100	ES - SPAIN	79X0	ABREU MADRID	78254960	01/2005	06/2007	ABREU MADRID	ABREU MADRID	C GENOVA 16
175		78462	ABREU	100	ES - SPAIN	814	VIAJES ABREU S.A.	78254960	01/2005	02/2007	VIAJES ABREU S.A.		GENOVA 16
176		78462	ABREU	100	ES - SPAIN	BCNI12803	ABREU	78266624	05/2007	11/2009	ABREU	ABREU	RONDA SAN PERE 19-
177		78462	ABREU	100	ES - SPAIN	MADI12025	API ABREU	78254960	04/2009	11/2009	API ABREU	API ABREU	GENOVA 16
178		78462	ABREU	100	ES - SPAIN	64D4	ABREU	78254960	01/2010	05/2018	VIAJES ABREU S.A.U.		GENOVA 16
179		78462	ABREU	100	ES - SPAIN	55LM	ABREU	78254960	10/2011	05/2018	VIAJES ABREU S.A.U.		GENOVA 16
180		78462	ABREU	100	ES - SPAIN	6T3Y	ABREU ATPI MAD	78254960	01/2012	05/2018	VIAJES ABREU S.A.U.		GENOVA 16
181		78462	ABREU	100	ES - SPAIN	5W5B	ABREU	XXXXXXXX	05/2012	04/2014			
182		78462	ABREU	100	ES - SPAIN	5W5B	ABREU	78254960	01/2014	08/2016	VIAJES ABREU S.A.U.		GENOVA 16
183		78462	ABREU	100	ES - SPAIN	776S	VIAJES ABREU S.A.U.	78254960	02/2015	04/2015	VIAJES ABREU S.A.U.		GENOVA 16
184		78462	ABREU	100	ES - SPAIN	31CX	ABREUONLINE ES	78254960	04/2015	04/2015	VIAJES ABREU S.A.U.		GENOVA 16
185		78462	ABREU	100	ES - SPAIN	776S	ABREU ONLINE BOOKING TOOL CONCUR	78254960	04/2015	05/2018	VIAJES ABREU S.A.U.		GENOVA 16
186		78462	ABREU	100	ES - SPAIN	31CX	ABREU DIRETO SP	78254960	05/2015	05/2018	VIAJES ABREU S.A.U.		GENOVA 16
187		78462	ABREU	77	ES - SPAIN	MADAU3194	ABREU	78254960	02/2018	05/2018	ABREU	ABREU	GENOVA 16
188		78462	ABREU	77	ES - SPAIN	MADAU3815	ABREU	78254960	05/2018	05/2018	ABREU	ABREU	GENOVA 16

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MIT

Dashboard

Maintenance Interface

Bm

CONCLUSIONES Y LÍNEAS FUTURAS

CONCLUSIONES

_Optimización del modelo de datos

- Data mart
- Reducción de la cardinalidad de los datos de oficinas
- Match Type

_Procesos de carga

- Reducción de tareas manuales
- TOL
 - poco extendido
 - difícil introducir mejoras

_Nuevas fuentes de información

- Ticketing
- CRM

_Aplicación web

- Dashboard: mejora notable al explotar la información
- Reports: migrados pero sin valor añadido
- Cubos OLAP: problemas de rendimiento
- Maintenance: simple y ágil

LÍNEAS FUTURAS

_Opción 1

- Cubos OLAP – SQL Server Analysis Services
- Actualizar las librerías utilizadas
 - Ext JS
 - HighCharts
 - Spring

_Opción 2

- Apuesta tecnológica de Amadeus
 - HPE Vertica
 - Relacional y columnar
 - Data warehouse corporativo
 - Qlik Sense
 - BI self-service: dashboard, tablas, informes



Qlik® Sense

