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# LUFTHANSA CAPITALIZED ON BIG DATA





# *Introduction*

**In detail, this paper is going to uncover how Lufthansa, one of the world's largest airlineservice providers have effectively aligned with the use of big data in improving operational productivity, customer experience and overall revenue. This case solution takes a look at what Lufthansa was able to do by leveraging big data analytics in changing its business operations and management.**

# *Leveraging Big Data*

**Currently, the airline industry produces large volumes of data on flight operations, customer preferences, and the market environment.**

**Lufthansa decided this data had value and adopted methods of analytics to collect and analyze this information. Lufthansa used big data to gain and understand the needs of their clients which assist in creating new services and new marketing techniques.**



The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, viewed from a high vantage point. The scene shows a large harbor filled with various sailing ships, including galleys and multi-masted vessels. In the foreground, there are several large wooden ships with white sails. The middle ground features a city with numerous buildings, domes, and a prominent mosque with a tall minaret. The background consists of rolling hills and mountains under a sky with soft, golden light, suggesting a sunrise or sunset. The overall style is characteristic of 17th or 18th-century landscape painting.

# *Optimizing efficiency*

**Another advantage of big data is usually the optimization of the working process. Following are few examples that how Lufthansa has implement business value by using predictive analytics • Flight schedule management • Minimizing the flight delay • Fuel management.**

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the late Middle Ages or early modern period. The scene shows a large harbor filled with various sailing vessels, including galleons and smaller boats. In the foreground, several large wooden sailing ships with multiple masts and sails are docked or moving through the water. The city is built on a hillside overlooking the water, with numerous buildings, domes, and minarets. The sky is filled with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 17th-century European landscape painting.

## *Conclusion*

**Based on these facts, Lufthansa has applied big data strategically making it among the best airline companies in the world. Leveraging big data has been Lufthansa's way of maximizing return on brand investments by optimizing operations and customer offerings. This case solution tries to explain how key technology has become an essential aspect to consider in the current business environments.**



# *Client Testimonials*

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