Big Data

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APTA

Get More from Your Data

- How complete are your data?

- Are you processing it in its entirety?

- Is it available to you?

How complete are your data today?

- Data from all touchpoints
  - Revenue service and reporting
  - Fare media utilization
  - Service and maintenance schedules
  - Route coverage and changes

Are you processing in its entirety?

- Complete data vs data sets
    - Planning – Routes & Schedules
    - Products – Pricing, Trends
    - Media – Trends, Customer Experience
    - Channels – Trends, Customer Experience

Is it available to you?

- Actionable insights
  - Real-time
  - Self-service
  - Recommendation engine, predictive analytics
  - Actionable insights

Q&A

Questions for Vijay Balan?