



Customer case study

How an airport operations leader
gained forecasting efficiency
and enabled them to drive
strategic expansion initiatives



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How have they benefited,
and what have they achieved?

A key player in the aviation industry, they faced significant challenges in forecasting and adapting to market trends. Their dependence on Excel for forecasting led to low accuracy, inefficient use of resources, and a lack of confidence in their forecast results.

This inefficiency was especially pronounced in their inability to swiftly adapt to market trends, leading to excessive time spent on forecasting.

A breakdown of their challenges

Difficulty in adapting to market trends

Struggled to align their operations with fast-changing market dynamics.

Inefficient resource utilization

Excessive time and effort were spent on forecasting, detracting from other strategic activities.

Lack of robust forecasting methods

Heavy reliance on Excel resulted in subpar forecasting accuracy.

How have they benefited?

Implementing Indicio marked a transformative shift in their operational approach. The company now enjoys a significantly more efficient forecasting process, leading to better use of time and resources.

The advanced modeling capabilities of Indicio have enabled them to navigate passenger demand confidently and drive strategic expansion initiatives, backed by data-driven insights.

This has not only improved their operational efficiency, but is also positioning them as a forward-thinking leader in the aviation industry.

What did they achieve?

Time spent on forecasting was significantly reduced, leading to more precise and efficient planning.

Achieved uniformity in forecasted numbers at all levels, ensuring a coherent strategy.

Advanced modeling techniques enabled them to confidently manage passenger demand and make strategic decisions.





..... Gained the ability to build multiple forecasts quickly and obtain weighted results within minutes.

..... Had immediate access to visualized weighted forecasts, coupled with integrated Shapley values that provided clear insights into forecast deviations.

..... They were now able to easily simulate "what-if" scenarios, such as changes in GDP or ticket fees, to understand their impact on key variables.

Gain improved forecasting performance

40-60%

Average forecast accuracy improvement

Detect market trend shifts in advance.



Identify your leading indicators.

Regardless where you are in the business cycle.



Want to see how you can gain a strong forecast process?

Identify your relevant leading indicators and anticipate shifts in your market months ahead. Through improved forecast accuracy.