

Data Analytics

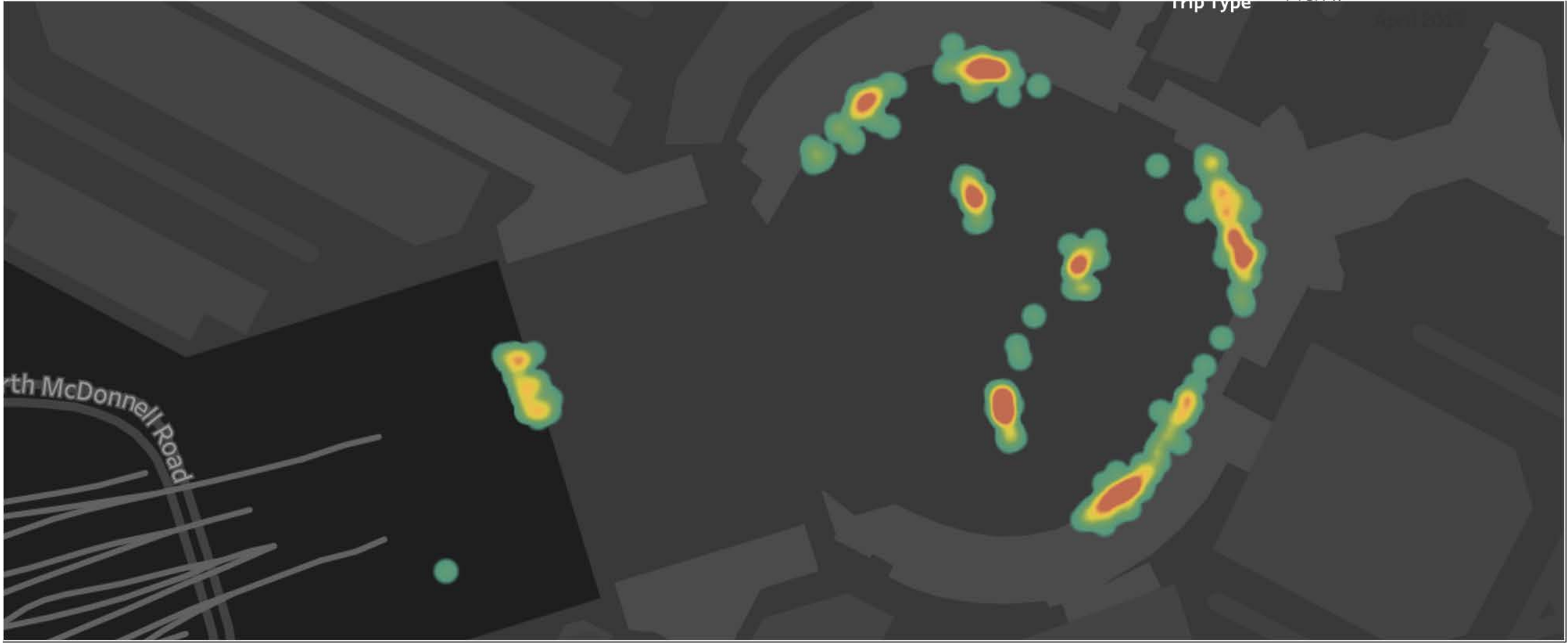
ACI-BI Session 3

April 2nd, 2019

Ian Law, SFO

TNC Activity - April 2019 - PICK-UP

Imp Type PICK-..



Monday
10:00

DROP-OFF	1,280
PICK-UP	936

Select Hour
10

Select Date
3/25/2019



Four Keys to Sales:

- 1. Make Stuff**
- 2. Sell it**
- 3. Make more stuff**
- 4. Repeat**











Challenge – Optimum use of Data Asset

Asset qualities

- Accessible
- Understood
- Evolving
- Reusable
- Knowledge-base

Where are we today?

Relational data
bases



**Application
locked data
(Sounds)**



**Industry spoken
language**

Agreed semantic
models.
Industry established
Ontologies (OWL)
Industry-wide neural
network.
Industry governance.

Where are we today?

Analytics easier

AI/ML Ready

Knowledge-based

Agreed semantic models.
Industry established Ontologies (OWL)
Industry-wide neural network.
Industry governance.

Established governance
Allocated roles & funding
Common data models
Fluency in use of data
Model adherence in RFPs

Cloud platforms
Common reporting tool
Accessible analytics tools

Shared storage
Virtual machine platforms

Relational data bases

Receptive (Babble!)

Expressive

Application locked data (sounds)

Expertise understood data

Enterprise accessible data

Enterprise spoken dialect

Industry spoken language

Different information domains evolve differently.

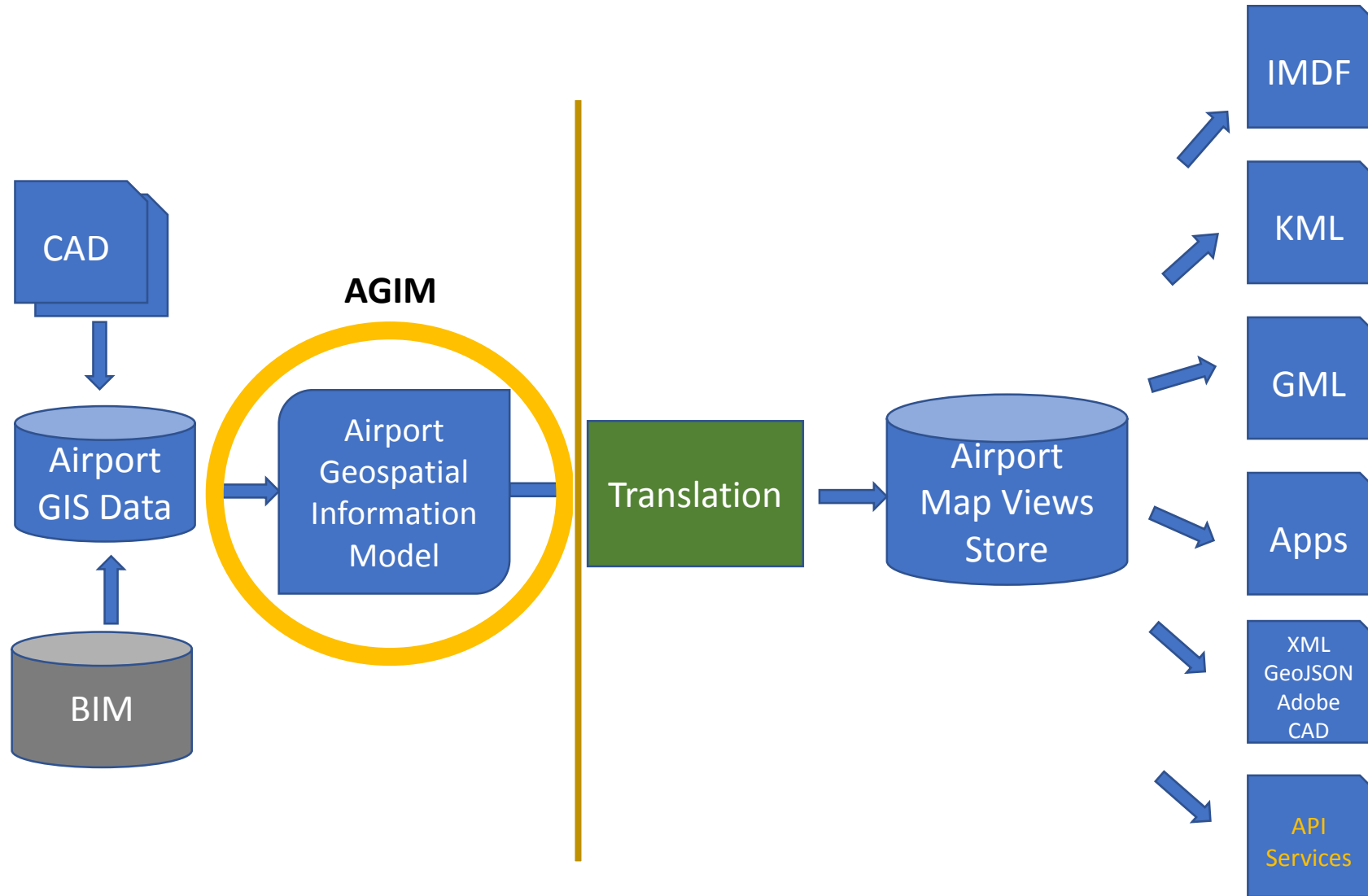
Example: Airport GIS Challenges

- Bespoke input formats & output formats
- Topology vs. Geometry
 - Topology is the relationship between entities
 - Geometry is the representation of the entity
- M(aps) X S(ystems) Integrations
- Management of metadata variants
- Inaccurate maps (time dependent)
- Significant staffing overhead!!



Today, most maps are unsharable, inefficient & ineffective.

ACI ACRIS : Airport Geospatial Information Model



AGIM approved for recommended use for airports by ACI-World AITSC Feb. 2019.

