

**OAG[®]
ANALYSER**

OAG[®]



ANALYSER

**A POWERFUL ANALYTICAL
PLATFORM TO DRIVE GROWTH**

MAKE SMARTER MOVES

SMARTER DECISION MAKING

6 complimentary modules

Schedules

Schedules Analyser is the bedrock of all our analytics tools. Underpinned by the most comprehensive network of air travel data, it allows you to drill down into passenger trends, route dynamics and performance.



Scale up your analysis by combining Schedules Analyser with one or more modules:

Connections

Analyse connection performance and understand the impact of schedule changes on route and network connectivity. Evaluate routes based on a Quality of Service Index and build custom 'what if' scenarios to determine impact on market share.



Traffic

Analyse air passenger traffic flows in any market. Understand where traffic originates, connects and ends, forecast new routes, analyse load factors, determine market simulation and understand economic impact.



Demand

Create complex route forecasts in minutes not hours, that quickly assess the viability of new routes, and allow you to run several different scenarios to test. Create phantom flights which you can benchmark against key world regions. View the simulation effect on proposed routes and see their effect on the market. Confidently create smart business cases with the OAG datasets.



Mapper

Bring your network and analysis to life with a fast and simple tool to generate rich content and powerful intuitive maps. Create customised, on-brand, outstanding visuals in-house.



DOT

Access essential US aviation market data from the US Department of Transport (DOT). Including traffic flows, airline profitability, load factors, fuel costs and employment statistics.



WHO USES ANALYSER?



“ OAG Mapper is a great value-add product for us. It’s a solution that gives us full control and customisation of our presentations involving route networks. Being able to create bespoke visuals both internally and externally for stakeholders saves us valuable time in the development of management reporting and business cases.

Gatwick

“ OAG’s analytics suite provides us with essential background information to inform our marketing investment. The dedicated modules (Schedules, Traffic and Connections) provide regular analysis so we can understand traffic origin and flows, capacity trends and connectivity throughout our network. It’s reliable, accurate and easy to use.

Incheon Airport

“ OAG Schedules Analyser provides a user-friendly interface to extract up-to-date schedules data. Capacity data of each route and each airport can be easily obtained for benchmarking purposes. On top of that, OAG can provide many years of past data for historical trend analysis. It greatly facilitates research and analysis.

HONG KONG INTERNATIONAL AIRPORT

GET STARTED WITH SCHEDULES

Our market leading schedules database delivers frequency and capacity information direct into the Analyser platform ensuring you have the most accurate information possible to start your analysis.

This is the bedrock from which you can build viable plans for growth and development through analysis, identify seasonal trends, identify historical differences, and monitor capacity trends and competitor activity.

Questions that can be answered:

- How have schedules changed historically over time?
- How busy is a hub through the day?
- Airline capacity trends throughout the day?
- How is the competitor network changing?
- How can airport resources be planned to meet flight capacity?



REPORTS AVAILABLE

Capacity

Analysis across a variety of dimensions – airline, alliance, departure/arrival airports, city, country, region, DOW, departure/arrival times, equipment type – and frequency & capacity (date, week, month, season or year).

Top X

View top carriers, top departure/arrival airports or top aircraft types based on various metrics (ASKs, ASMs, Seats, Frequency).

Powertables

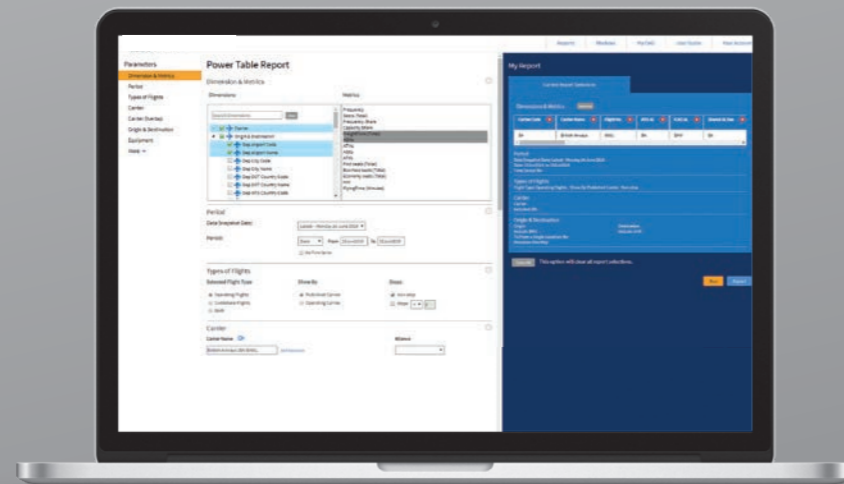
Configure your own columns to fully customise your own reports.

Changes

Compare schedules for two time periods and view new routes, discontinued routes, and/or differences in capacity, equipment and scheduled departure/arrival times.

Bank Structure

Data at a hub airport and 24-hour flow of flights for a given time period.



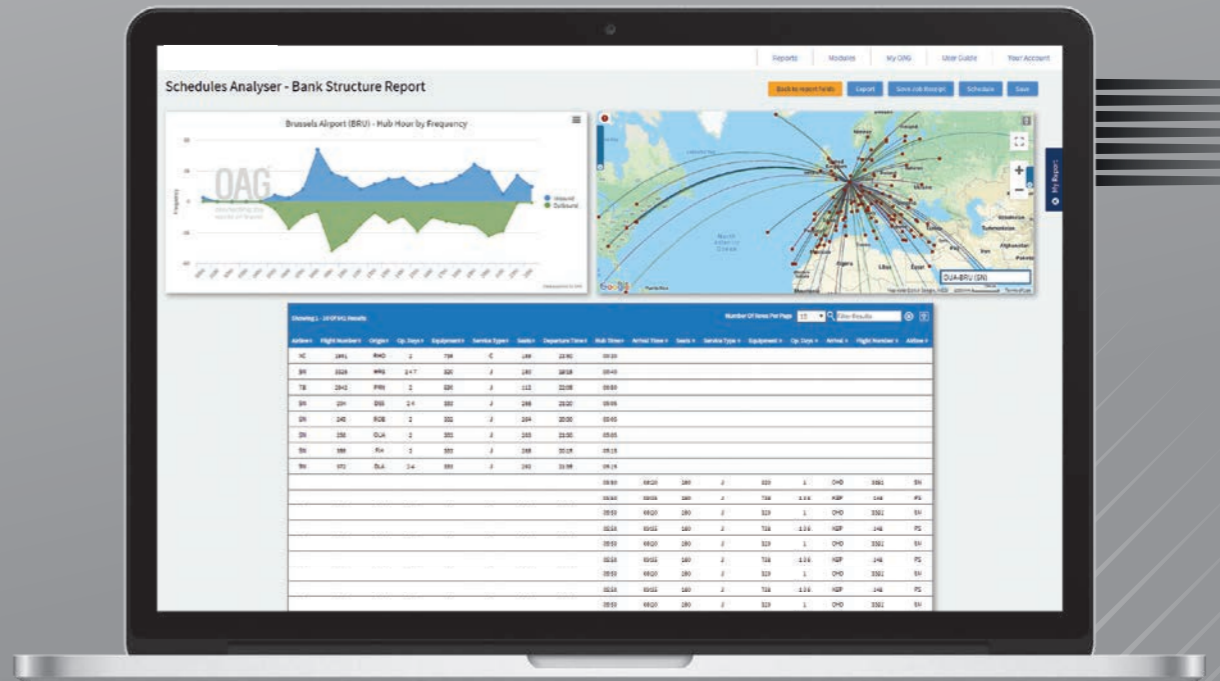
USE CASE EXAMPLE

VISUALISE THE FLOW OF TRAFFIC

Flights over a 24 hour period brought to life.

Understand the flow of flights into and out of a hub airport over a 24 hour period, broken down by an hour by hour basis, and displayed using a variety of graphical outputs to suit the business case.

Deep dive into data, breaking it down using the per-built fields which provide insight into the types of flight, carriers, origins & destinations, service types and equipment.



EVALUATE AND UNDERSTAND THE VALUE OF CONNECTIONS WITH THE CONNECTIONS MODULE

Determine the impact of schedules changes on airline route and network connectivity.

Global connections analysis helps monitor performance and evaluate routes based on a Quality of Service Index (QSI) so you can analyse how airline service changes impact connections at any airport.

Questions that can be answered:

- How do airline services impact connections at an airport?
- What is the impact of increasing or decreasing capacity on certain routes?
- What carrier connections could I be missing at an airport?
- Can customise QSI to analyse my flights?
- Which airport connections are affected by schedule changes?



➤ Connections Analysis

Build single and double real time connections using OAG schedules data and OAG MCT exception tables. Includes customisable MCTs, phantom flight option and fully customisable QSI.



➤ Missed Connections

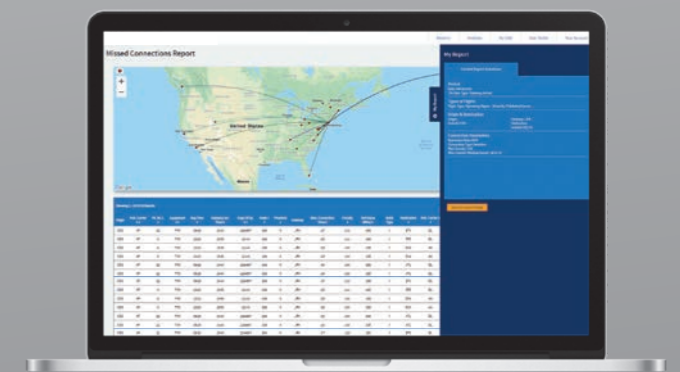
Analyse missed connections at a gateway airport for scheduled flights and potential flights (phantom flights), as well as the impact of changes to MCT on connectivity.

USE CASE EXAMPLE

AVOID MISSING THE CONNECTION

Access an automated report to highlight missed connections and schedules changes that may be required to bring the connection back into play.

For example, two flights from Paris CDG missed connections to onward services to JFK and Las Vegas by just 5 minutes. The connections report can demonstrate in a variety of formats the impact of this schedule.



UNDERSTAND AND
ASSESS PASSENGER
DEMAND WITH THE

TRAFFIC MODULE

Using MIDT data (Marketing Information Data Tapes) our 'passenger traffic' stats are based on GDS bookings data and underpinned by OAG's schedules database.

Questions that can be answered:

- What demand exists?
- Where does traffic originate, connects and end?
- How can I forecast traffic for new routes and analyse the impact?
- Where is the under-served and unserved capacity?
- Can I see LCC fare performance in my market?



REPORTS AVAILABLE

➤ O&D (Origin & Destination)

Bookings and average fares on a given origin-destination with up to two connections.

➤ Connections

Bookings and average fares by cabin for flights on a given origin-destination through a specified connecting airport.

➤ Segment and Load Factor

Bookings, load factor and average fares for flights on a given direct origin-destination route.

➤ Power Table

Fully-customised report of passenger booking and average fare data.

➤ Mix Report

Bookings and average fares for flights on a given direct origin-destination route, broken down by traffic type: local, behind, bridge and beyond.

➤ Top X Report

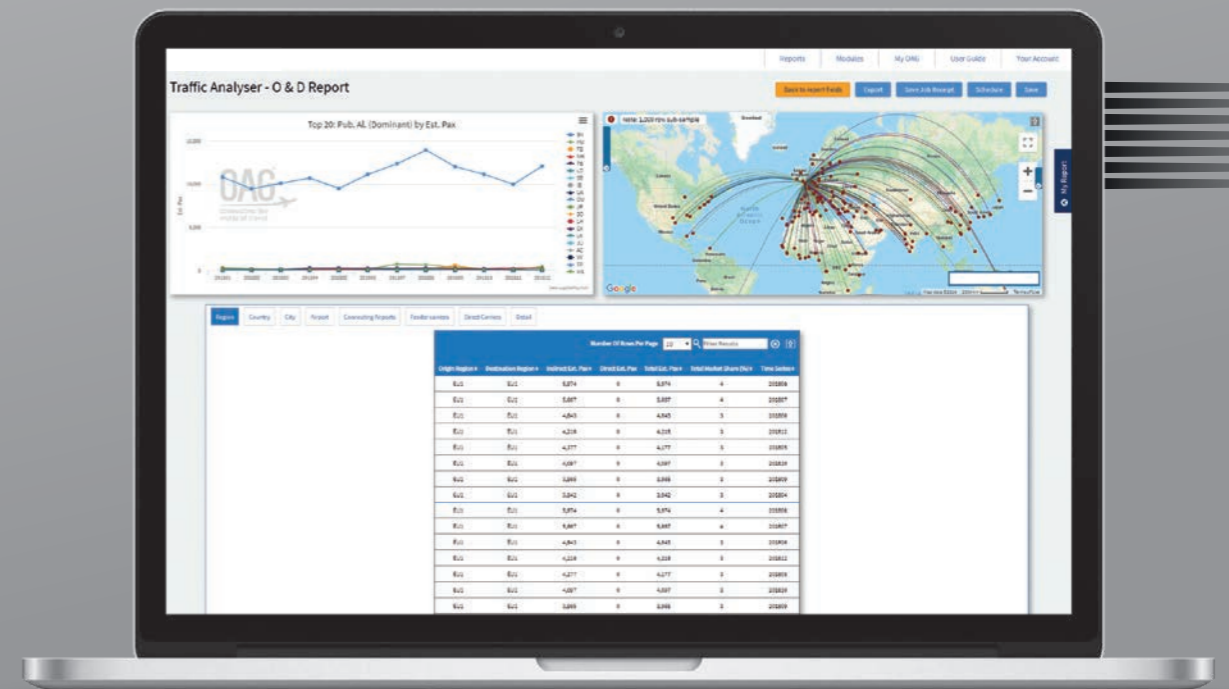
View top carriers, departure or arrival airports etc. by a range of measures including Passengers, Class of Travel and Fares.

USE CASE EXAMPLE

WHAT ARE YOUR GROWTH OPPORTUNITIES?

Uncover underserved and unserved capacity.

Discover where does demand exist? Use essential analysis reports, and apply market stimulation to demonstrate future potential new markets and expansion of existing markets.



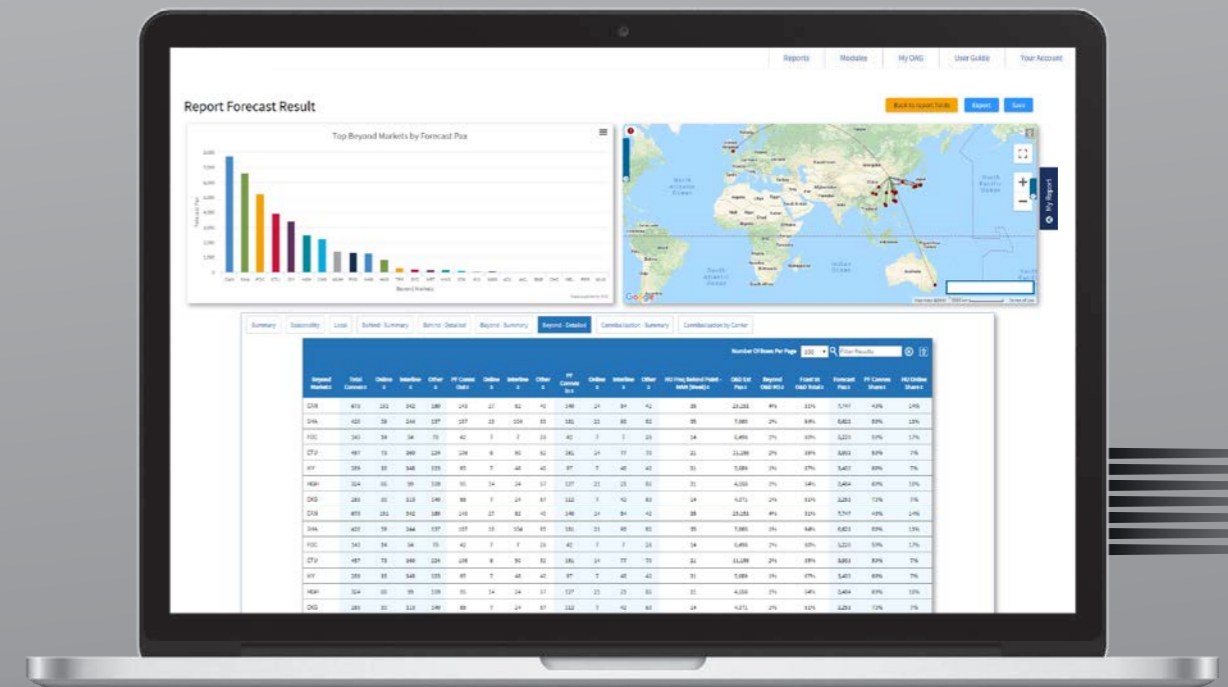
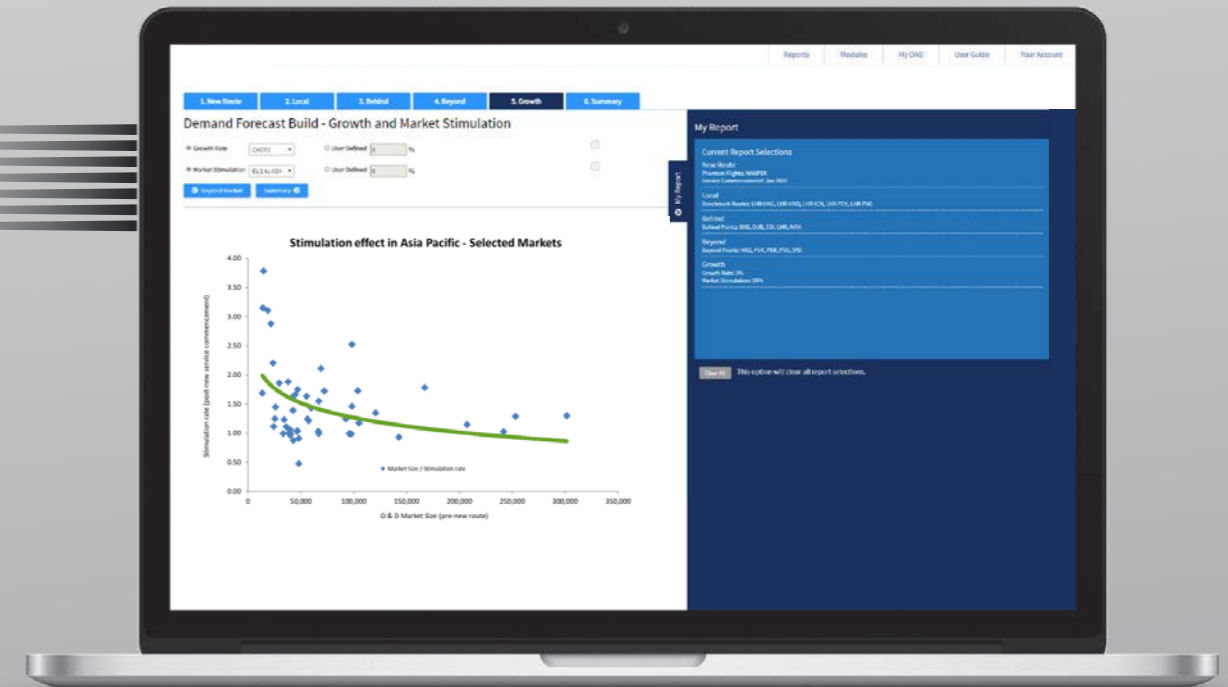
CREATE COMPLEX NEW ROUTE FORECAST BUSINESS CASES IN MINUTES NOT HOURS

DEMAND MODULE

Demand is our new **Route Forecasting Tool** that will create a forecast in minutes, driven by our OAG proprietary methodology and drawing upon our unique datasets in the OAG Analyser platform, to quickly assess the viability of new routes, easily allowing users to run several different scenarios to build a clear and realistic forecast.

Demand enables you to:

- Create fully detailed new route forecasts in minutes not hours.
- Test and change variables and scenarios in seconds, to find the perfect business case.
- Create complex forecasts in-house using the intuitive interface.
- Validate route business cases, because they are powered by OAG data - the trusted source of aviation data globally.
- Dive deeper with into data sets with the other Analyser Modules.



GENERATE CUSTOMISED,
OUTSTANDING VISUALS WITH

MAPPER MODULE

Boardroom quality, easy-to-export flight route maps that bring your business case to life.

Build a new airline network map, plot potential routes and visualise 'what if' changes to your network.

Using Google Maps, this powerful flight route map maker and marketing tool lets you create outstanding, customised visuals:

- Filter results according to alliance, airport, airline and aircraft type.
- Use the new range functionality to highlight opportunities.
- View existing routes and 'custom' routes in one map with new query options.
- Match your corporate colours to stay on-brand with rich customisation options.
- Save maps in your personal profile.



ACCESS AND ANALYSE ESSENTIAL
US AVIATION MARKET DATA IN
ONE CONVENIENT PLACE WITH

DOT MODULE

View U.S. airlines' profitability, passenger load factors, fuel costs and employment statistics in one flexible tool.

Our DOT module combines data from T100, Form41 and O&D (DB1B) reports into one accessible web-based portal.

Whether you need to analyse U.S. airline industry trends, make cost comparisons, benchmark financial performance or plan future activity, DOT analyser will deliver fast and accurate results.

Focus on the right data to deliver the insight, reports and charts you really need to answer the following questions.

Questions that can be answered:

- What are the key trends in the U.S. aviation market?
- How can I analyse US schedules and connections data for route planning and network analysis?
- What are competitors' capacity and offerings?
- Where can I see unique historical DOT aviation data?



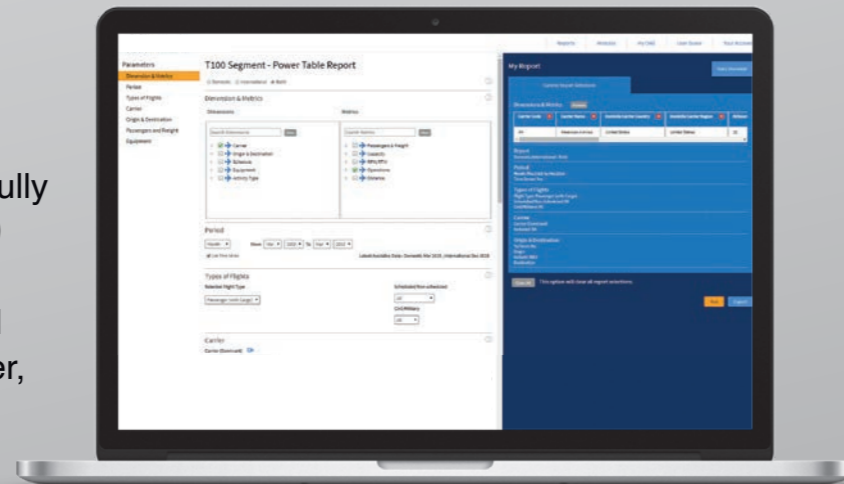
REPORTS AVAILABLE

USE CASE EXAMPLE

➤ Traffic Reports (T100)

Segment Traffic Reports

Dynamic table to create a fully customised report for T100 Segment Data for both Domestic and International flights to analyse passenger, capacity, freight and mail statistics.



Market Traffic Reports

Dynamic table to create a fully customised report for T100 Market Data for both Domestic and International flights to analyse local passengers, freight and mail.

➤ Origin & Destination Reports (DB1B)

O & D Traffic Reports (Detailed)

Create a fully customised report for all DB1B Data to analyse complete passenger itineraries including connection points and fares paid by passengers.

O & D Traffic Reports (Summary)

Create a fully customised report to analyse DB1B Data by origin and destination including passenger numbers and fares paid.

➤ Financial Reports (Form 41)

Financial Reports

Analyse Airline financial reports including both revenue and cost breakdowns.

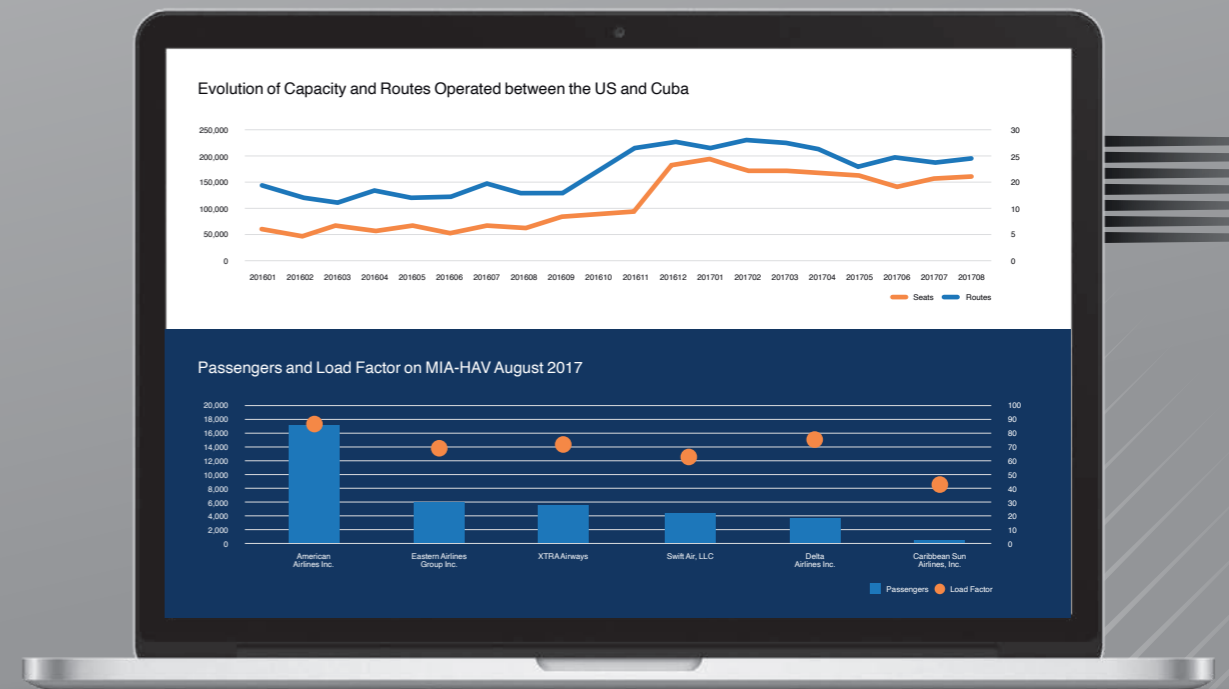
Traffic Summary Reports (T1, T2, T3)

View a Summary of T100 Traffic Data and see how each airline performs using standard industry metrics.

CAPACITY COMPARISON

Compare what happened to air travel between the United States and Cuba between January 2016 & August 2017. Discover what capacity is being provided on flights between the two countries, and how it has changed since then.

DOT Analyser provides schedules, connections, route planning and network analysis which enables us to create a Data Export, which shows how the number of routes operated between Cuba and the US peaked in early 2017, and then declined slightly, with seat capacity following a similar profile.





OAG[®]

GET IN TOUCH

Find out more at www.oag.com
Make your next move a smart move.