It's your data:

Make the most of it!

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Cargo solutions produce a huge amount of data. Analyzing this data to our advantage, given the competitive landscape, is no longer a choice but a necessity of modern business. More importantly, synthesizing this data into useable, easy to understand information is essential to maximizing the benefits, both to your operational and business processes. With CHAMP's DataAnalytics, you can do just that.

In real-time

Crunching the numbers monthly to analyze company performance helps your organization monitor its effectiveness and allows suitable goals to be set for the future. However, because of the time-lag, you can't quickly adjust when it is not going according to plan. But what if this information was available in real-time?

Online marketing and business CRM tools have long had tools to help sales and marketing to measure performance and better calibrate their work to achieve their targets. These tools can drill down into detailed views to form patterns which give the how and why certain campaigns worked, or conversely, find the anomalies that can help identify areas that need attention for campaigns that didn't.

Until now, air cargo has not had the luxury of such tools that generate the necessary views/dashboards with ease. Luckily, DataAnalytics has moved forward allowing managers to see these figures as they happen – giving a vital opportunity to have the pulse of the business in almost real time.

Spreadsheets filled with millions of numbers and figures are useless unless synthesized into information in the exact way you need it. DataAnalytics offers a series of dashboards that allow you to visualize information from CHAMP's product portfolio:
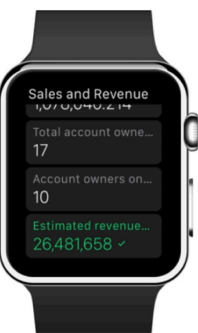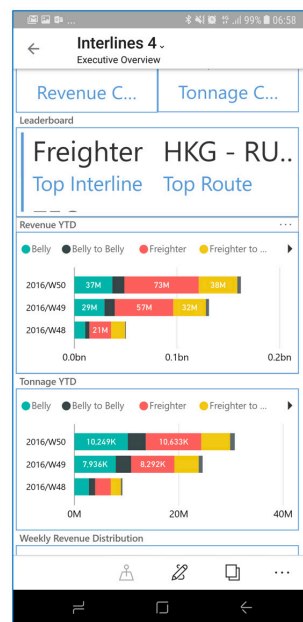
Cargospot, Traxon cargoHub, Traxon Global Customs, and Traxon CDMP.

This service feeds key data from those and other solutions into our data visualization and reporting tools to power a library of insightful dashboards offered through a web browser or mobile devices. Moreover, this information can also be downloaded in CSV or Excel format for further self-analysis and manipulation.

What's the point?

Imagine measuring the most important KPIs related to the on-time performance of your flights. Or the ability to drill down on any combination of flights, dates, routes, aircraft types, origin, and destination airports with information that will be updated every 3 hours.

Better yet, information for an Executive Overview showing KPIs for yield and load trends by transport mix, Interline Analytics showing the contribution of transport to the carrier revenue and Route Analytics showing the contribution of transport to the carrier revenue by route are all visible in a single dashboard

reflecting the current state of your business – not a view from a month ago.

Sometimes your data can contain relationships and correlations that are not visible at first glance. With the Quick Insights function, you can generate interesting interactive visualizations based on your data. You can even run insights on an insight. Built on a growing set of advanced analytical AI algorithms, it processes your data in new and intuitive ways in order to extract vital information. The system displays up to 32 separate insight cards, each with a chart or graph and a short description of the found insight. Does one insight pique your interest? Just select it to dig further or simply pin it to your existing dashboard for creating new amazing visualizations.

Vast flexibility to not only extract the most from your data, but to fulfill your intellectual curiosities in managing your business.

Speaking the same language

Sometimes the fastest way to get an answer is to simply ask a question using plain language. Using the Natural Language Query one can ask, "What was the total flown weight last year?" to receive answers in the form of charts and graphs.

Asking the question is just the beginning – only your imagination and your needs are the limits to the invaluable resource dashboards can be.

Speaking the same language

We'd love to show you how CHAMP's DataAnalytics can help you. Please contact marketing@champ.aero.