



# Cargo Analytics Solution – Agent Segmentation

## A Leading European Airline

### CHALLENGE

The airline operates non-freighter/ belly-cargo services and wanted to enhance B2B customer value by adopting a differentiated strategy basis the quality of business.

In these challenging times, airlines face multiple pressures, and technological advancement can help devise differentiated strategies to stay competitive.

### Reduced Cost of Sales

Microsoft SQL Server | Microsoft SQL Server Integration Services | Power BI | R/Python

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### SOLUTION

ML-driven segmentation strategy for Freight Forwarders using the following models.

#### Agent Segmentation

- Activity Segments
- Value Segments
- Behavioral Segments
- Need Segments

#### Agent Profiling

- Freight Forwarder persona basis -
  - Consignment Type
  - Claims Info
  - Shipment Types
  - Agent Demographics

#### Predictive Analytics

- Customer Churn Propensity
- Customer Win-back Propensity
- Customer Lifetime Value

### RESULTS

- Helped business to develop an integrated view of Freight Forwarders and pursue higher percentage opportunities through differential marketing strategy
- Personalized Marketing to induce Loyalty Program