

Case Study

Intelligent data management and analytical layer for travel retail



Client: A leading European travel retail operator

1. Challenge

The client faced significant data gaps that hindered local operational efficiency and strategic planning

Inadequate reporting granularity

Global Power BI reports from the central HQ were too high-level, lacking the "drill-down" capabilities needed for specific regional market analysis.

Data fragmentation

High-value information on passenger traffic and workforce (HR) was siloed across separate systems, preventing management from obtaining a holistic view of store performance.

Time-critical analytical needs

The business was preparing for new store openings, making the timely delivery of integrated reports a top priority. Without these insights, management risked making critical launch decisions without accurate performance forecasts.

2. Solution

ZONE3000 implemented a "Data-as-a-Service" approach to bridge the gap between global infrastructure and local needs

Dataset extension

Expanded the core global Power BI dataset by integrating local data streams, including passenger flow and HR metrics, into a unified architecture.

Localized analytical overlays

Developed custom reporting layers that allowed local teams to perform granular analysis independently of the central HQ's reporting cycles.

Single Source of Truth (SSoT)

Unified disjointed sources into a standardized database to align sales, traffic, and labor costs.

Accelerated deployment

Established a rapid development pipeline to deliver reporting suites in sync with scheduled business launches.

3. Technology used

1 Power BI

For advanced data visualization and extending existing global datasets with local drill-down functionality.

2 Cloud data warehousing

Secure infrastructure to host and process the integrated Single Source of Truth.

3 Data integration & ETL

Pipelines designed to merge global ERP data with localized HR and third-party passenger traffic sources.

4 Data-as-a-Service (DaaS)

A flexible service model for the rapid delivery and scaling of business intelligence assets.

4. Result

The new data management framework allowed the client to move from generalized reporting to precise, event-driven analytics



Synchronized store launches

Critical analytical reports were deployed exactly in time for new store openings, providing management with immediate visibility into launch performance.



Localized autonomy

Regional teams gained autonomy to generate granular reports instantly, eliminating the multi-day waiting period previously required for central HQ processing.



Comprehensive workforce insights

Integrating HR data enabled the client to correlate staffing levels with passenger traffic, optimizing labor costs and service quality.



Elimination of "blind" spots

By unifying passenger and sales data, the client achieved a clear understanding of conversion rates per flight/terminal, which was previously impossible.

This case study demonstrates how ZONE3000's strategic data integration and DaaS model enabled a global travel retailer to align fragmented data sources and support critical business expansion with high-precision analytics.

