Customer success story

Jetstar's move to a fully enabled AWS data insights platform

Modern data architecture enables Australian airline to predict and act on optimal travel experiences for customers.

The challenge

The airline's traditional structured data warehouse, used for reporting and analysis, was unable to handle the volume, variety or velocity of the data sources necessary to enable the business to make well-informed decisions.

The company was looking to improve its understanding of its customers, however the most valuable data sources, high-volume web traffic data, were not accessible through its existing data infrastructure. This meant that Jetstar did not have the insights to provide optimal personalization and travel recommendations to its customers.

The solution

Contino, a Cognizant company, helped design and build a highly scalable and resilient advanced data analytics platform on AWS. This included modular components that can be reused for other business areas, reducing cost and time to get insights for additional use cases.

Multiple business areas have now moved onto a modern data lake architecture on the AWS cloud. Amazon Redshift and Elastic MapReduce (EMR) fuel data analysis and near real-time reporting, moving away from batch nightly reporting wherever possible.

Our team developed and implemented a machine learning plan to leverage data to better inform future business decisions. We also helped upskill client teams for future development and operations.

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More valuable insights, reporting and business outcomes

Jetstar is now able to use multiple data sources for advanced analytics and reporting, including high velocity data, to provide insights and predictions to support business decisions. The new AWS platform and analytics is now being used by digital and marketing teams to shape campaigns to target individual customers with relevant content to improve response and conversion rates.

Due to the success of the first stage of this project, additional business units and departments are exploring multiple use cases for the new platform to gain better insights from its data and inform the decision-making process.

Vast data sets can now easily be analyzed

Improved UX with relevant content and destination recommendations

Higher conversion rates with highly personalized engagement

Greater insights and processes