

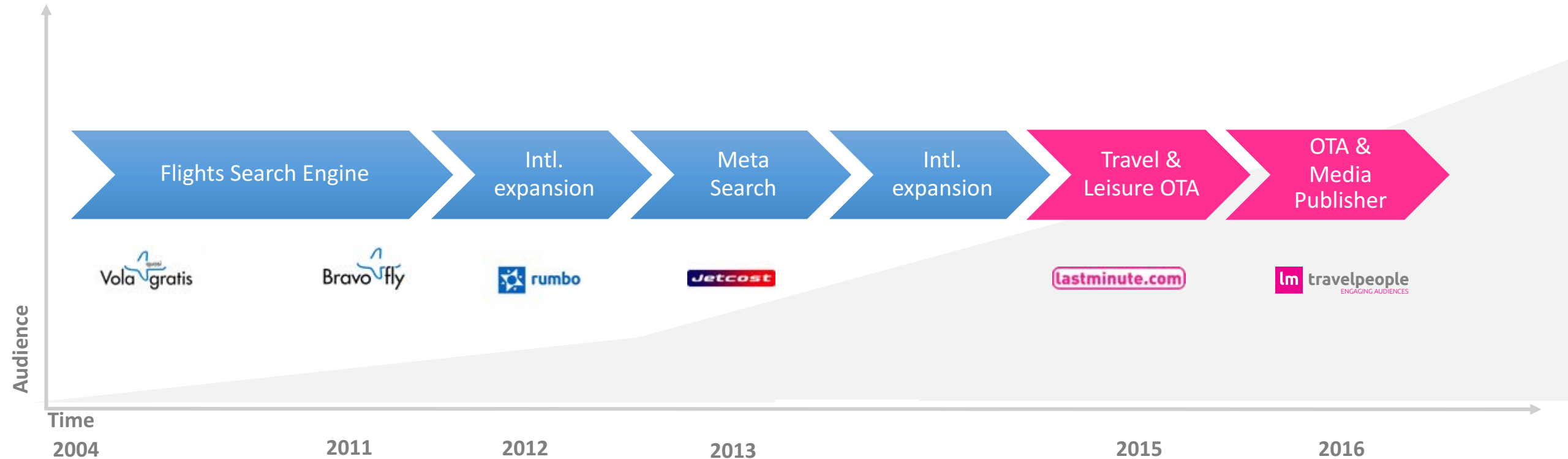


# From (big) *data* to (actionable) *information*

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# Lastminute.com Group



# The Travel People

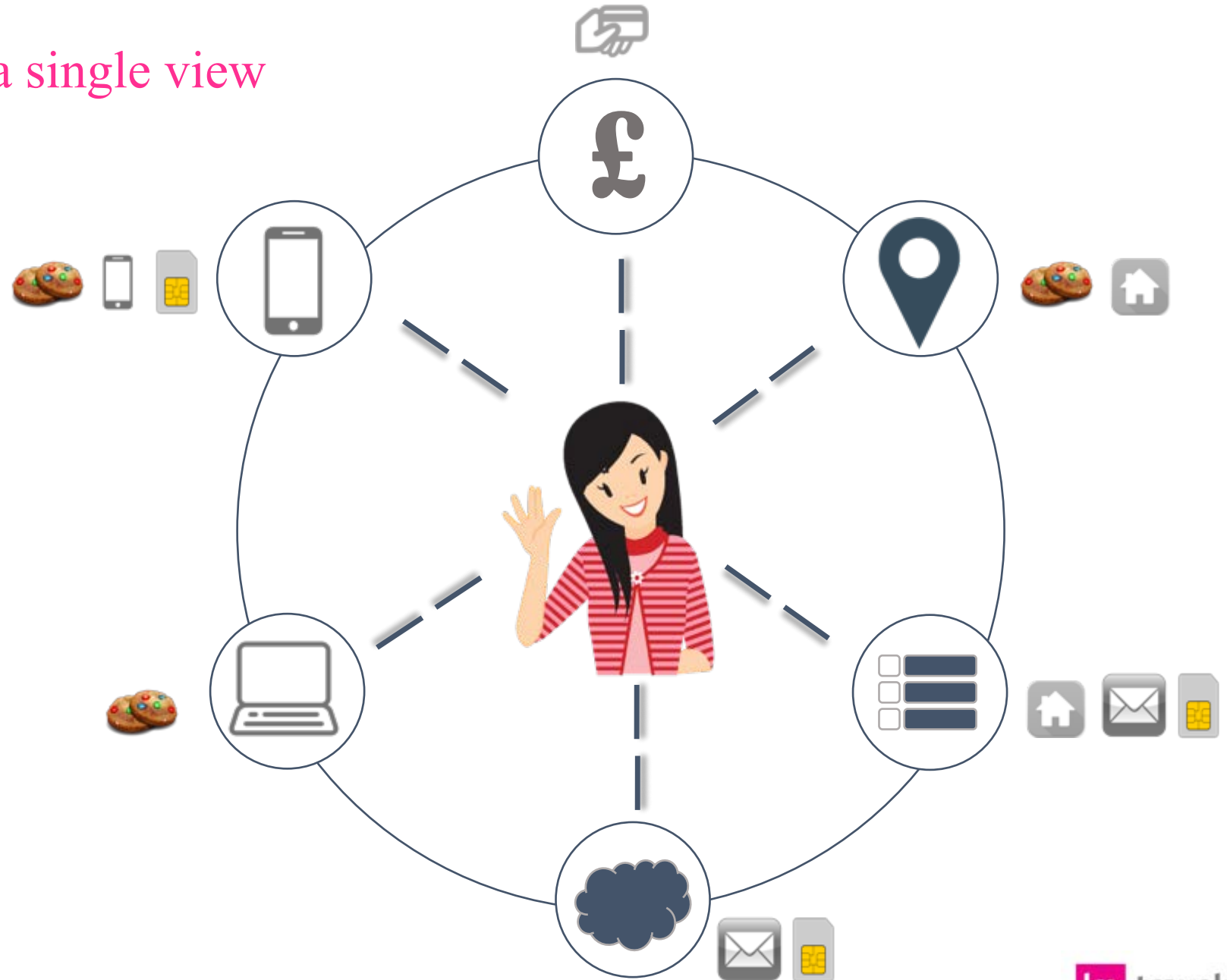




A person is sitting on the floor, surrounded by a shower of falling confetti. The confetti consists of small, square pieces in various colors, including white, light brown, and dark brown. The person is wearing a grey t-shirt and dark shorts. The background is a plain, light-colored wall.

(big) data  
(actionable) *information*  
purpose  
customer experience  
commercial opportunities

# The importance of a single view



# Our data simplified

- Location

Destination or origin, home location, dynamic location, airport of transit

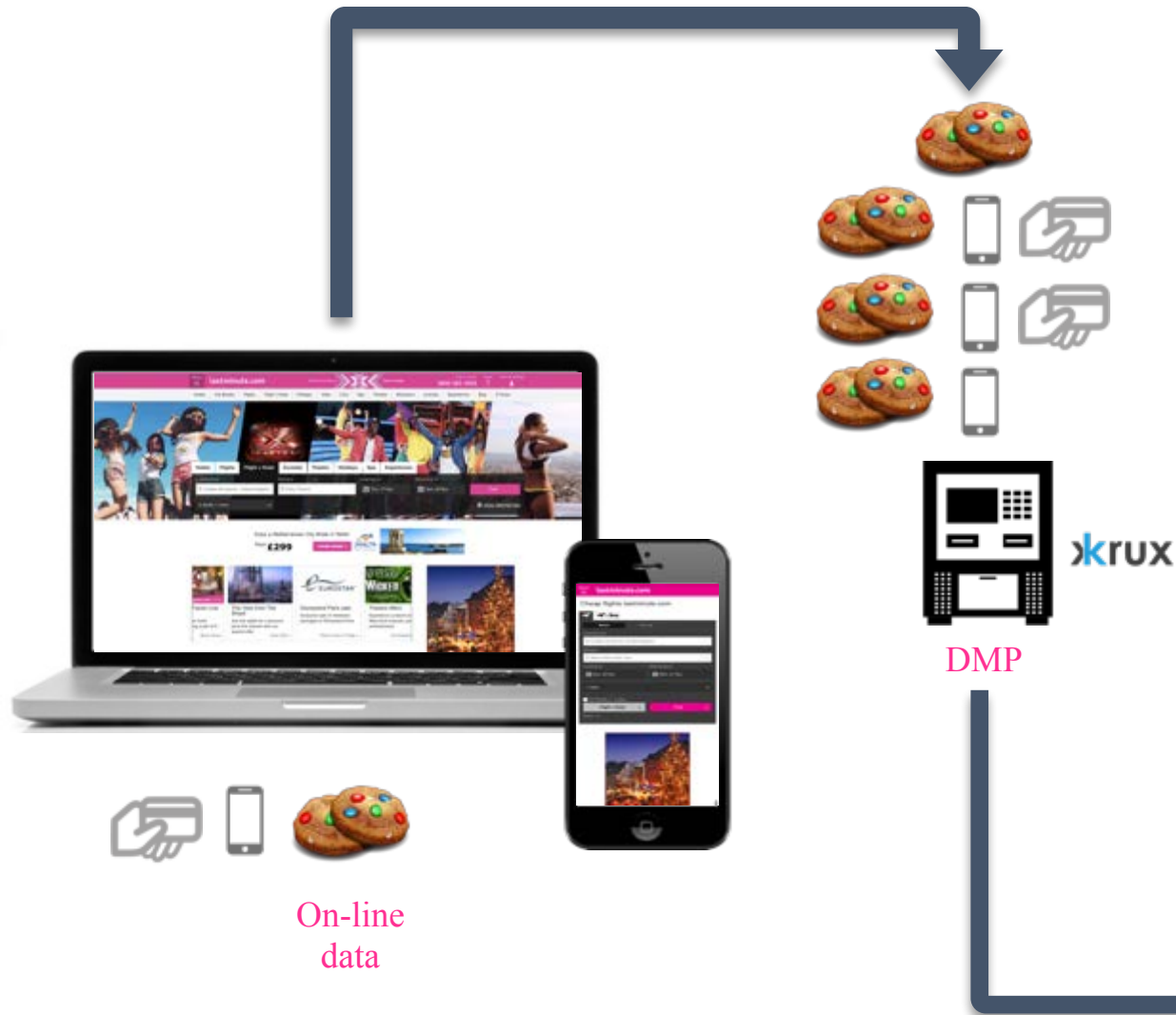
- Traveler

Weekend travellers, holiday travellers, family travellers, Couples, travelling with children or infants. Number of nights, airline carrier, credit card provider, email address

- Socio Demographic

Age, Gender, buying power

# Data in action: from data to information



Jane is 32 she loves outdoors sports and travels twice a year to beach destination

# Data in action: from information to predictions ( and more bookings )



Travels twice a year in March and October



To sunny off season locations



Where kite surfing is the main attraction



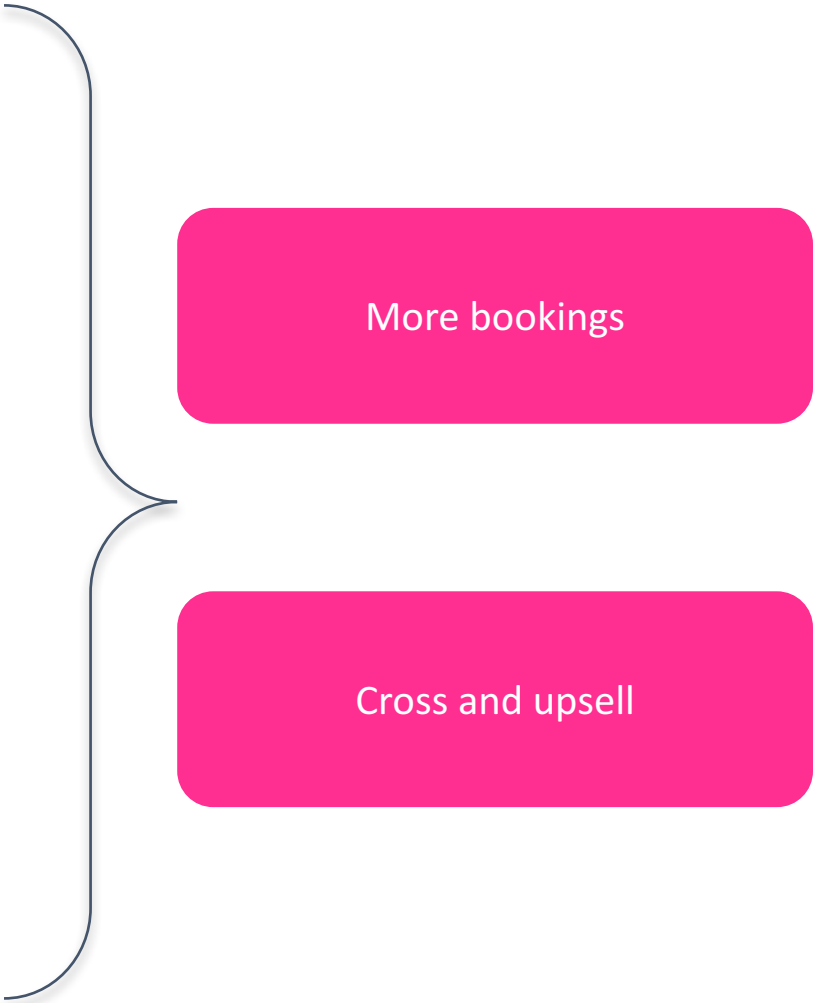
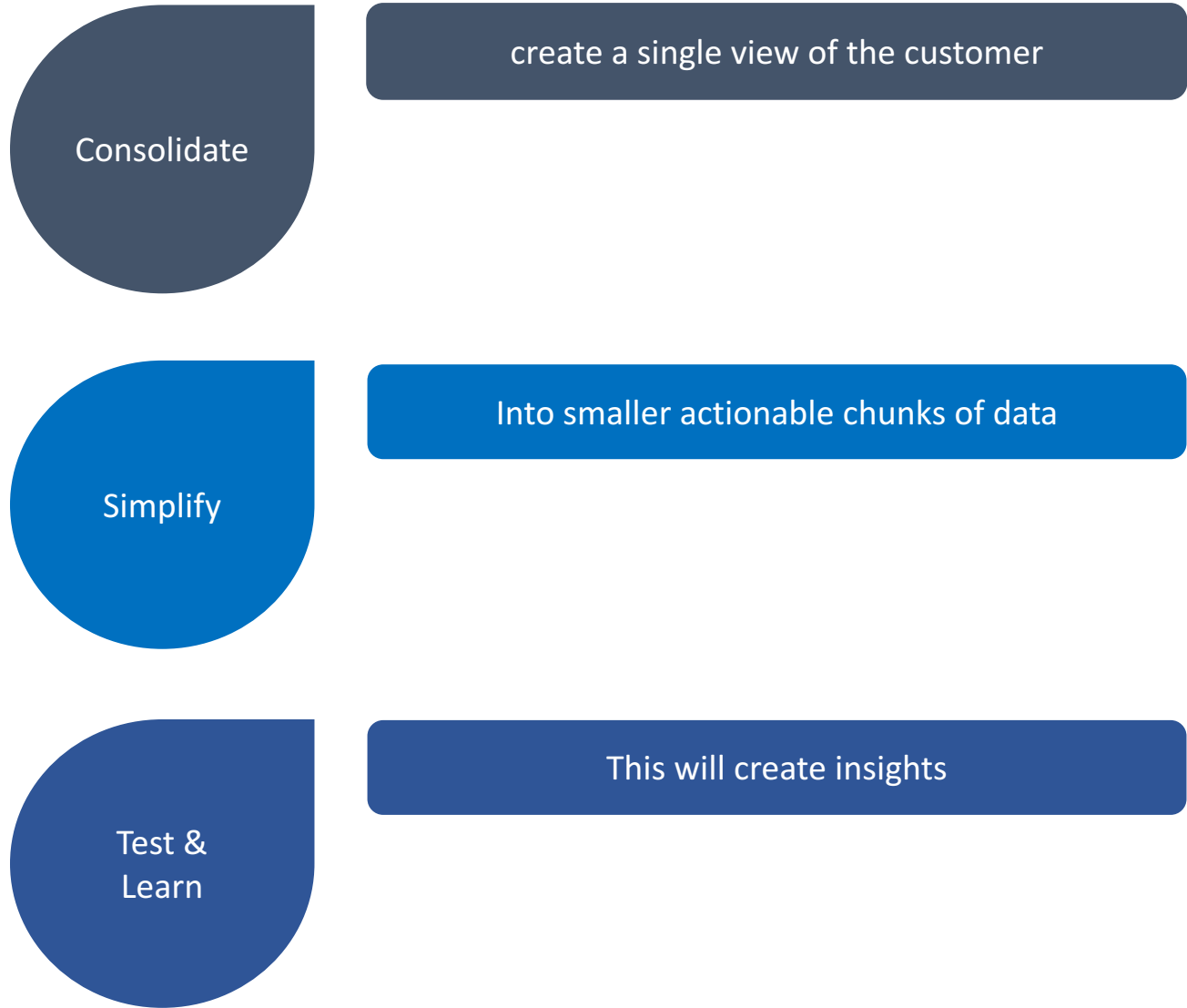
Jane may be interested in a deal for Fuerteventura next March



# Data in action: from information to new commercial opportunities



# Conclusions





Thank you

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