

Travix



“Democratising Data”

From on-premise to cloud-based data stack

January 24, 2019

Koen Mevissen, Principal Engineer Data @ Travix



Travix at a glance



5.000.000+
passengers a year

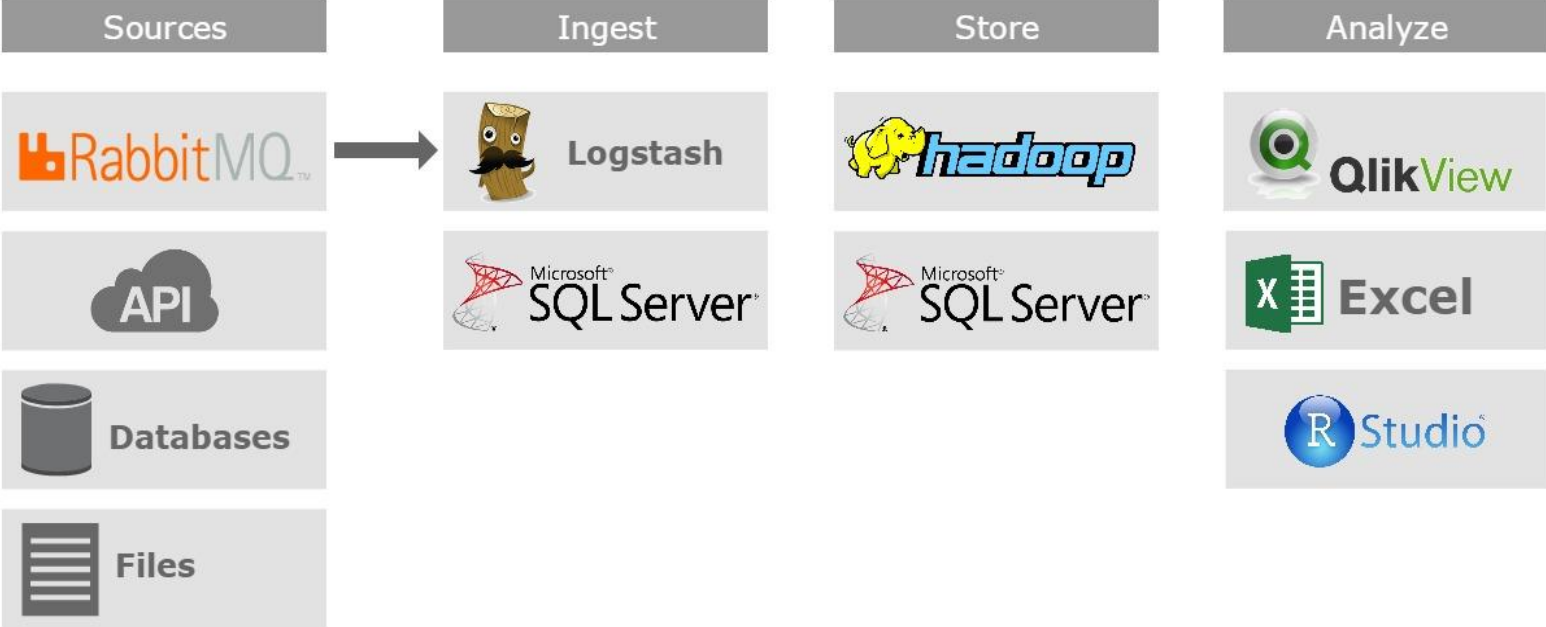


50+
planes filled every day



550+
employees

Legacy

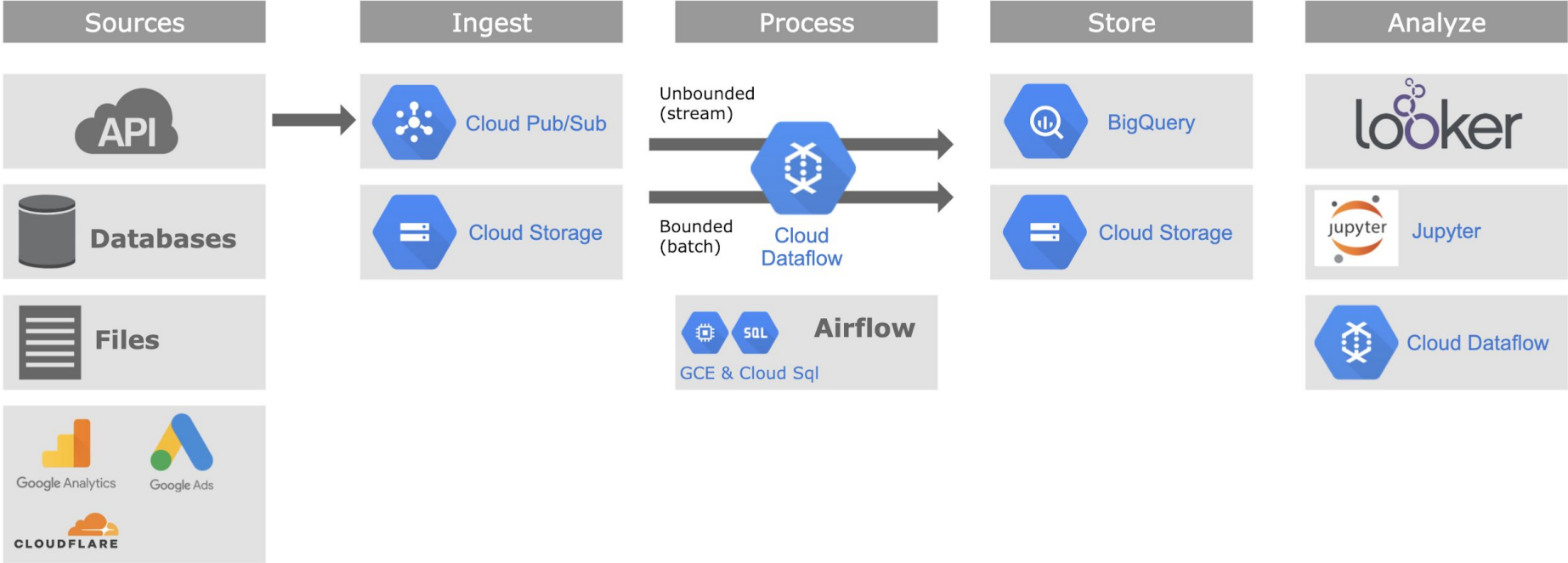


Data strategy



- Reduce engineering & operational effort
- Increase agility
- Accessible data & analytics
- Data-informed decisions
- Open source technologies

Currently



Transition Challenges

- Changing tech is 'easy', culture is harder
- Modelling decisions
- Replacing pivot-tables / tabular results
- Governance

Transition Results

- Single source of truth
- 100+ Looker users (~20%)
(self-service & autonomy)
- Reduced engineering and operational effort (unquantified)
- Near real-time data
- Analytics on mobile devices
- Increased 'data-mindset'

Some benefits...

- Standard dashboards serving dozens of users
- Data quality validation en monitoring
- Cloud cost transparency
- Near real-time booking behavior information
- Easily analyse TBs of data
- Scaling, agility, elasticity of compute resources (“plug and play”)

Gotchas

- More end users > more questions > support > governance
- Democratising data with a single analytics team is a challenge
- A single data team doesn't make an organisation data-driven
- Victim of own success

Future

- Data driven product development
 - Evidence based automation
- Data dictionary & discoverability
- Data lineage
 - “Where’s this data coming from?”



LinkedIn: <https://www.linkedin.com/in/koenmevissen/>



Travix

in numbers



39

countries

and expanding rapidly throughout all continents



550+

employees

dedicated to guiding our customers through their travel journey



5.000.000+

passengers a year

and we can't wait to serve even more travellers



50+

planes filled every day

flying to over 500 destinations around the globe

Our history

Beins, Airtrade & Vayama became Travix in 2011

Transformation from a Travel Company going Online to an **Online** Travel Company
To facilitate our **Global** expansion and scalability, 3 platforms had to be merged to 1
Flights as the core of our business



Our brands

 **BudgetAir**

 **cheapTickets**

 **Vayama**

 **FlugLaden**

vliegwinkel.nl 

Our Global footprint & offices

We are rapidly expanding in 5 continents



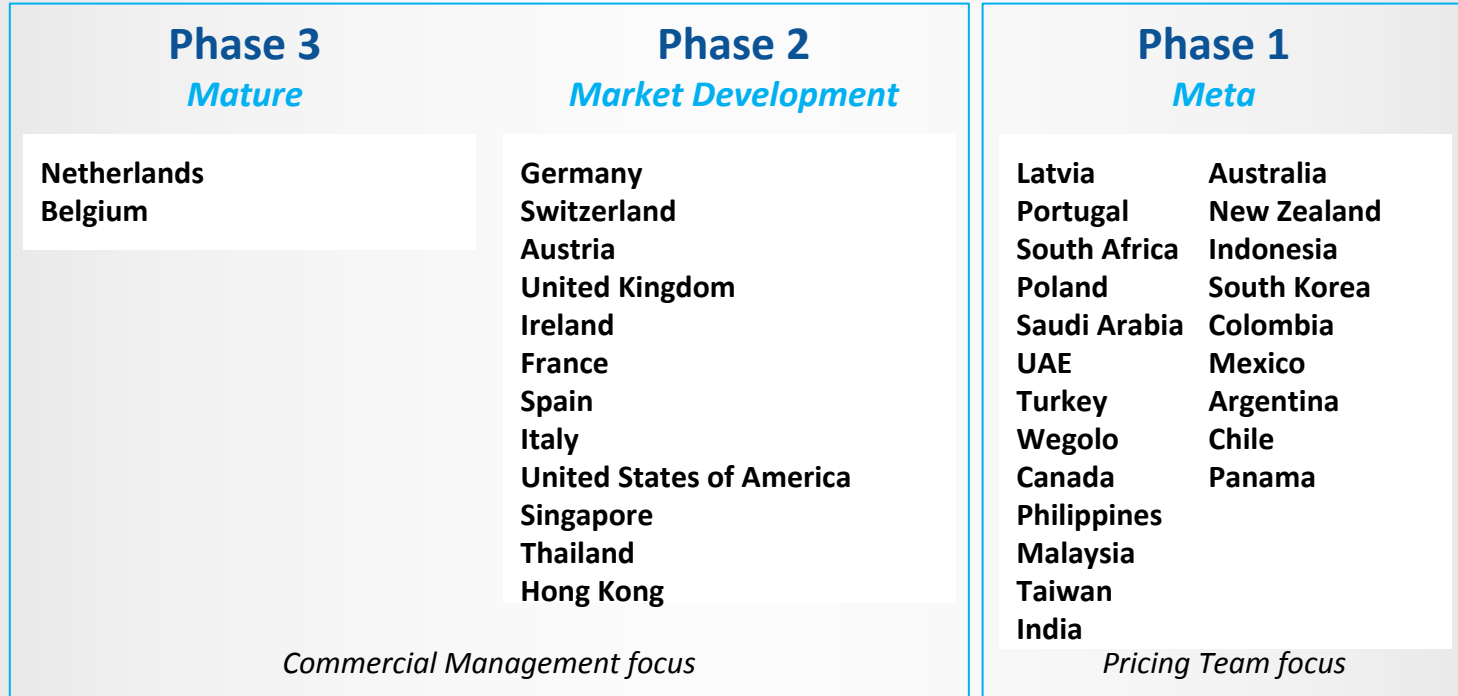
World we operate in

OTA vs. META vs. Airline vs. Travel Agent

SERVICES	OTA	META	AIRLINE	TRAVEL AGENT
Wide range of airlines	✓	✓		
Price Transparency	✓	✓		✓
Deep range of ancillary services	✓		✓	✓
Website Usability & Scalability	✓	✓		
High Quality Customer Service	✓			✓

Country Maturity Model

Commercial Management Model



Organigram - Key responsibility areas



**John
Mangelaars**
CEO



**Michiel
Delaere**
Supply



**Rob
McDonald**
Product &
Technology



**Remko
Verheul**
People



**Franklin
Hagel**
Finance



**Taco
Morelisse**
Demand



**Paul
van Breugel**
Commercial



**Mirjam
van den Berg**
Customer
Operations



**John
Wilson**
Business
Operations

Travix mantra

“We *move* people”

We *inspire* our customers;

We *lead* them through the travel search
and booking process;

We *support* them on their journey;

We *grow* talent.

Travix



Our Target Profile

