

Case Study: Flight School



Services Provided

- BI Visualization
- Strategic Business Insights
- Monthly KPI Reporting
- Competitive Analysis
- On-Demand Analyst Services

Business Challenge

Amidst the burgeoning demand for certified pilots following the pandemic, a flight school encountered a formidable challenge in boosting graduation rates among its aspiring pilots. Manual reporting processes proved cumbersome, impeding the school's ability to monitor critical metrics such as flight hours, course attendance, student progress, cohort advancement, and cancellations. As the industry witnessed a surge in demand, the school grappled with the necessity of maintaining accurate records to ensure optimal training outcomes. The flight school faced a pressing challenge of adapting its data management processes to meet the evolving demands of the aviation industry.

Solution

Cruz Street proposed to revolutionize the flight school's operations by leveraging cutting-edge technology. By harnessing the power of AWS QuickSight and industry leading flight school software, Cruz Street committed to transforming the school's flight logbook and student data into dynamic, real-time dashboards. This strategic approach would enable instructors and administrators to access critical student metrics effortlessly, empowering them to make data-driven decisions swiftly. With streamlined data management processes and actionable BI visualizations, the flight school could have prioritized student success, optimizing training programs, and improving graduation rates.

Results

Through collaborative design, the flight school transformed its operations with AWS QuickSight, converting pilot student data into real-time dashboards. This streamlined data management and facilitated easy access to student performance metrics. By automating data presentation, the school effectively showcased student success to both stakeholders and top airlines. Consequently, it became a preferred partner for leading airlines seeking quality graduates, solidifying its reputation in aviation training.

About Cruz Street

Cruz Street aspires to simplify data science and make it actionable for organizations, no matter their size or current journey. We wish to enable businesses to take advantage of business intelligence for making smart, future thinking decisions about the way they transact and engage customers.

Data Science for All

Data science should not be available only to those at the top of industry. Cruz Street wishes to accelerate the business world's implementation of data science to better understand their customers, solve challenges, and driving better customer experiences through predicting customer preferences.