

# Data, Business Intelligence & Predictive Analysis

## Turning data into actionable insights

2 DAYS COURSE | MIN PARTICIPANTS | Available Languages: DE+EN

AIR CARGO MANAGEMENT

AVIATIONNOW.ACADEMY

### Description



**Learn about the latest trends and innovations in air cargo business intelligence and competitor analysis. Business intelligence is becoming a key driver of growth in the cargo industry, as technology-driven data analysis enables smarter and more profitable decision-making. By transforming raw data into actionable insights, companies can anticipate market shifts, benchmark competitors, and strengthen their market position.**

This training course provides a solid foundation in Business Intelligence for air cargo, competitor analysis methods, and the translation of competitive insights into measurable business value. Core topics include segmentation, industry structure, competitive positioning, and regulatory requirements. The course also introduces next-generation tools such as IoT-based cargo visibility, RFID, blockchain solutions, and predictive analytics to anticipate demand peaks like e-commerce or perishables flows. Through lectures, case studies, interactive exercises, and simulations, participants gain practical techniques to analyze internal operations and external market environments. Each participant develops a personal, data-driven action plan tailored to their company's context, ensuring immediate practical application.

### Target group



- BI specialists, cargo executives, management, high potentials and future leaders from airlines, cargo agents, consolidators, freight forwarders and suppliers involved in the transport of air cargo
- Functional managers recently transitioned or will soon transition into a business leadership position

**Class location:** Classroom training in Europe or Dubai, or worldwide in-company

**Included:** course material, certificate

### Learning objectives



- Comprehend the key business fundamentals related to strategic and competitive analysis
- Understand how industry structures affect company and sector performance
- Apply practical skills in analyzing industries and companies
- Gain in-depth knowledge of segmentation and sub-segmentation in air cargo
- Learn about market intelligence and suitable IT tools
- Apply techniques to analyze both internal operations and external environments
- Understand the importance of competitive positioning in traditional and digital cargo markets
- Use structured methods for monitoring the competitive environment continuously
- Recognize the role of market research and regulatory requirements
- Explore cargo visibility tools (IoT, RFID, blockchain)
- Apply predictive analytics to forecast demand surges (e.g., e-commerce peaks, perishables)
- Develop a personal data-driven action plan through embedded coaching

### Course outcomes



- Clear understanding of Business Intelligence and competitor analysis in the air cargo industry
- Ability to turn data into actionable insights for strategic decision-making
- Practical knowledge of advanced tools such as IoT, blockchain, and predictive analytics
- Driver for executive-level commercial leadership as Module 4 of the Future Leadership Accelerator Program, strengthening data management and predictive analysis

