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Maximilian Schosser

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Big Data to Improve Strategic Network Planning in Airlines

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• **First comparative study on airline network planning**

Big data has become an important success driver in airline network planning. Maximilian Schosser explores the status quo of network planning across a case study group consisting of nine airlines representing different business models. The author describes 23 big data opportunities for airline network planning and evaluates them based on their specific value contribution for airline network planning. Subsequently, he develops a financial evaluation methodology for big data opportunities based on key performance indicators for airline network planning departments.

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