



## GrayMatter Airport Case Studies

BIG DATA | BUSINESS INTELLIGENCE | ANALYTICS | ARTIFICIAL INTELLIGENCE |  
IOT DATA INTEGRATION | DATA SCIENCE SPECIALIST

**"I am glad that we have embarked on this engagement with GrayMatter. I am expecting that the CPRM system would enable much more accurate pricing in response to dynamic changes in factors affecting car park occupancy."**

Ms. Vita Andrews, Swedavia AB Head of Parking, Parking & Entry



## Business Needs

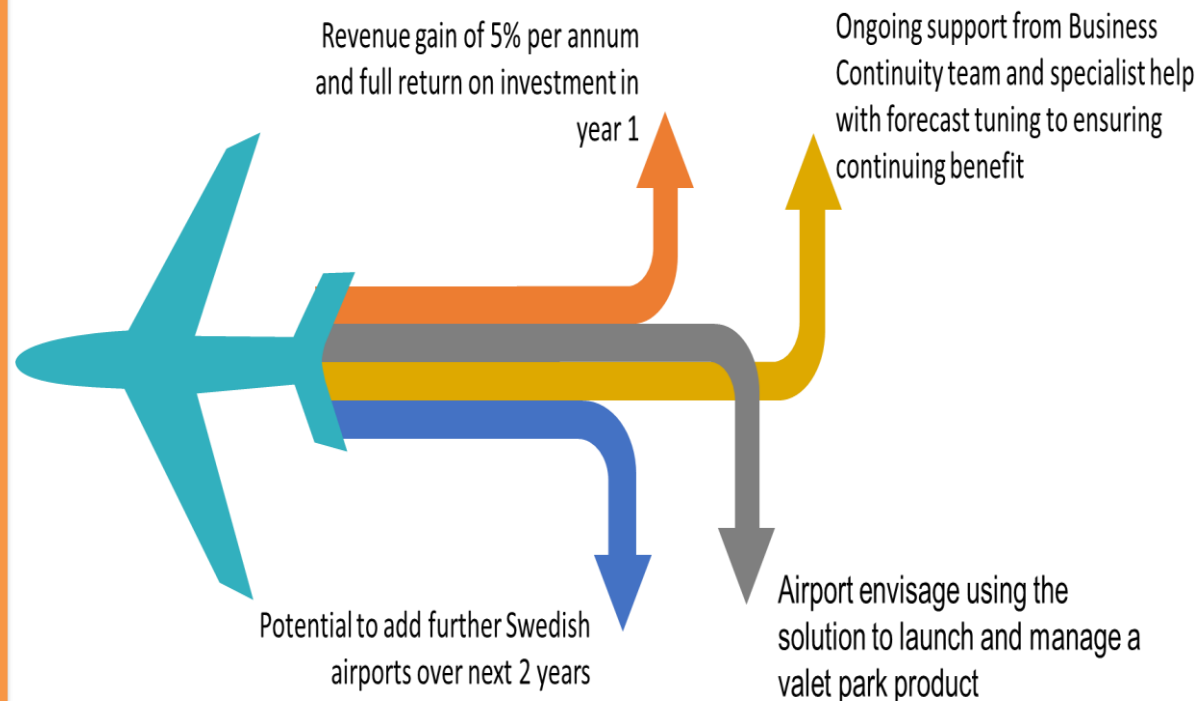
- Digitalization of Manual Work
- Dynamic and differentiated pricing models
- RM to drive more active price changes to improve revenue in the peaks and occupancy in the shoulders.



## Solution

- Better Asset Utilization (space occupancy)
- Higher revenue (better yield)
- Length of stay management
- Ability to price and manage new products
- Demand reallocation
- Stop Sales
- Inventory Prioritization
- Dashboards, reports and visualizations for
- Insights on areas like Pre-Booking Analysis, Trading Analysis, Calibration, Forecast, Pricing Analysis, Master Data Management

## Key Benefits







For other Case Studies. Click [here](#)  
Further queries please connect:  
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