

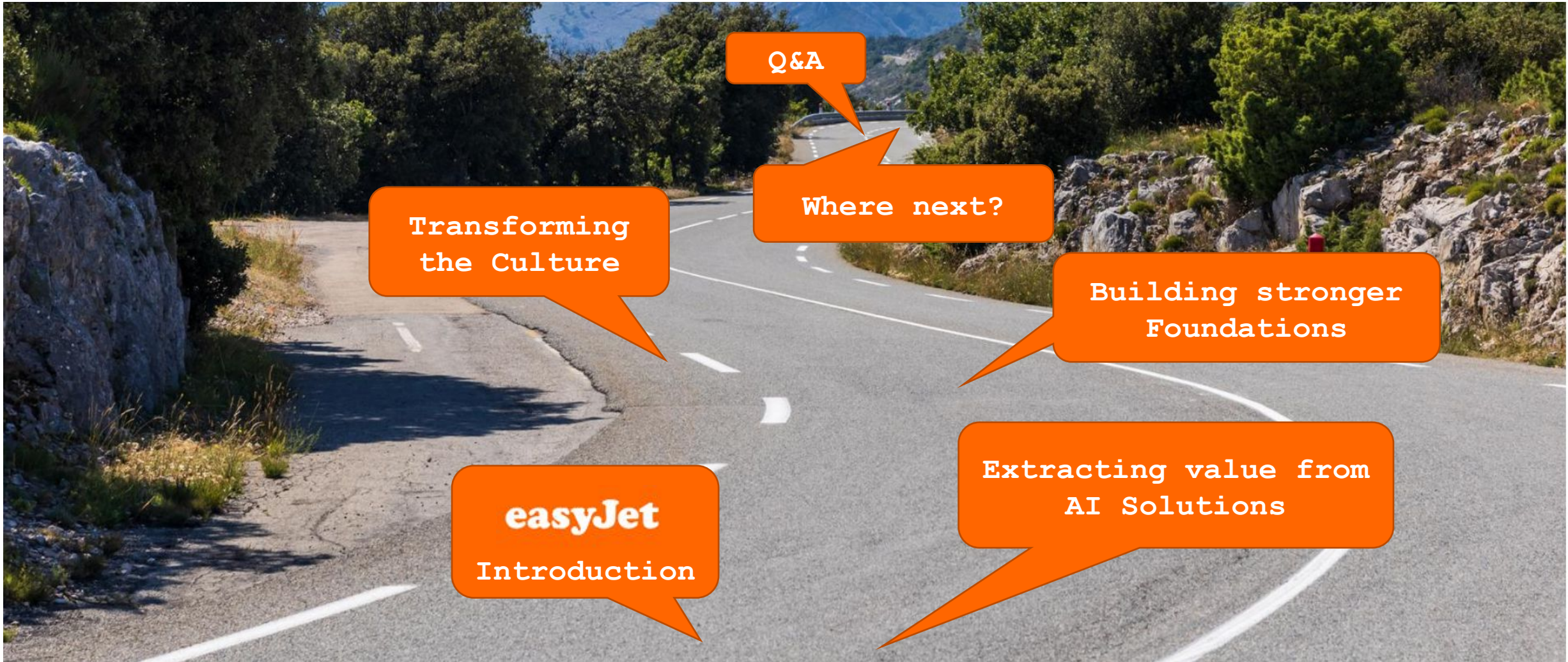
# Getting to a 10x return on data science

## What can we learn from easyJet?

Stuart Birrell  
September 2022



# Outline





# Introducing easyJet

EUROPE'S NUMBER  
ONE NETWORK

Primary airports, routes and slots combined with  
easy and affordable travel for our customers

Our network

154  
AIRPORTS

35  
COUNTRIES

981  
ROUTES

Over 300  
aircraft

Seamlessly connecting Europe  
with the warmest welcome in the sky



over 13,000 employees



easyJet  
holidays

HOLIDAYS THAT DON'T COST THE EARTH

## Innovating with data

Using the millions  
of data-points we  
collect to make  
smart decisions and  
shape the future of  
travel, as the world's  
leading data driven  
airline.

## Our Sustainability Strategy

To lead and challenge global aviation towards  
net zero emissions while positively impacting  
our communities and our people

Tackling  
carbon  
emissions

Stimulating  
technological  
innovation

Going  
beyond  
carbon

How did we get to a  
10x return on our  
data science?

# Firstly – It is NOT....

1. Having the latest and greatest technology
2. Having perfect data
3. Having everything in a massive Data Warehouse/Lake/Mesh
4. Having the whole business engaged
5. Having everyone in the company focused and trained on data
6. Having a large team of data scientists
7. Having a large transformation programme to implement 'change'





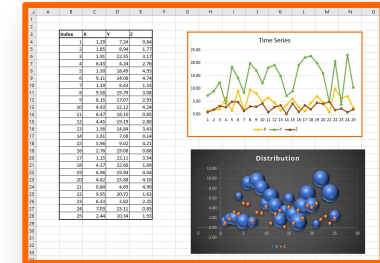
# Focus on Extracting Value

Every company has  
a different  
context

Always start with  
a business problem



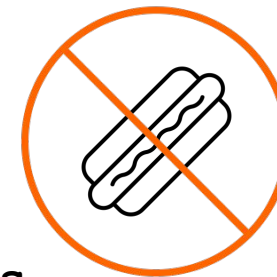
Assess  
your Data  
maturity  
level  
quickly



Use whatever  
you have



Build  
Products  
not Prototypes!



# Building Stronger Foundations



Design and build  
stronger foundations



Business Case

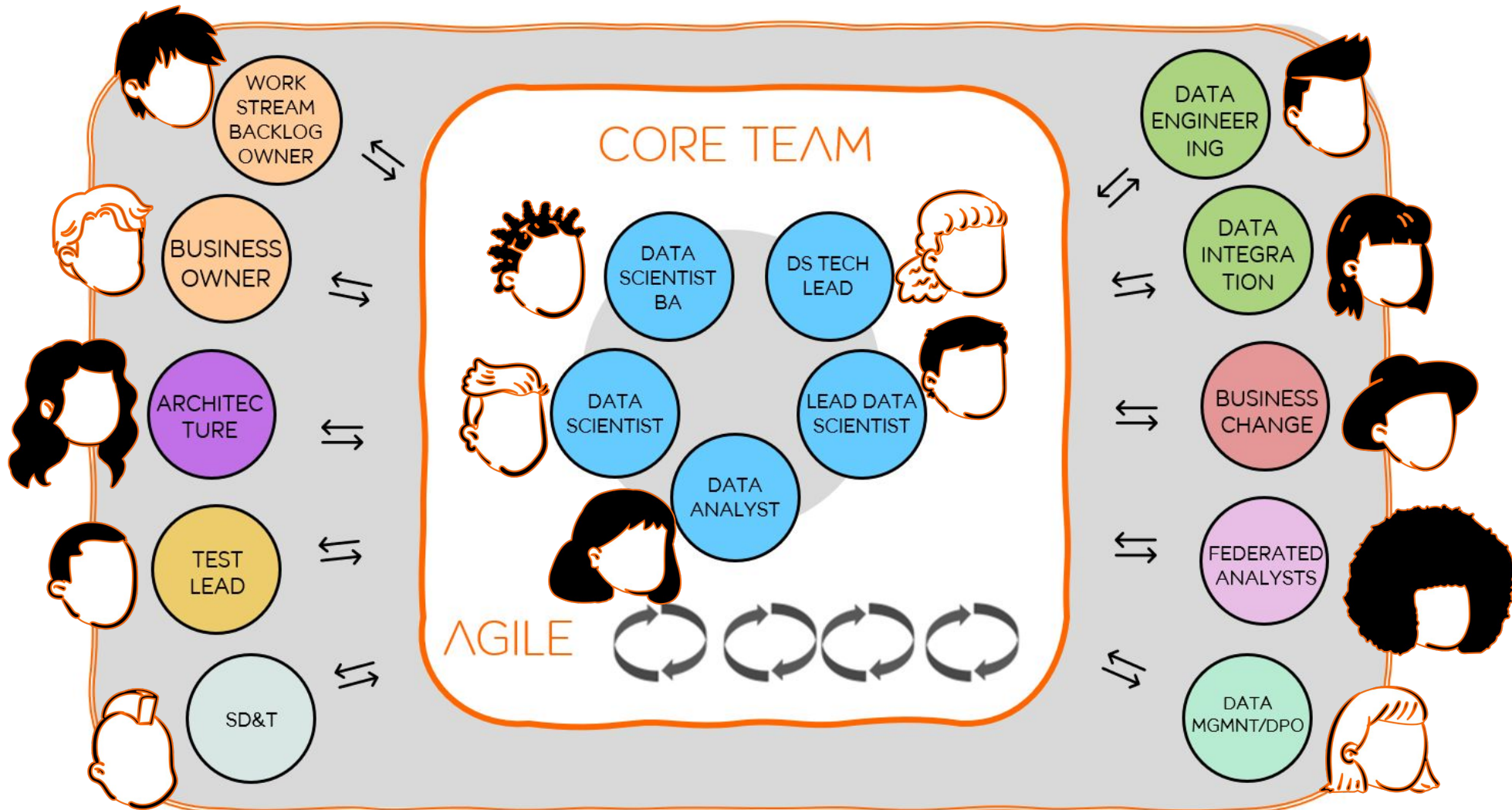


Minimum  
Viable  
Product





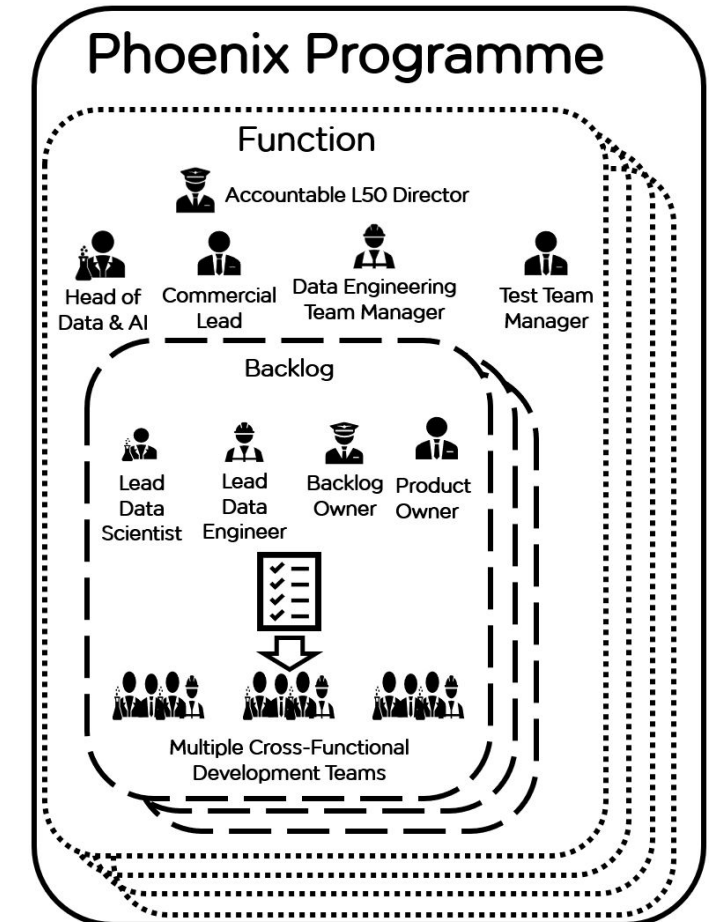
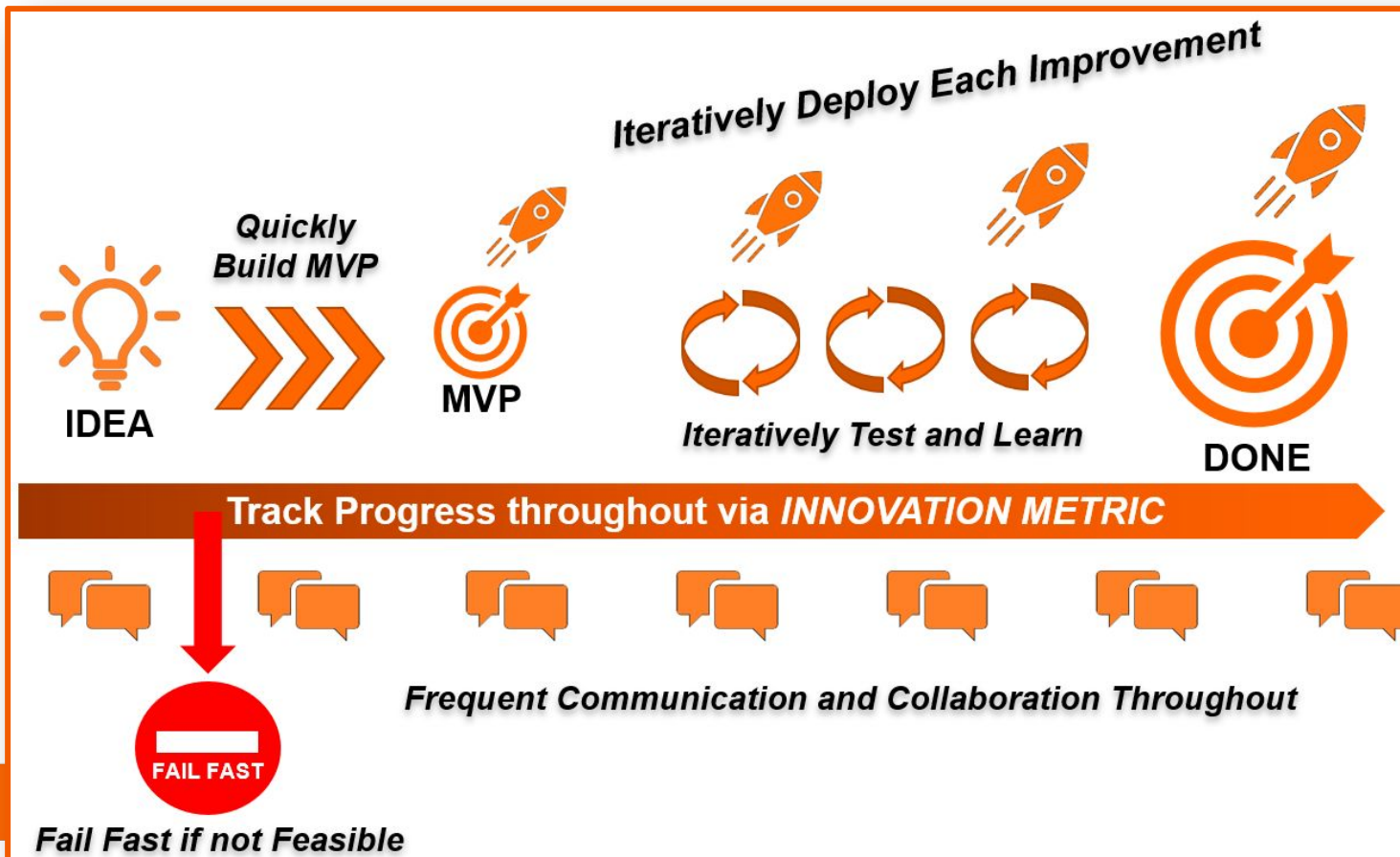
# Transforming the Culture





# Delivered via an agile approach

- Every idea is scoped out defining what Done looks like first
- The simplest solution that starts to generate value (MVP) is built AND deployed ASAP
- We iteratively improve and deploy new improvements regularly
- We always work on the riskiest part of the problem to enable failing fast



# The Journey to Our Data Vision



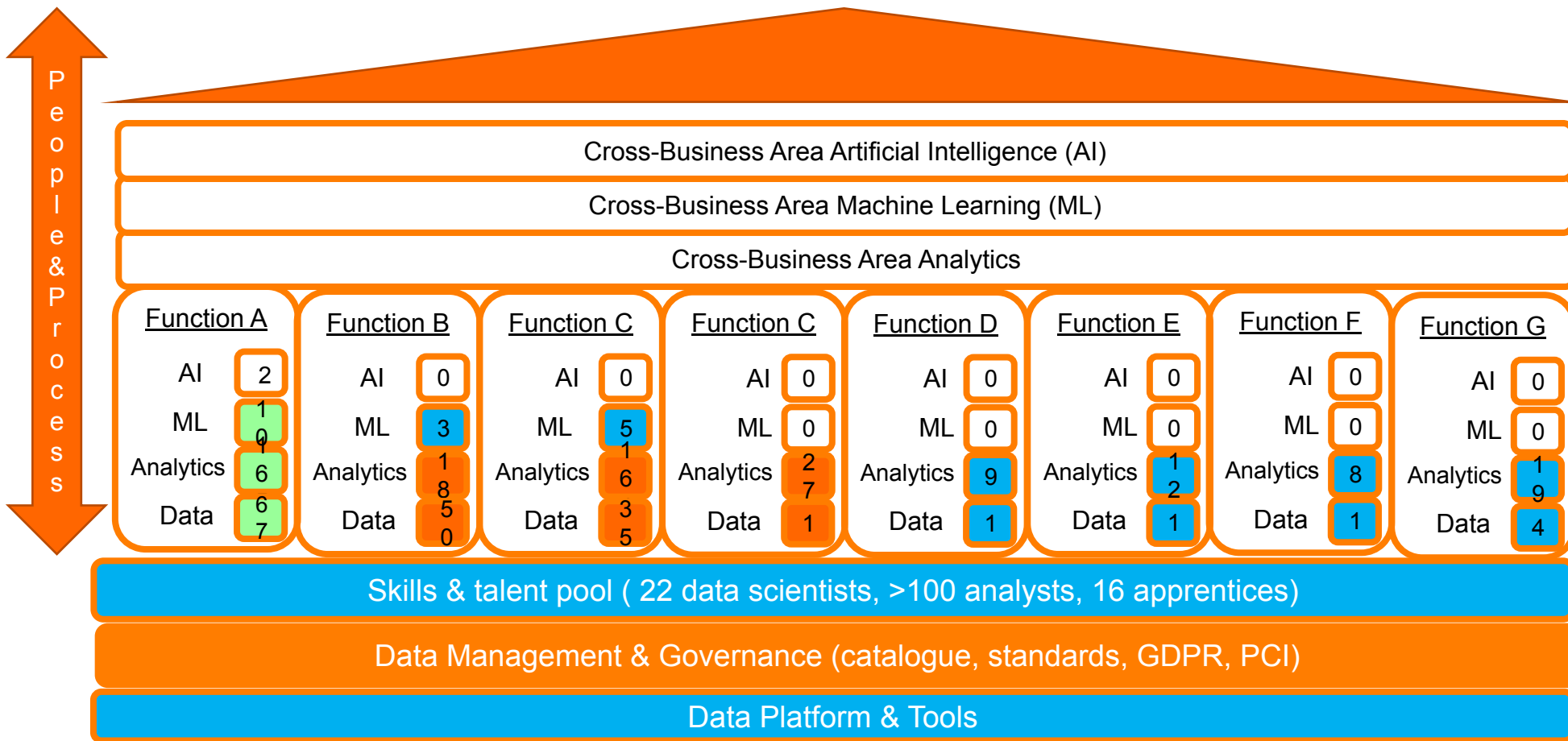


# STATUS ON THE DATA

## JOURNEY by business area

Business Value

- Eat your own medicine – be data driven
- Measure and report
- Not every area will be equally mature
- Measure and report
- Not every area justifies the investment
- Measure and report
- Learn and grow with each business area
- Track the skills level



### Status Key

- Not Started ☐
- Complete ☐
- Partial ☐
- Starting ☐

How did we get to a  
10x return on our  
data science?



# Summary

Generate Value



Evolve Operating Model



Strengthen Foundations



# Questions?