

Professional Certificate Course

Course Name Analysis of air transport demand, airport economic data, and key performance indicators

Delivery

<i>Virtual Class / Online</i>	3 days (3 hours per day)
<i>Onsite / Classroom</i>	3 days (8 hours per day)

About the Course

Airport operators have evolved into complex businesses that operate strategically within the air transport value chain. Consequently, an understanding of economic performance based on statistical and analytical tools as well as robust performance indicators provides valuable business intelligence to decision makers and other stakeholders.

The objective of this course is to introduce participants to some of the essential tools and techniques used to support data-driven decision making in organizations with applications to the airport industry. Session themes take a holistic approach to cover key quantitative tools with applications in economics, finance, and other airport functional areas. Topics include predictive tools based on regression techniques – elasticity of demand and the rudiments of air transport demand forecasting. A focus on developing key performance indicators from a financial perspective will also be considered.

Participants are requested to bring laptops with Microsoft Excel (English edition) and/or share along with other course participants. General basic knowledge of Excel (e.g. data input, cell formatting, basic formulae and cell referencing, etc.) is required. Depending on the class composition of registered course participants and their collective preferences, session themes may vary beyond the core modules.

Learning Objectives

Upon completion of this course, participants will be able to:

- Understand the economic characteristics of airports and air transport demand
- Understand basic statistical nomenclature related to airports and air transport demand;
- Apply analytical techniques - descriptive statistics, correlations, regression analysis and interpret the results;
- Apply analytical techniques using computer-based applications;
- Develop an understanding of Key Performance Indicators based on financial data to measure business performance;
- Apply standard traffic forecasting tools in Microsoft Excel.

Target Audience

- Airport Analysts, Statisticians and Economists
- Airport Finance Directors and Managers
- Airport Marketing and Research Managers
- Airport Operations Directors and Managers
- Airport Consultants and related professionals
- Civil Aviation Authority Officials
- World Business Partners and other aviation experts

Course Rates (Euro)

Virtual Class / Online			Onsite / Classroom		
ACI Africa Member	ACI Member	Non-Member	ACI Africa Member	ACI Member	Non-Member
300	450	600	600	900	1200

For more information or clarification, please contact ACI Africa at aci-africa@aci-africa.aero