

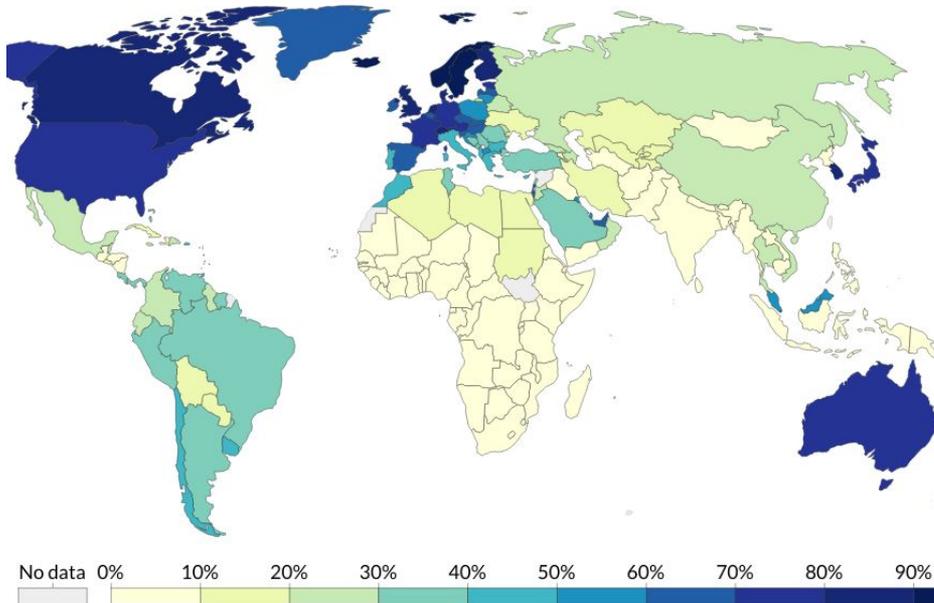
COVID-19: Understanding markets through context





What's changed since the last pandemic? (H1N1 in 2009)

2009

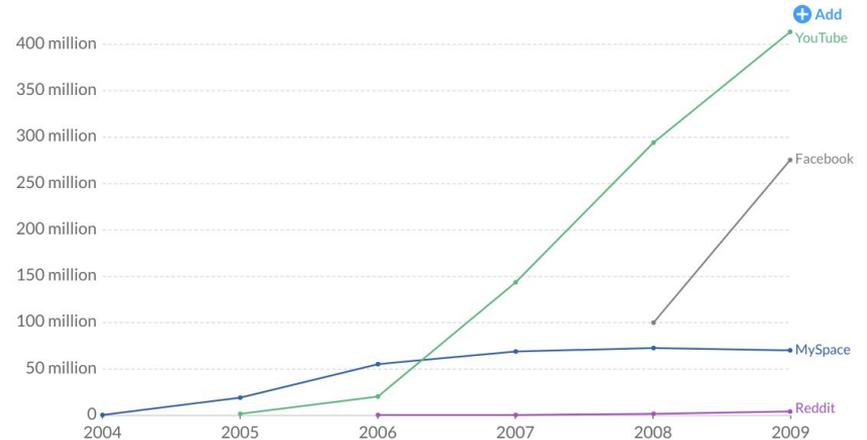


Source: World Bank

Number of people using social media platforms, 2004 to 2009

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World in Data



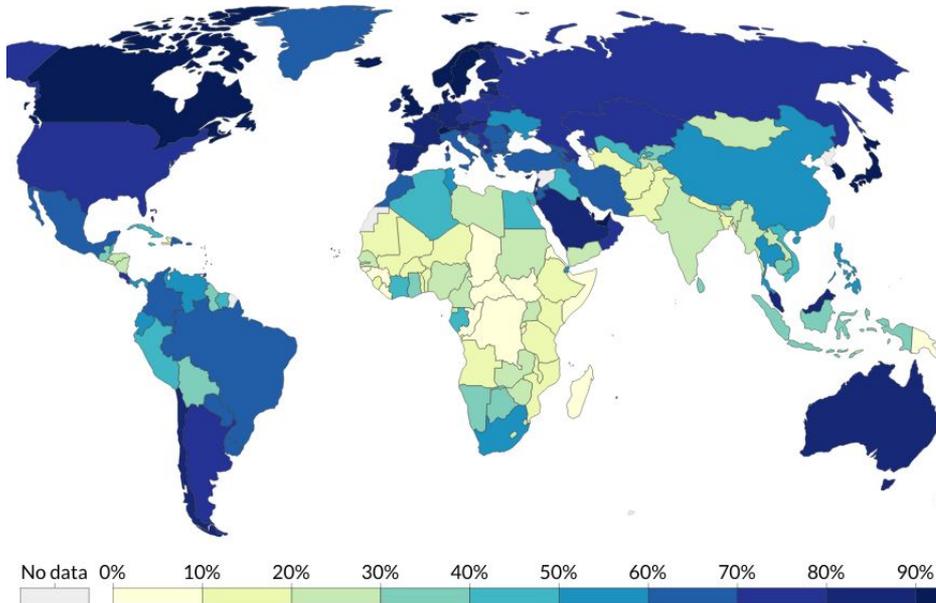
Source: Statista and TNW (2019)

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What's changed since the last pandemic? (H1N1 in 2009)

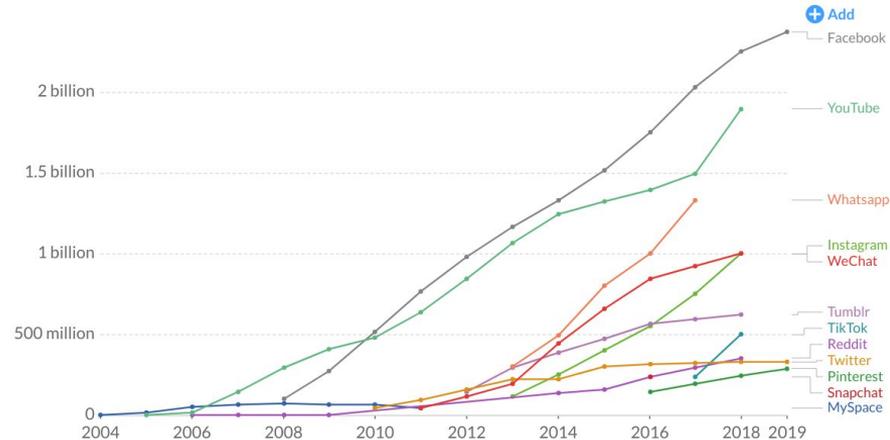
2019



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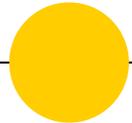
Source: Statista and TNW (2019)

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**~3 million news
articles created
daily**

**Shared billions of
times directly or
indirectly**

A significant portion curated and opinionated.



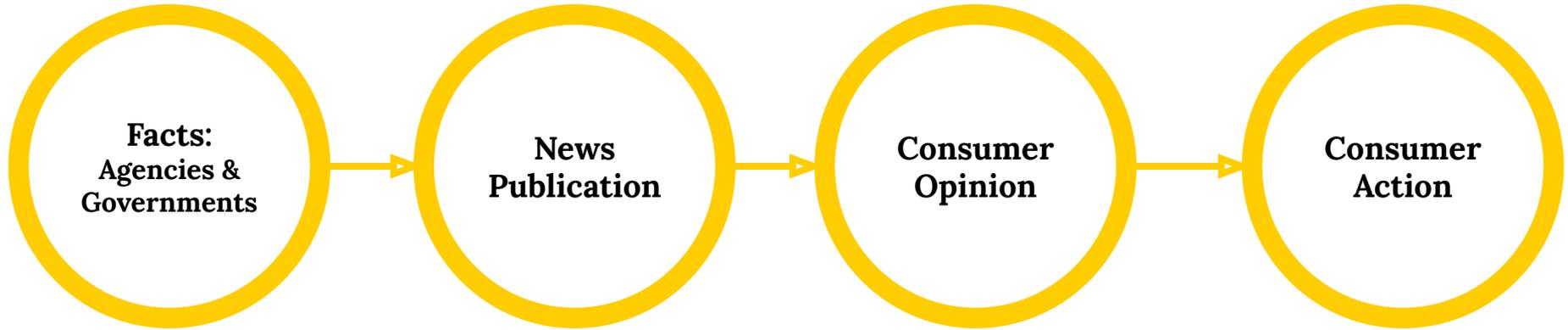


**Shouldn't we try to
understand how it's
influencing our customers?**

@Migacore we think so...



The Hypothesis



{ The coverage and translation of facts drives consumer opinion. }

{ Leading indicator to understand recovery scenarios? }

{ Airline/Industry data already available, but perhaps a little reactive? }



News Coverage by Region



~30,000

News Articles per day

Country Specific

Tracking the top 5 news outlets per country (where possible)

**To understand how a demographic
is being influenced**





The Metrics

News sentiment for
[Covid-19, <COUNTRY>]



Contextual Information

How **external media** views [Country] in relation to Covid.

How **internal media** views [Country] in relation to Covid.

Number of **Factual Announcements** per [Country].

e.g. Travel Advisories,
Policy Changes

Volumetric Information

Articles/mentions in relation to [totals, weighted towards more popular ones]

Easy to parse / access Industry Data via a unified interface.

Topic co-occurrence with Covid-19, to better understand themes of public discourse.

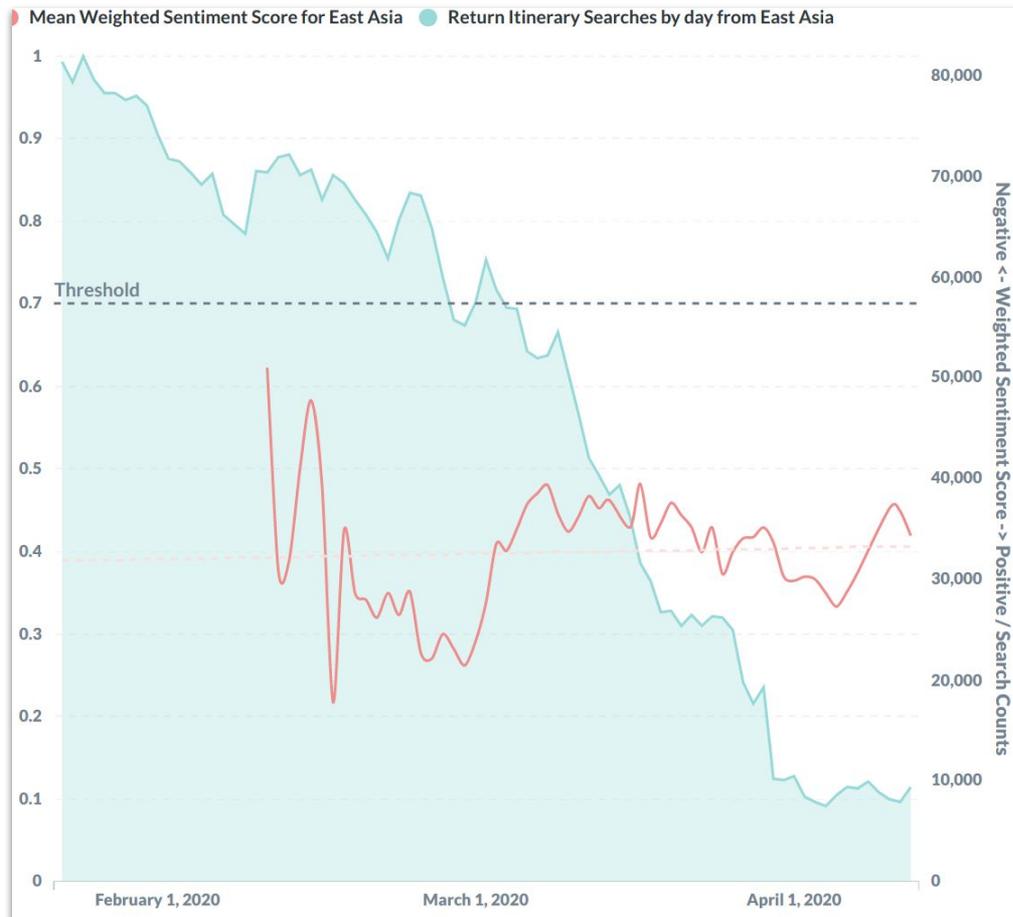




An Example

Market Specific Daily Travel Intent Volumes and Internal News Sentiment Scores [East Asia]

Given, we are in the depths of a crisis, it may be hard to see how news sentiments {polarity and subjectivity} could play a part, however as different markets unfold, we will be able to build a recovery pattern.





Dashboards

- [Americas](#)
- [Asia](#)
- [Europe and Middle East](#)

Please **enquire** about more regions, data or different aggregations.

Dashboards are provided as is and are updated or changed regularly to include more information, improve accuracy via methodology improvements. We may bring these dashboards offline as required to manage bandwidth and costs. You must reference migacore.com when sharing these dashboards



As a quick plug (more in Appendix)

[3 minute presentation on why we started this company.](#) (It's because of scenarios like today).

@Migacore **we make you more money** by **generate contextual signals** that feed into your existing **systems [RM, Advertising, Network Planning]**, to alert, augment and automate actions.

We work with forward thinking companies like: Lufthansa Group, Singapore Airlines, IAG and Etihad.



Thanks!

Any **questions** ?

You can reach me at:

- abheer@migacore.com

Abheer Kolhatkar
CEO & Co-founder

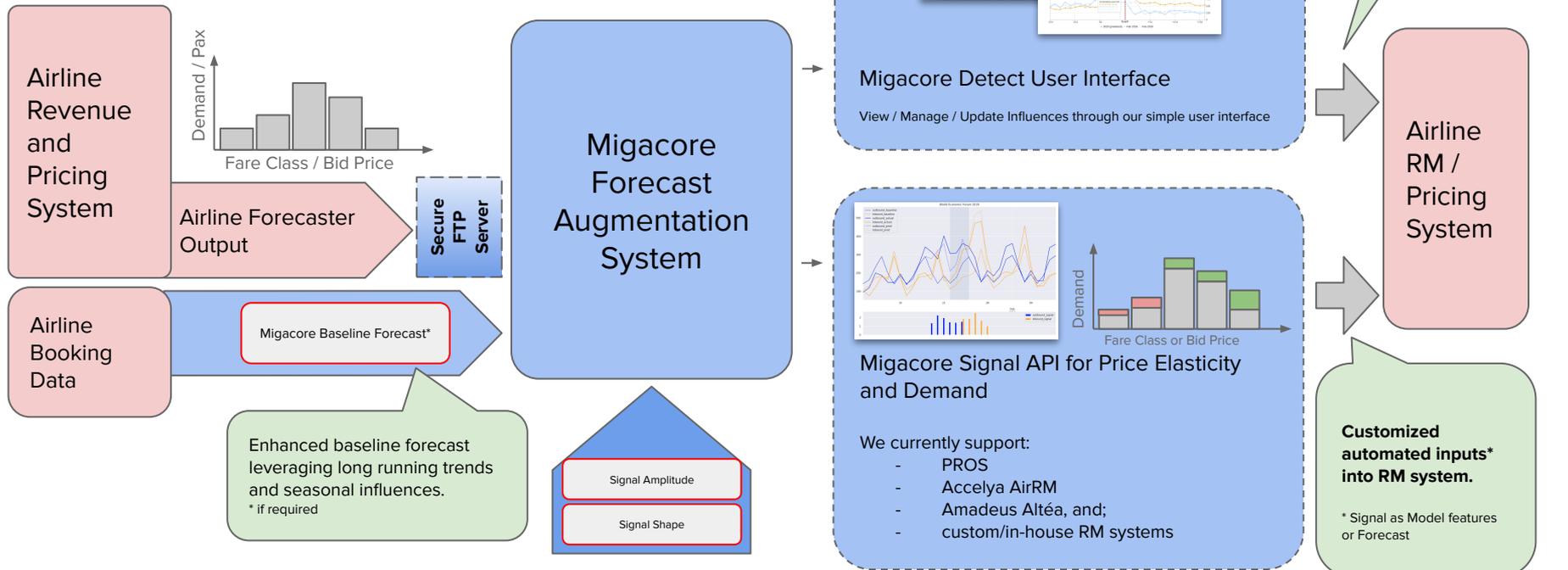


Appendix



How does Migacore work?

Forecast Augmentation

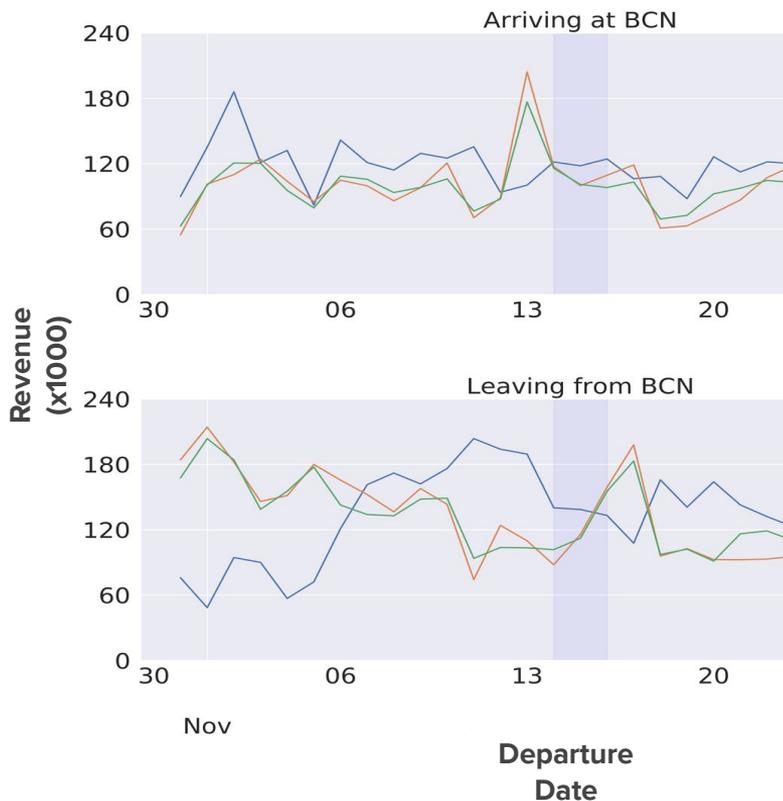




Without Context, Forecasting is Broken

Peak period forecasting is heavily influenced by *things* that shift and change often.

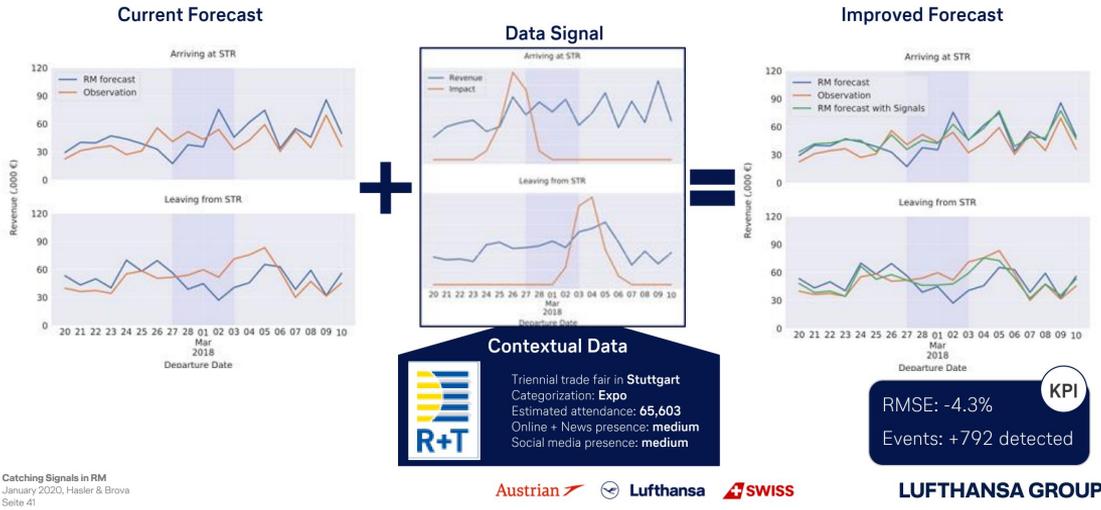
Causing significant forecasting **inaccuracy** and RM overhead, leading to **inefficient** airline capacity utilisation.





Case Study - LHG

Results: Event Information reveals significant Forecasting Improvement



- Use Contextual Event Signals to reduce LHG Demand Forecasting Errors
- Using the baseline forecasts from LHG with the Migacore Signal Augmentation + Baseline Migacore Forecaster
- 120-90 day forward looking
- Measurement overall forecast accuracy and signal days vs non-signal days (MAD, MAPE, RMSE)

["Catching Signals": Augment predictive Revenue Management models with contextual data - AMLD EPFL 2020](#)