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Coding Wings for Gravity: Unlocking the power of data and Artificial Intelligence to help shape the future of aviation

- zeroG, Eurowings, and Eurowings Digital are holding a Hackathon "Coding Wings for Gravity" in Cologne to drive innovation through data and AI

- The event aims to leverage AI and existing data to address key industry challenges, enhancing operational efficiency and customer experience

- The two days will focus on eight practical use cases from crew absence prediction to optimizing onboard fresh food loading to improving check-in waiting times

Cologne, 5th September 2024. zeroG, in collaboration with Eurowings and Eurowings Digital, is hosting the hackathon "Coding Wings for Gravity" on the 5th and 6th of September in Cologne. The event is designed to leverage data and artificial intelligence (AI) to drive innovation within the aviation industry. Following the success of last year's hackathon with Brussels Airlines, this marks zeroG's second major collaboration with a leading airline, solidifying the hackathon as a key component of their service portfolio.

The approximately 90 participants from zeroG will gain hands-on experience with real data from Eurowings to bridge the gap between data-driven innovation and specific aviation solutions. Additionally, the hackathon will feature external speakers, including a third-party consultancy, and will culminate in an awards ceremony with different categories, recognizing the contributions across the use cases.

"Our hackathon is about more than just innovation — it's about using data and Artificial Intelligence to improve the future of aviation in the short and long-term," says Johannes Hansen, Managing Director at Eurowings Digital and CIO at Eurowings. "What makes this event special, is the direct collaboration between data scientists and airline professionals from all business functions, allowing us to create solutions that are not just theoretical, but are grounded in real-world applications and ready to make an impact."

As the "home carrier" in North Rhine-Westphalia and Market leader of Dusseldorf, Eurowings provides invaluable data and insights for this collaboration. Over 100 participants – data scientists and AI experts from zeroG, partnering with analysts and data experts from Eurowings – will form the core of this hackathon. The teams will be working in small, focused groups to develop innovative solution concepts demonstrating how machine learning and artificial intelligence can be effectively applied at Eurowings and Eurowings Digital. In support of this, Eurowings has developed a comprehensive data lake, which serves as the foundation for all solutions generated during the hackathon.

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A selection of the evaluated use cases

Estimated Waiting Time Check-In: Developing an app that provides passengers with estimated check-in waiting times, enhancing the airport experience by reducing uncertainty and improving time management.

Buy-On-Board Prediction: An AI-driven predictive model is introduced to optimize the loading of fresh food onboard, reducing waste and maximizing profitability by accurately predicting demand.

No-Show Prediction: This use case focuses on predicting passenger no-shows at the gate, enabling more efficient luggage handling and minimizing delays caused by off-loading baggage.

Data-Driven Route Profitability Analysis: Automating the data screening process to identify "data highlights" by streamlining the controlling function with data-driven recommendations.

Trip Purpose Segmentation: Advancing customer segmentation by clustering trip purposes beyond broad categories like leisure or business, refining customer understanding for targeted offerings.

The non-technical use case

Data Leadership Training: The workshop will be led by zeroG Data Leadership Training experts to enhance leaders' understanding of AI and machine learning, fostering a data-driven culture at Eurowings through practical training and application.

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About zeroG

zeroG is the expert center for data driven, AI and machine learning solutions in aviation. With a cross-skilled team of 93 data and AI experts zeroG builds impactful solutions for world-leading airlines since 2015. The company, which is part of Lufthansa Systems, is set to solve challenges in commercial aviation by building cutting-edge data and machine learning applications for airlines. zeroG is a trusted partner to industry customers and partners like Microsoft Azure, while delivering human-centered, end-to-end data science solutions, that help clients eliminate cost, boost productivity and discover new business potential.

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