

CASE STUDY

Gensler + Lexalytics: Building the Airports of Tomorrow

Company: Gensler

Founded: 1965

Employees: 6,000

Active clients: 3,500

Primary industry: Industrial and aviation design

Locations: 48

Regions: Asia, Europe, Australia, the Middle East and the Americas

Mission: Gensler designers strive to make the places people live, work, and play more inspiring, more resilient, and more impactful

Website: www.gensler.com

Utilizing social media sentiment analysis to better understand the traveler experience

Architects from Gensler's Los Angeles Aviation and Transportation Studio partnered with Lexalytics, using Spotlight for a firmwide research grant and leveraging sentiment analysis to make better-informed decisions about the planning and design of airports. Despite having no previous analytics experience, Gensler architects used Spotlight to mine omnichannel social media data from dozens of America's airports, finding the signal in the noise of customer feedback; the result is a deep, data-driven understanding of what travelers actually experienced in airports.

“As a global industry leader in airport architecture, we utilize the power of Semantria's rapid and precise data analysis to create better informed designs for the airports of tomorrow.”

Andy Huang, AIA LEED Associate Designer, Gensler Aviation and Transportation Studio

1 week integration time:

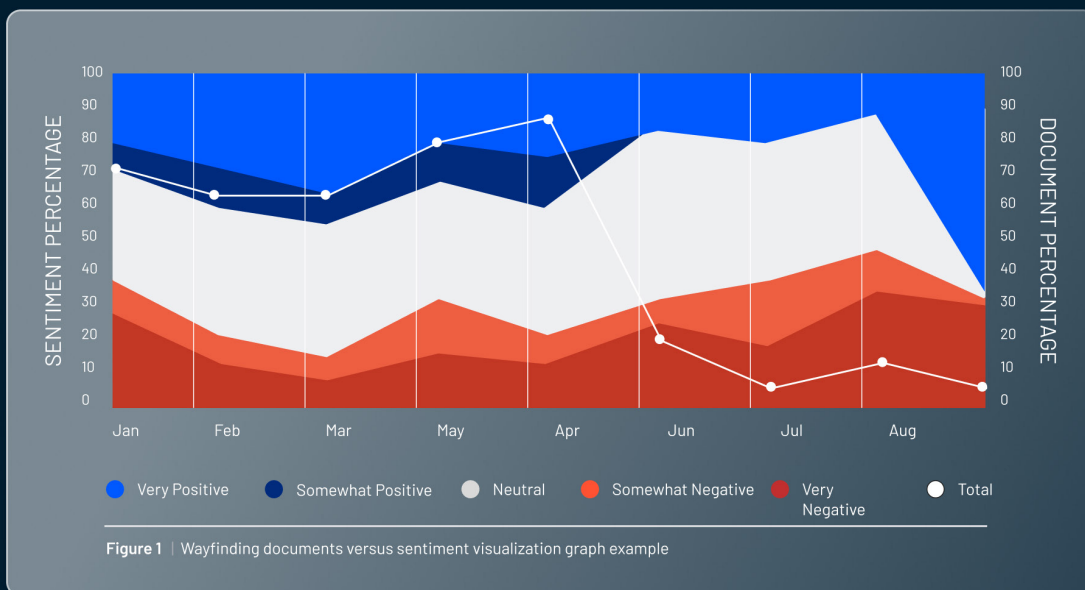
✓ 3 data sources

✓ 869,973 words

✓ 30,000 travelers

✓ top 10 airports

Gensler leverage Spotlight to structure and analyze massive amounts of natural language feedback. The result is a data-driven voice of customer program that can help win contracts and build airports that better serve stakeholders and travelers alike. The intuitive functionality of Spotlight means that Gensler architects can pull meaningful analysis reports, whether they have a data science background or not.



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