BUSINESS INTELLIGENCE INITIATIVE UPDATE

miles
PARTNERSHIP

With You

Gray Lawry

VP, Strategy & Insights

What We'll Cover

1. Data Sources
2. Platforms
3. Next Steps
4. Questions

DATA SOURCES

DATA SOURCES

Tampa International Airport

Monthly Activity Report

Includes Calendar Year-to-Date January Through November 2016

Passengers	Nov 2016	Nov 2015	Nov 2015 % Change	CYTD Nov 2016	CYTD Nov 2015	CYTD Nov 2016 % Change	12 Months Ending Nov 2016	12 Mo. Ending Nov 2016 % Change
Domestic								
Outbound	769,962	759,826	1.33%	8,296,309	8,297,769			
Inbound	763,658	748,856	1.98%	8,206,453	8,214,739			
Total Domestic	***1,533,620***	***1,508,682***	***1.65%***	***16,502,762***	***16,512,508***			
International								
Outbound	32,195	29,927	7.58%	385,316	319,130			
Inbound	31,739	29,553	7.40%	393,298	327,086			
Total International	***63,934***	***59,480***	***7.49%***	***778,614***	***646,216***			
Total Passengers	***1,597,554***	***1,568,162***	***1.87%***	***17,281,376***	***17,158,724***			
Freight								
CARGO								
Outbound	9,555,647	8,779,978	8.83%	110,483,107	87,342,011			
Inbound	11,438,654	8,411,499	35.99%	115,903,008	78,500,979			
Total CARGO	***20,994,301***	***17,191,477***	***22.12%***	***226,386,115***	***165,842,990***			
MAIL								
Outbound	375,883	365,969	2.71%	4,012,234	5,087,031			
Inbound	1,002,590	865,207	15.88%	8,712,237	9,426,465			
Total MAIL	***1,378,473***	***1,231,176***	***11.96%***	***12,724,471***	***14,513,496***			
Total Freight	***22,372,774***	***18,422,653***	***21.44%***	***239,110,586***	***180,356,486***			
Aircraft Operations								
Domestic	13,118	13,313	-1.46%	146,951	147,924			
International	464	410	13.17%	5,276	5,036			
General	1,895	1,782	6.34%	20,109	19,979			
Military	189	15	1,160.00 %	645	391			
Total Operations	***15,666***	***15,520***	***0.94%***	***172,981***	***173,330***			

Charles W. Thomas, CFC
Pinellas County Tax Collector
6% Pinellas County Local Option Tax

Cities	TDT Rental Type Options	August 2017 Tax Collected
BLS - BELLEAIR/BELLEAIR BEACH/BLUFFS/SHORES	APTS - APARTMENTS	-
	BNB - BED AND BREAKFAST	-
	C - CONDO	959.45
	CAMPGRD - CAMPGROUND	
	CONDOHOTEL - CONDO-HOTEL	
	H - HOTEL	
	MOBLHOME - MOBILE HOME	
	MOTEL - MOTEL	
	O - OTHER	
	PROPMGMT - PROPERTY MANAGEMENT	
	SINGLE - SINGLE FAMILY DWELLING	
	T - TIME SHARE	
SUBTOTAL		
CW - CLEARWATER/CLEARWATER BEACH	APTS - APARTMENTS	
	BNB - BED AND BREAKFAST	
	C - CONDO	
	CAMPGRD - CAMPGROUND	
	CONDOHOTEL - CONDO-HOTEL	
	H - HOTEL	
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	SINGLE - SINGLE FAMILY DWELLING	
	T - TIME SHARE	
SUBTOTAL		
DN - DUNEDIN	APTS - APARTMENTS	
	BNB - BED AND BREAKFAST	
	C - CONDO	
	CAMPGRD - CAMPGROUND	
	CONDOHOTEL - CONDO-HOTEL	
	H - HOTEL	
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	MOTEL - MOTEL	
	O - OTHER	
	PROPMGMT - PROPERTY MANAGEMENT	
	SINGLE - SINGLE FAMILY DWELLING	
	T - TIME SHARE	
SUBTOTAL		

Note: The figures on this report reflect the taxes collected to date for this specific reporting per

ST. PETE-CLEARWATER INTERNATIONAL AIRPORT PIE

PIE St. Pete-Clearwater International

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MEDIA RELEASE

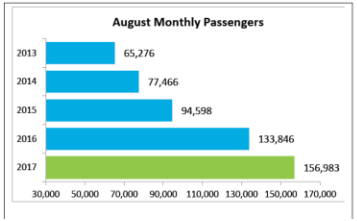
September 7, 2017

St. Pete-Clearwater International (PIE) Passenger Report –
12% Year to Date Increase – Biggest August in History of PIE!

August's 156,983 passengers were a 10% increase over August 2016. Year-to-date passengers are up 12% over 2016.

Allegiant announced new service to five new cities: Norfolk, VA – October 4th; Providence, RI -October 27th; Milwaukee, WI – October 13th; Phoenix/Mesa, AZ – November 15th; and Ogdensburg, NY (Ottawa, CAN) – November 16th. The Allegiant fleet at PIE is now an all Airbus 319/320 fleet with 12 based aircraft.

Sunwing seasonal service to Toronto and Halifax will return in the fall/winter season. The Beau Rivage Resort and Casino will continue operating flights to Gulfport/Biloxi on Sun Country Airlines.



August 2017	Month	Increase	2017YTD
Domestic	156,983	+ 10%	1,399,271
Int'l	0	0%	14,301
Total	156,983	+12%	1,413,572

DATA SOURCES

Google Analytics		DoubleClick Campaign Manager		AdWords	
Current Location: DashThis		Current Location: Sweetspot		Current Location: Sweetspot	
Google Analytics - Metrics	Google Analytics - Dimensions	Metrics	DoubleClick - Dimensions	AdWords - Metrics	AdWords - Dimensions
Sessions	Month	Impressions	Month	Impressions	Month
Unique Sessions	Page	Clicks	Year	Clicks	Year
Pageviews	Device Category	Spend ($)	Campaign Name	Cost	Campaign Name
Avg Visit Duration	Source	CTR (%)	Partner	CTR (%)	Ad Group
Bounces	Medium	CPC ($)	Market	CPC ($)	Geo Target
Guide Order (Goal)	City	Budget		Avg Position	Landing Page
Deal Views (Goal)	Country	Total Engaged		Budget	Keywords
Online Guide (Goal Completion)	State	Engaged Visitor: VT			
Newsletter Sign Up (Goal Completi	Event Category	Engaged Visitor: CT			
Trip Advisor Button Clicks - Metrics Total Events Filters Filter: ga:eventCategory==TripAdvisor button	Event Action	Cost per Engagement C/Engaged ($)			
Total Events	Event Label	Cost per Page View C/PV ($)			
Unique Events		Beaches (pageview)			
Virtual Guide Views (Goal)		Destination Magazine (pageview)			
% New Sessions		Dining and Nightlife (pageview)			
Total Conversions		Homepage (pageview)			
		Places to Stay (pageview)			
		Things to Do (pageview)			
		Trip Ideas (pageview)			
		Guide Confirmations			
		Enews Confirmation			
		Total Confirmations			
		Cost per Confirmation C/Confirmation ($)			

PLATFORMS

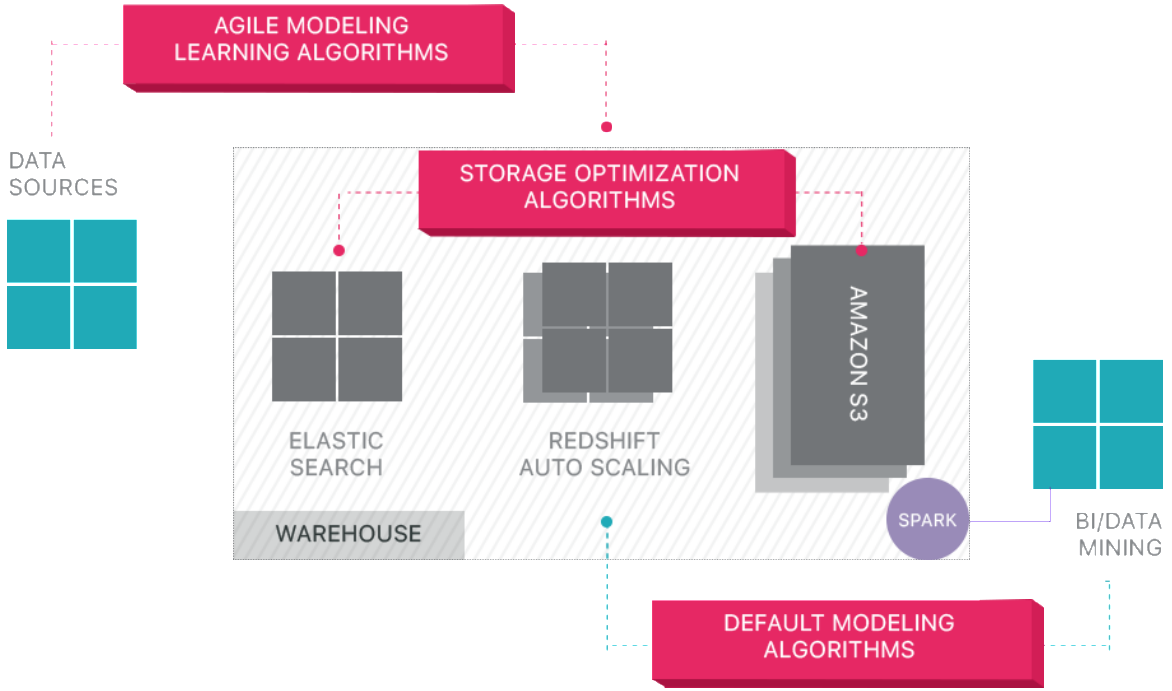
panoply.io + CHARTIO

AirAsia nexmo EVERLANE MIXT homepass

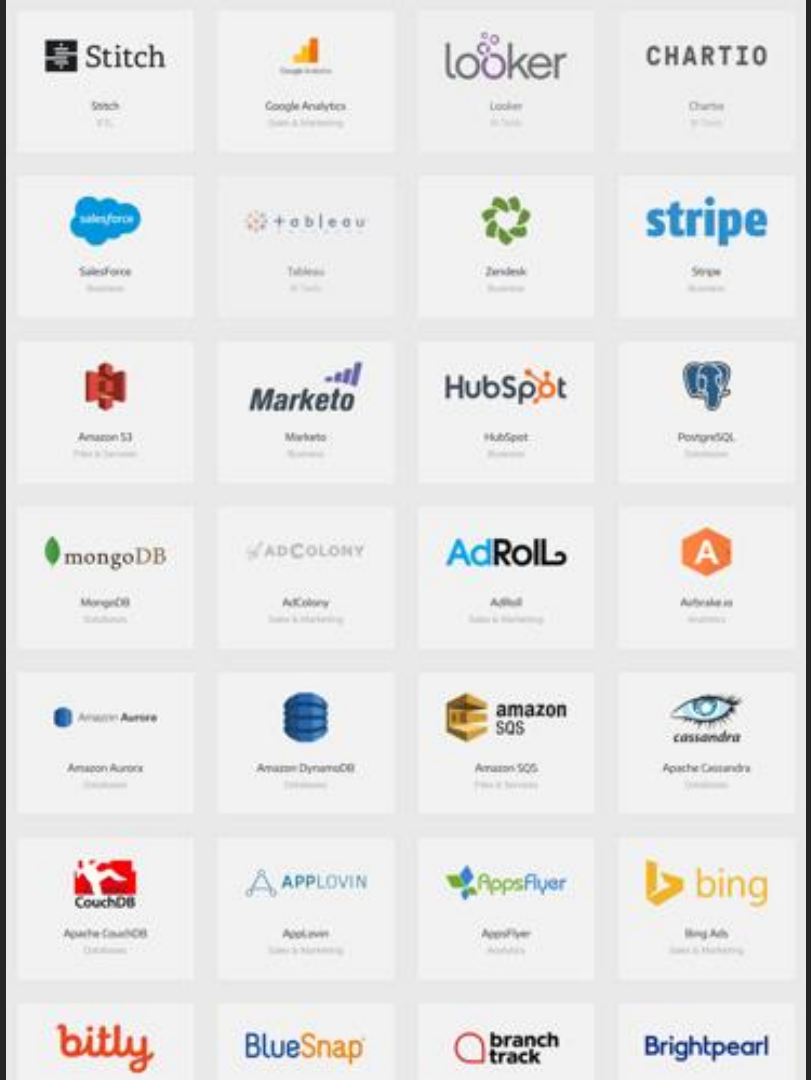
SQUARESPACE theSkimm THOMSON REUTERS Blackboard wework MUNCHERY CloudApp optimizely tfg BRIGADE

Planned Parenthood GAP TRUSTPILOT udemy Prezi SHAZAM gyft blueshyft change.org Clever

Panoply


AGILE MODELING
LEARNING ALGORITHMS
DATA
SOURCES
STORAGE OPTIMIZATION
ALGORITHMS
ELASTIC
SEARCH
REDSHIFT
AUTO SCALING
AMAZON S3
WAREHOUSE
SPARK
BI/DATA
MINING
DEFAULT MODELING
ALGORITHMS

Panoply


Stitch
Google Analytics
looker
CHARTIO
salesforce
SalesForce
+ableau
Tableau
Zendesk
stripe
Stripe
Amazon S3
Marketo
HubSpot
PostgreSQL
mongoDB
MongoDB
ADCOLONY
AdColony
AdRoll
Amazon Aurora
Amazon DynamoDB
amazon SQS
Amazon SQS
cassandra
Apache Cassandra
CouchDB
Apache CouchDB
APPLOVIN
AppLovin
AppsFlyer
bing
Bing Ads
bitly
BlueSnap
branch track
Brightpearl

Panoply

```
SELECT
"public"."sheets_2016-pinellas-tdt_2016-pinellas-tdtcsv"."date",
"public"."sheets_2016-pinellas-tdt_2016-pinellas-tdtcsv"."tdt_rental_type_options",
"public"."sheets_2016-pinellas-tdt_2016-pinellas-tdtcsv"."cities",
"public"."sheets_2016-pinellas-tdt_2016-pinellas-tdtcsv"."tax_collected"
FROM "public"."sheets_2016-pinellas-tdt_2016-pinellas-tdtcsv"
```

	date	tdt_rental_type_options	cities	tax_collected
1	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	BLS - BELLEAIR/BELLEAIR BE…	0
2	2016-01-01T00:00:00.000Z	MOTEL - MOTEL	BLS - BELLEAIR/BELLEAIR BE…	1551.27
3	2016-01-01T00:00:00.000Z	PROPMGMT - PROPERTY MA…	BLS - BELLEAIR/BELLEAIR BE…	635.13
4	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	CW - CLEARWATER/CLEARW…	3135.2
5	2016-01-01T00:00:00.000Z	O - OTHER	CW - CLEARWATER/CLEARW…	6192.89
6	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	DN - DUNEDIN	2540.98
7	2016-01-01T00:00:00.000Z	BNB - BED AND BREAKFAST	DN - DUNEDIN	0
8	2016-01-01T00:00:00.000Z	H - HOTEL	DN - DUNEDIN	22283.67
9	2016-01-01T00:00:00.000Z	MOBLHOME - MOBILE HOME	DN - DUNEDIN	58.5
10	2016-01-01T00:00:00.000Z	T - TIME SHARE	DN - DUNEDIN	0
11	2016-01-01T00:00:00.000Z	MOBLHOME - MOBILE HOME	IRB - INDIAN ROCKS BEACH	0
12	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	IS - INDIAN SHORES	2334.09
13	2016-01-01T00:00:00.000Z	BNB - BED AND BREAKFAST	IS - INDIAN SHORES	0
14	2016-01-01T00:00:00.000Z	H - HOTEL	IS - INDIAN SHORES	0
15	2016-01-01T00:00:00.000Z	MOBLHOME - MOBILE HOME	IS - INDIAN SHORES	0
16	2016-01-01T00:00:00.000Z	T - TIME SHARE	IS - INDIAN SHORES	8827.48
17	2016-01-01T00:00:00.000Z	H - HOTEL	MB - MADEIRA BEACH	19959.73
18	2016-01-01T00:00:00.000Z	O - OTHER	MB - MADEIRA BEACH	5748.63
19	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	MO - MISCELLANEOUS/OTHER	4091.68
20	2016-01-01T00:00:00.000Z	H - HOTEL	MO - MISCELLANEOUS/OTHER	52421.98
21	2016-01-01T00:00:00.000Z	APTS - APARTMENTS	OMSH - OLDSMAR/SAFETY H…	0
22	2016-01-01T00:00:00.000Z	BNB - BED AND BREAKFAST	OMSH - OLDSMAR/SAFETY H…	253.18
23	2016-01-01T00:00:00.000Z	H - HOTEL	OMSH - OLDSMAR/SAFETY H…	90050.19
24	2016-01-01T00:00:00.000Z	MOTEL - MOTEL	OMSH - OLDSMAR/SAFETY H…	1624.14
25	2016-01-01T00:00:00.000Z	BNB - BED AND BREAKFAST	PHMT - PALM HARBOR	0

public schema

- adwords_ad_performanc…
- adwords_adgroup_perfo…
- adwords_criteria_perfor…
- adwords_display_keywor…
- adwords_search_query_…
- sheets_2016-pinellas-tdt…
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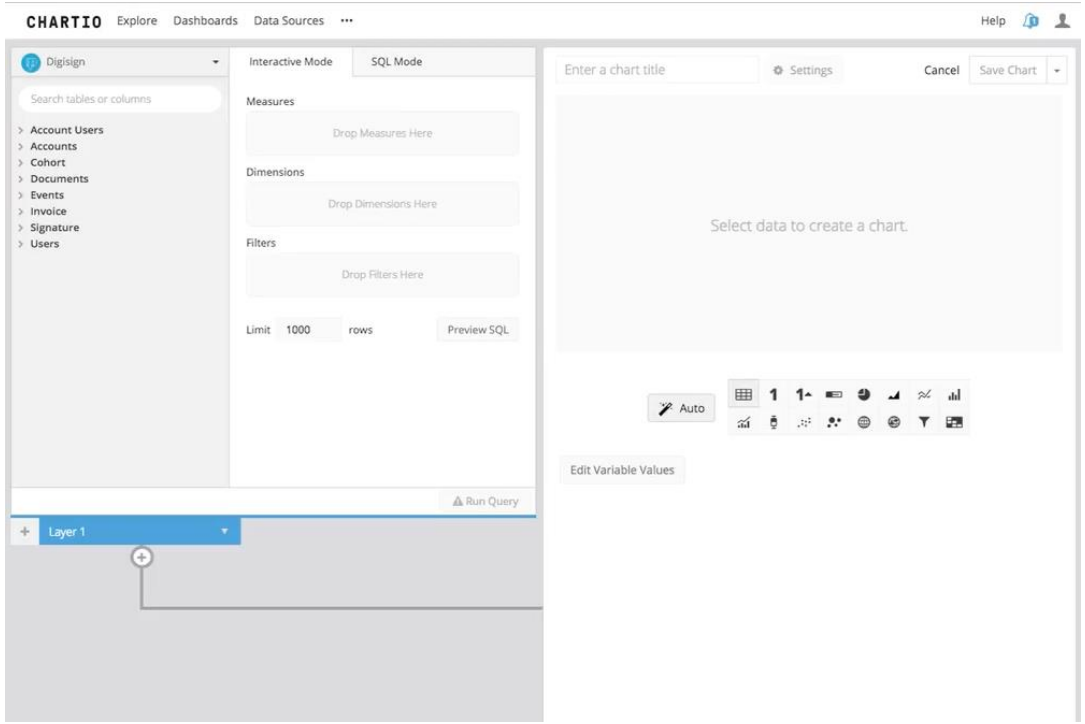
  - __tablename
  - __updatetime
  - cities
  - date
  - tax_collected
  - tdt_rental_type_options

Chartio


CHARTIO
Explore
Dashboards
Data Sources
Help
Digisign
Interactive Mode
SQL Mode
Search tables or columns
Account Users
Accounts
Cohort
Documents
Events
Invoice
Signature
Users
Measures
Drop Measures Here
Dimensions
Drop Dimensions Here
Filters
Drop Filters Here
Limit
1000
rows
Preview SQL
Run Query
Layer 1
Enter a chart title
Settings
Cancel
Save Chart
Select data to create a chart.
Auto
Edit Variable Values

Chartio

ST.PETE CLEARWATER

TDT Tax Collection

Updated an hour ago

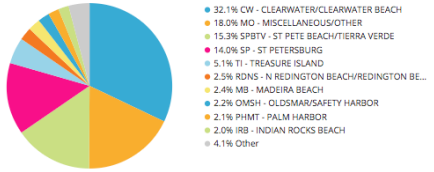
Dec 1, 2016 – Dec 31, 2016

Community Page Popularity

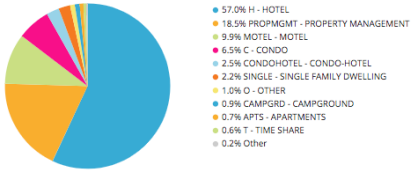
Community Pages	Pageviews	Avg Time on Page (Min)
www.visitstpeteclearwater.com/communities/clearwater-beach	9,048.00	1.63
www.visitstpeteclearwater.com/communities/treasure-island	6,517.00	1.41
www.visitstpeteclearwater.com/communities/st-pete-beach	5,033.00	1.54
www.visitstpeteclearwater.com/communities/st-petersburg	3,081.00	1.49
www.visitstpeteclearwater.com/communities/madeira-beach	2,835.00	1.63
www.visitstpeteclearwater.com/communities	2,114.00	1.02
www.visitstpeteclearwater.com/communities/tarpon-springs	1,404.00	1.65
www.visitstpeteclearwater.com/communities/indian-shores-indian-rocks-beach	1,048.00	1.16
www.visitstpeteclearwater.com/communities/gulfport	908.00	1.60
www.visitstpeteclearwater.com/communities/dunedin	767.00	1.44
www.visitstpeteclearwater.com/communities/pass-grille-beach	627.00	1.26
www.visitstpeteclearwater.com/communities/north-redington-beach-redington-shores	498.00	1.53
www.visitstpeteclearwater.com/communities/tierra-verde	368.00	1.61
www.visitstpeteclearwater.com/communities/clearwater	338.00	0.99

View all 25 rows

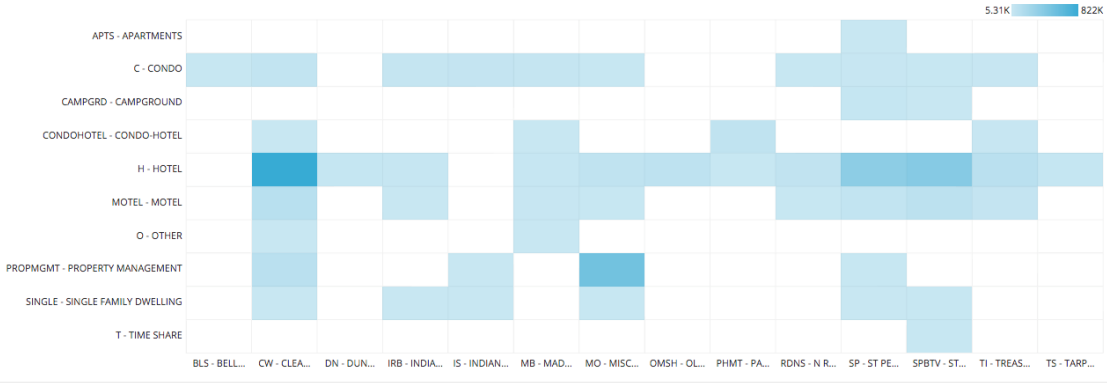
TDT Collection Percentage by City



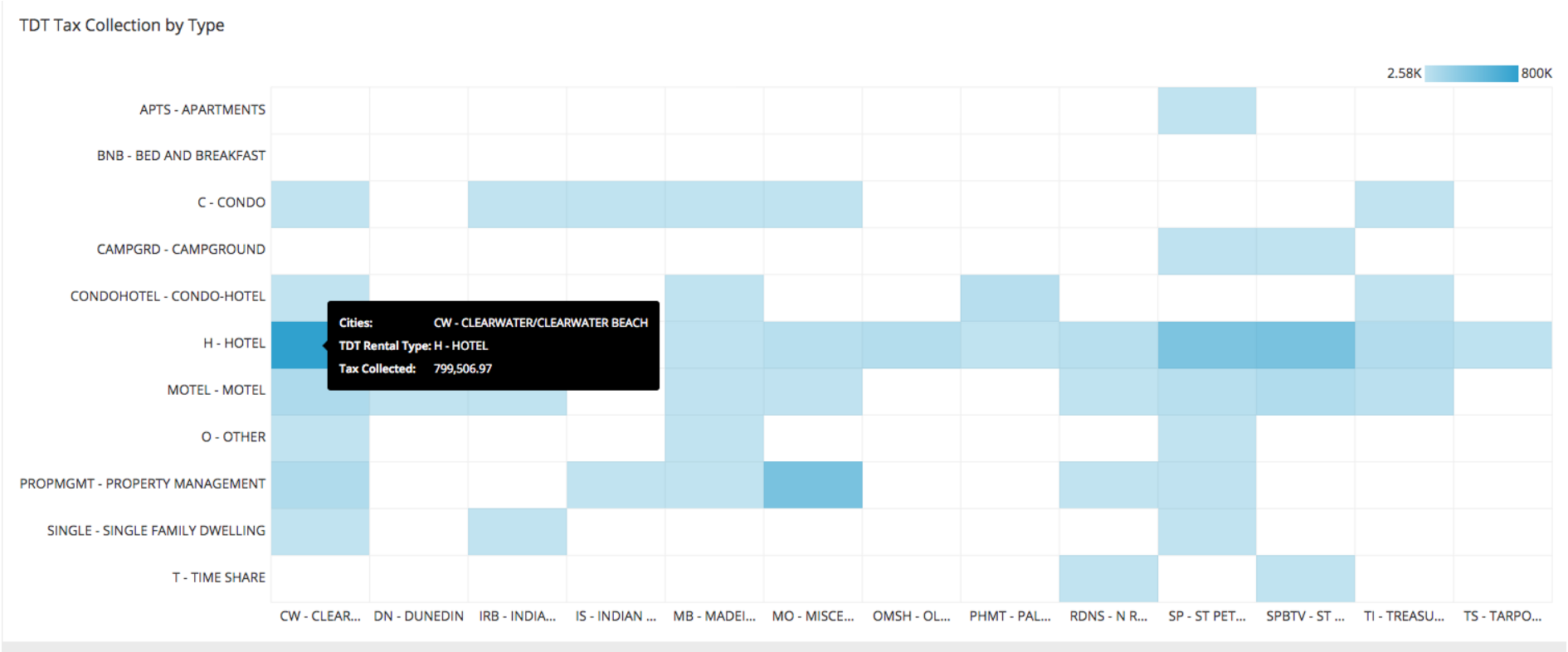
TDT Collection Percentage by Type



TDT Tax Collection by Type



CHARTIO


TDT Tax Collection by Type
2.58K
800K
APTS - APARTMENTS
BNB - BED AND BREAKFAST
C - CONDO
CAMPGRD - CAMPGROUND
CONDOHOTEL - CONDO-HOTEL
H - HOTEL
MOTEL - MOTEL
O - OTHER
PROPMGMT - PROPERTY MANAGEMENT
SINGLE - SINGLE FAMILY DWELLING
T - TIME SHARE
Cities: CW - CLEARWATER/CLEARWATER BEACH
TDT Rental Type: H - HOTEL
Tax Collected: 799,506.97
CW - CLEAR...
DN - DUNEDIN
IRB - INDIA...
IS - INDIAN ...
MB - MADEI...
MO - MISCE...
OMSH - OL...
PHMT - PAL...
RDNS - N R...
SP - ST PET...
SPBTV - ST ...
TI - TREASU...
TS - TARPO...

What's Next

1. Collect & normalize data
2. Extract data to Panoply and transform
3. Load data in Chartio
4. Set foreign keys
5. Build dashboards
6. Use data to deliver more visitors