Project Design Phase-I
Proposed Solution Template

Date	06 October 2022
Team ID	PNT2022TMID09956
Project Name	Project - Airlines data analytics for avaition industry
Maximum Marks	2 Marks

Proposed Solution Template:

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	The airline industry has been keeping a tab on this information since long but it needs big data to help them analyse it and make it useful for the customer
2.	Idea / Solution description	The purpose of data analytics in aviation is to examine the vast amount of data generated daily and provide useful information to airlines, airports and other aviation stakeholders so that they can improve their operational planning and execution, as well as any related products and services
3.	Novelty / Uniqueness	Aforable. Easy to use. Services: Advance analysis, Easy to use and maintain, Actionnable report.
4.	Social Impact / Customer Satisfaction	The results of data analysis show that, in overall, full service airline customers are more satisfied than that of the low cost airline customers. Further, regression analysis on low cost airline data shows that the promptness and accuracy of service, employee attitudes, and price significantly influence customer satisfaction. While in full service airline physical evidence, the attitude of employees, and the price are significant predictors of customer satisfaction. This study underlines that the service quality especially the service employees' attitudes and price are factors that should be given more attention for developing customer satisfaction in both types of airlines, although their competitive strategy and target market are different.
5.	Business Model (Revenue Model)	There are two main business models in the airline industry: traditional Full-Service Carriers (FSCs) and Low-Cost Carriers (LCCs). The LCC business model was first pioneered by US-based Southwest Airlines. In a nutshell, low-cost airlines minimize operations costs to offer the cheapest tickets possible.

6.	Scalability of the Solution	This study illustrates how airlines successfully adopt big data technology. The paper also explores the opportunities and challenges of big data in the airline industry.