

Airlines Data Analytics for Avaition Industry

Project Title: Airlines Data Analytics for Avaition Industry **SCENARIO Entice Customer Journey** How does someone What happens after the In the core moments initially become aware typically experience experience as they in the process, what Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel. "Crew management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitations include an allowed number of fight hours and days off, as well as reimbursement in case of a labor law violation," There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake online travel agencies, and so on. This is where big data analytics can automate production of daily activity reports such as number of passenger fown per fight/sector, distance fown. Smartphones are revolutionising customer experiences across industries and airlines are leveraging the medium to provide 360 degree digital experience to the passenger while fying. Here are some ways smartphones have changed the way people fy. When a past participant books new travel with us, we show them personalized fight recommendations in their arrival city. Policies to promote intermodal transport connectivity aim to enhance the mobility of people and businesses travelling or People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") What have others suggested?

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