



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Feels

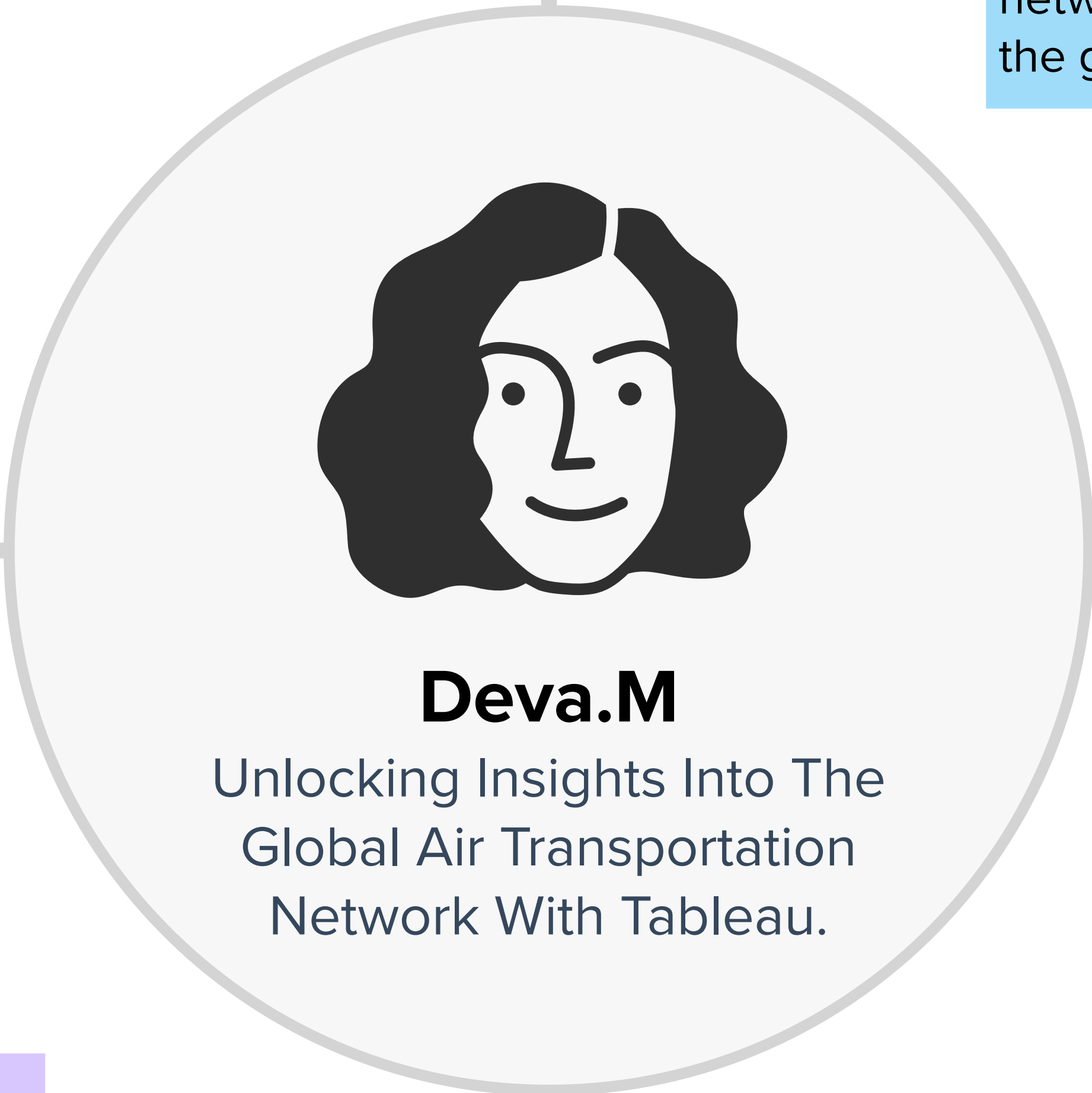
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



Does

What behavior have we observed?
What can we imagine them doing?

See an example



This Global Air Transportation Network dataset is a comprehensive collection of information on airports, airlines and their routes.

it also covers route details such as airline sources to destination airports along with essential details like codeshare stakeholder if any stops required during this journey along with the type of aircraft being used for that particular journey.

It contains information such as names, cities, countries, codes (IATA and ICAO) longitudes, latitudes and altitudes of airports across the world with detailed time zone and daylight saving time data.

Additionally, this includes information about airlines including their IDs, name aliases, IATA and ICAO codes, callsigns country of origin and active/ inactive status.

This dataset has been compiled through meticulous labor by researchers all over the world to give you a comprehensive detail into air transportation networks from around the globe.

Interactive dashboards are available through Tableau Cloud and Tableau workbooks to airline, travel agency, airport and corporate customers.

ARC previously provided customers raw or aggregated air transaction data through tabular reports which was time and resource intensive. Some of the company's customers lacked internal capabilities to adequately analyze the data

Airlines Reporting Corporation (ARC) provides flexible distribution solutions to help airlines and travel agencies connect, grow and thrive.

By developing innovative business intelligence (BI) products and services for the global travel community, ARC provides the critical link that enables airlines like British Airways, United Airlines, Air China, and more than 200 others selling tickets through travel agents in the US.

ARC helps its customers operate more effectively and grow their businesses by building the world's most comprehensive data on global air transactions. In 2018 alone, ARC settled more than \$94.7 billion in transactions between airlines and travel agencies, representing more than 295 million passenger trips.

ARC contacted Tableau to simplify how it presents data to customers and accelerate its speed to market. Now, the company has six Tableau-powered BI solutions, including Airline BI and Agency BI

These products are comprised of numerous dashboards that analyze extremely large amounts of data and contribute to significant revenue streams.