



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?

ARC contacted tableau to simplify how it presents data to customers and accelerate its speed to market .

In 2018 alone,ARC settled more than \$94.7 billion in transactions between airlines and travel agencies,representing more than 295 million passengers trips.

The air transportation network (ATN) is a complex infrastructure system consisting of various nodes (airports) and links (airport connections).

Air trasport in India started with a 10-km air mail operations between Allahabad and Naini in 1911.

Air transport plays an essential role in the current context of globalization by reducing the distance between countries.

The travel & transportation industries have never lacked data,as its collected across every interaction point.

Air transport is currently used in almost all industrial sectors and distribution chains.

Most companies use air transport to market goods and products internationally or to deliver samples and documents related to foreign trade operations.



Persona’s name

GLOBAL AIR
TRANSPORTATION
NETWORK WITH
TABLEAU

The main characteristics and advantages of air freight trasport are speed,reliability in terms of cargo security,and freedomfrom limitations to accessing remote locations.

The market is segmented by distance into long-distance and short-distance and by end-use into private and commercial

The worldwide air transportation network is responsible for the mobility of millions of people every day.

Almost 700 millions passengers fly each year, maintaining the air transportation system ever so close to the brink of failure.

Air transport allows people from different countries to cross international boundaries and travel other countries for personal business,medical and tourisum purposes.

Alliances increased the frequencies on thin routes where there was no overlap.

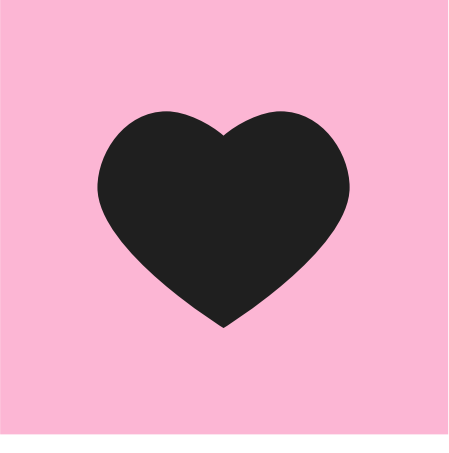
Air transportation means that passengers and freight are transported by aircraft such as planes and helicopters

Air transportation is an important part of achieving economic development and growth across the country.



Does

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



Feels

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