

## Airline Data Analytics For Aviation Industry

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

- Passenger who book their travel Tickets .
- Administrator of the Airlines.

### 5. CUSTOMER CONSTRAINTS

- The Booking of the Flight tickets can be done Via Internet.

### 8. AVAILABLE SOLUTIONS

- It provides information on Delays of flight across different location at municipality level
- Based on that passenger can know the Exact delay of the Flights

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

### 2. JOBS-TO-BE-DONE/PROBLEMS

- Initially the customer have to create an account
- The customer should provide exact details in order to know the availability of flights and also the delay of the flights if occurs.

### 6. PROBLEM ROOT CAUSE

- This kind of web application cannot be found among people as many of the web applications are money oriented.
- It is feasible to book Flight tickets efficiently

### 9. BEHAVIOUR

- Airport data analysts can gather information about passengers such as whether they are male or female, when they arrived, in order to understand passenger behaviour.
- This understanding can be used to improve the service.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

### 3. TRIGGERS

- There are a lot of problems related to flight delays in the aviation sector.
- However, quality and performance of data analytics reports can be insured if they are used.

### 4. EMOTIONS: BEFORE/AFTER

- Before using Data Analytics for Aviation Industry they were having issues in management resulting in losses. Now they are happy with the reduction errors that happen in manual processes.

### 7. YOUR SOLUTION

- The aim of this project is to design an Airline Data Analytics Report for the Aviation Industry using Cognos Analytics.
- It finds the arrival and departure of flights as well as the delay of flights. It also provides a graphical view of the aviation industry.

### 10. CHANNELS of BEHAVIOUR

- Security is not Authenticated.
- There are some free online airline analytics for the aviation industry that might steal users' personal information or contain ads.

### 11. OFFLINE CHANNEL

- A business can hire employees to maintain the airline analytics for aviation industry system logs as the business grows.

Extract online & offline CHOICE

