

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><div>➤ Urgent travellers</div><div>➤ Business travellers</div><div>➤ Passenger who will book their travel Tickets</div></div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>The Booking of the Flight tickets can be done through web applications Via Internet.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><div>➤ It provides information on Delays of flight across different location at municipality</div><div>➤ Based on that passenger can know the Exact delay of the Flights</div></div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE/PROBLEMS<div>J&P</div><div><div>➤ Initially the customer should register for an account</div><div>➤ The customer should provide exact details such as date and time in order to know the availability of flights and also the delay of the flights if occurs.</div></div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><div>➤ This kind of web application cannot be found among people as many of the web applications are money oriented.</div><div>➤ It is feasible to book Flight tickets efficiently</div></div></div>	<div>7. BEHAVIOUR<div>BE</div><div><div>➤ Airport data analysts can gather information about passengers such as whether they are male or female, when they arrived, in order to understand passenger's behaviour</div><div>➤ This understanding can be used to improve the service.</div></div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><div><div>➤ There are a lot of problems related to flight delays in the aviation sector.</div><div>➤ However, quality and performance of data analytics reports can be insured if they are used.</div></div></div>	<div>10. YOUR SOLUTION<div>SL</div><div><div>➤ The aim of this project is to design an Airline Data Analytics Report for the Aviation Industry using Cognos Analytics.</div><div>➤ It finds the arrival and departure of flights as well as the delay of flights. It also provides a complete visualization of the aviation industry</div></div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><div>➤ Security is not Authenticated. There are some free online airline analytics for the aviation industry that might steal users' personal information or contain ads.</div></div></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

	<div data-bbox="152 60 456 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="719 60 761 89">EM</div> <div data-bbox="197 92 777 256"><ul style="list-style-type: none">➤ 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.</div>			
--	--	--	--	--