

## Project Design Phase-I Proposed Solution Template

Date	01 October 2022
Team ID	PNT2022TMID27835
Project Name	Airlines Data Analytics for Aviation Industry
Maximum Marks	2 Marks

### Proposed Solution:

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To provide better aviation services including easy ticket booking, seat selection, luggage,boarding by analysing all the data required to capture various components of a passenger's journey
2.	Idea / Solution description	<ul style="list-style-type: none"> <li>Collecting the required data from available sources and analysing and exploring it to achieve better results</li> <li>Make the UI user friendly to satisfy the customer's need</li> <li>Understanding the customer's need and demand and working accordingly</li> </ul>
3.	Novelty / Uniqueness	As Data analysis is done on the data available about luggage,flights etc. , the ibm cognos platform can be used to create interactive dashboards with data visualisation tools like graphs and lists
4.	Social Impact / Customer Satisfaction	<ul style="list-style-type: none"> <li>The main aim of the project is to achieve better customer satisfaction and it is built considering the customer's needs .</li> <li>Effective mechanisms for seat selection during ticket booking,luggage tracking and all is done with data analysis to understand customers' preferences and provide personalised services</li> </ul>

5.	Business Model (Revenue Model)	By making a reliable user friendly system for the airline industry , revenue could be generated by targeting the airlines which are in need of a proper data analytic model.
6.	Scalability of the Solution	The cognos platform is feasible and can be used by everyone . It is not restricted for a particular organisation or government. Airline industry is an evolving field which is increasingly being used so there is a need for a platform with better analysed data