

**Project Design Phase-I**  
**Proposed Solution Template**

Date	24 September 2022
Team ID	IBM-Project- 21430-1659780204
Project Name	Airlines Data Analytics for Aviation Industry
Maximum Marks	2 Marks

**Proposed Solution Template:**

Project team shall fill the following information in proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	How might we provide better Airline and Airport services and to avoid delays in Air Travel across different locations at Municipality level. The aim is to provide airports, airlines and the travelling public with a neutral, thirdparty view of which airlines are delivering on their promise to get passengers from Point A to Point B on time.
2.	Idea / Solution description	<ul style="list-style-type: none"><li>❖ Improving sustainability is important to the airlines, their passengers and – most of all – to the planet. That’s why airlines of all sizes are doing everything they can to reduce both fuel burn and carbon emissions.</li><li>❖ Collecting data from hundreds of diverse sources and converting it into actionable information with the help of Business Intelligence Tools.</li><li>❖ To discover trends and suggest the best-operating models, data experts utilize the most up-to-date tools and approaches, such as runway bandwidth, terminal capacity, number of passengers, number of routes, ticket pricing, and so on. Using machine learning models predictive analysis is done.</li></ul>
3.	Novelty / Uniqueness	Dashboards and Reports are generated on Aviation Industry data using IBM Cognos which provides us with the necessary insights for the betterment of travel. ML methods like Regression, Classification are executed to prescribe the actions to be taken in order to increase the efficiency of the airlines.

4.	Social Impact / Customer Satisfaction	Data analytics helps the industry to understand customers' preferences. For instance, analysis of ticket booking helps the industry to target the customers with personalised offers while optimising the price in real-time using predictive analysis techniques. The model we are proposing is highly customer-oriented.
5.	Business Model (Revenue Model)	Revenue generation is made possible through targeting airlines in need of analytical model for their optimization of airspace use and fuel consumption. By making reliable system of Data Analytics we can draw customers thus creating a source of profits.
6.	Scalability of the Solution	The aviation analytics market is projected to grow from USD 2.5 billion in 2022 to USD 4.7 billion by 2027, at a CAGR of 13.0% from 2022 to 2027. Aviation analytics is an evolving technology, which is increasingly being used to arrive at actionable insights for various business functions. The solution we are providing is based on SaaS model.