1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⏱ 5 minutes

PROBLEM

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, third-party view of which airlines are delivering on their promise to get passengers from Point A to Point B on-time.

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

⏱ 10 minutes

TIP

You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Jeban S

- Analysis of ticket booking helps the industry to target the customers with personalized offers while optimizing the price in real-time using predictive analysis techniques
- Descriptive Analysis allows you to pull trends from raw data and succinctly describe what happened or is currently happening. Using Descriptive Analytics the trends and patterns in the travelling data can be derived
- Reservation Analytics provides in-depth insights of reservation trends, early alerts and helps our customers in improving reservation systems
- With the right information, MROs can minimize the risks associated with overstocking or stock outs by planning their inventory wisely.
- With nearly 30 % of the total delay time caused by unplanned maintenance, predictive analytics applied to fleet technical support is a reasonable solution.

Dinesh Sundar S

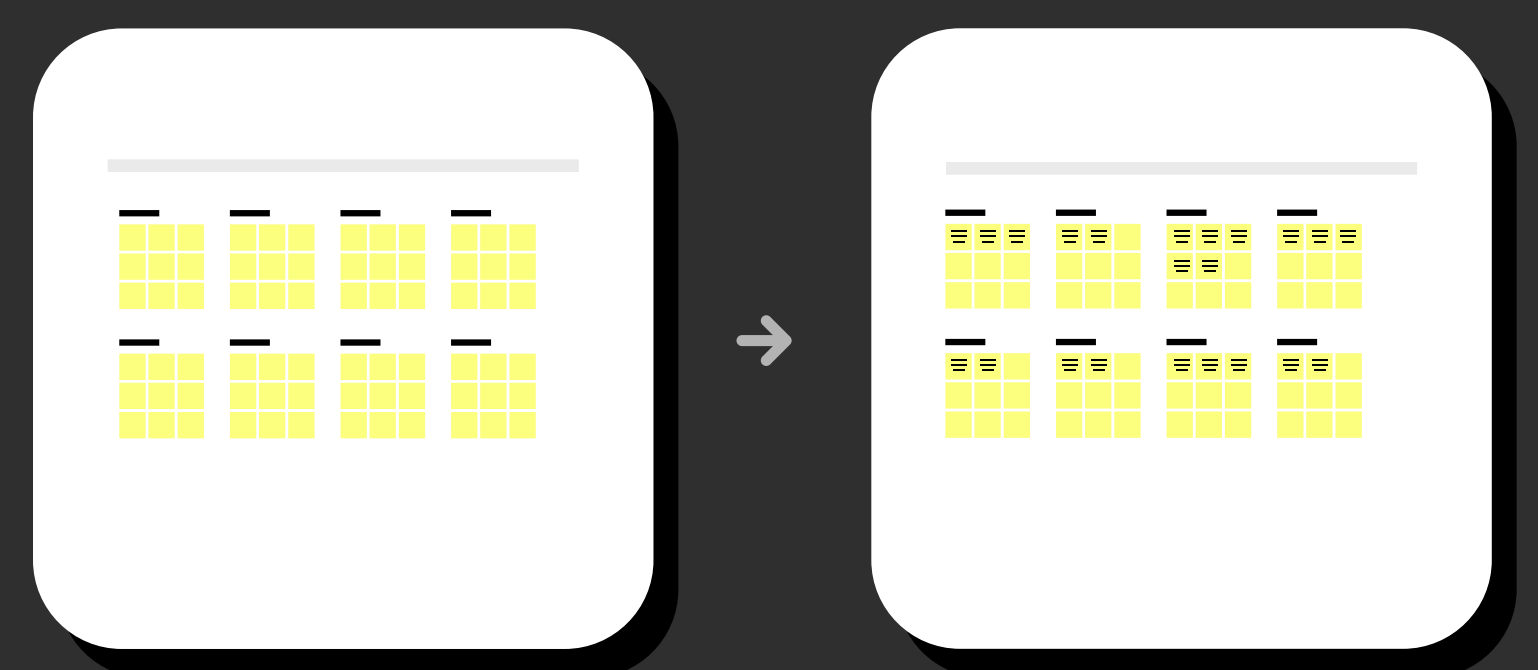
- Revenue management is closely monitored by Business Intelligence tools
- Taking the analysis a step further, Diagnostic Analysis includes comparing coexisting trends or movement, uncovering correlations between variables, and determining causal relationships where possible. Diagnostic Analytics is implemented to find the root cause of the travelers trends.
- Prioritizing data collection and analysis should be made in all airlines
- Business Intelligence tools are utilised appropriately in this vast ocean of data
- In-flight sales and food supply during the time of travel can be optimized based on demand and supply predicted earlier

Akshaya S

- Prescriptive analytics lets users know what will happen in the future as well as the possible impact it could have on the business. It also prescribes the best next actions to take in order to minimize adverse impacts. With the help of prescriptive analytics we can derive at the necessary measures to be taken in the future in order for efficient travelling
- Planning and Schedule Analytics provides in-depth analysis of ticket sales, operational expense and profitability of airline routes. It helps in fleet rebalancing,
- By capturing flight incident data, regulators can improve safety across the aviation industry.
- Modern analytical solutions help identify potential fraudulent transactions and revenue leakage cases and prevent them
- Airlines can use AI systems with built-in machine learning algorithms to collect and analyze flight data regarding each route distance and altitudes, aircraft type and weight, weather, etc. Based on findings from data, systems estimate the optimal amount of fuel needed for a flight.

Aswinsivaganesh M

- Using predictive analytics and modelling, users can study emerging trends to predict where they are headed. The effectiveness of predictive maintenance is in its ability to leverage the historical data alongside the live operational data to make predictions.
- Loyalty Analytics- provides in-depth insights into customer behavior and the opportunity to track customer activity and develop strategies to keep the customer loyal to the brand.
- Due to the use of smart data analytics, passengers will avoid many issues with baggage tracking.
- Marketing Analytics provides an integrated and end to end view to the target customer needs by focusing on what is best for the customers. It provides with targeted and actionable campaign recommendations based on customer grouping and segmentation
- Understanding the travelling needs of customers can be done by feedback surveys



3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you and break it up into smaller sub-groups.

⏱ 20 minutes

TIP

Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

Common idea fragments

- Business Intelligence tools are utilised appropriately in this vast ocean of data
- In-flight sales and food supply during the time of travel can be optimized based on demand and supply predicted earlier
- Prioritizing data collection and analysis should be made in all airlines
- With the right information, MROs can minimize the risks associated with overstocking or stock outs by planning their inventory wisely.
- Analysis of ticket booking helps the industry to target the customers with personalized offers while optimizing the price in real-time using predictive analysis techniques
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Ideas specific to domains

- Reservation Analytics provides in-depth insights of reservation trends, early alerts and helps our customers in improving reservation systems
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- Due to the use of smart data analytics, passengers will avoid many issues with baggage tracking.

Approach to analytics

- Descriptive Analysis allows you to pull trends from raw data and succinctly describe what happened or is currently happening. Using Descriptive Analytics the trends and patterns in the travelling data can be derived
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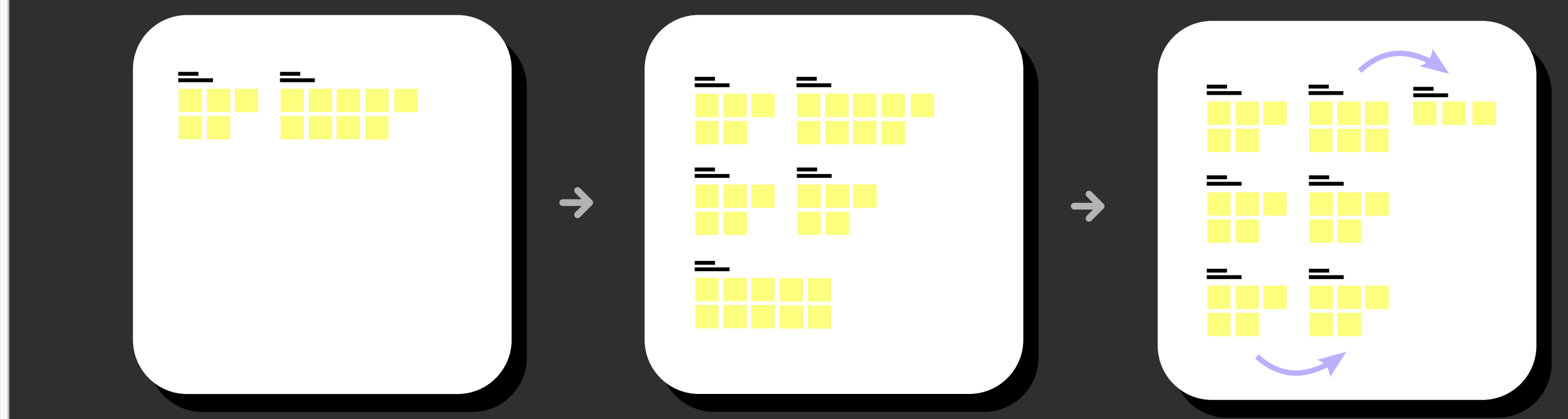
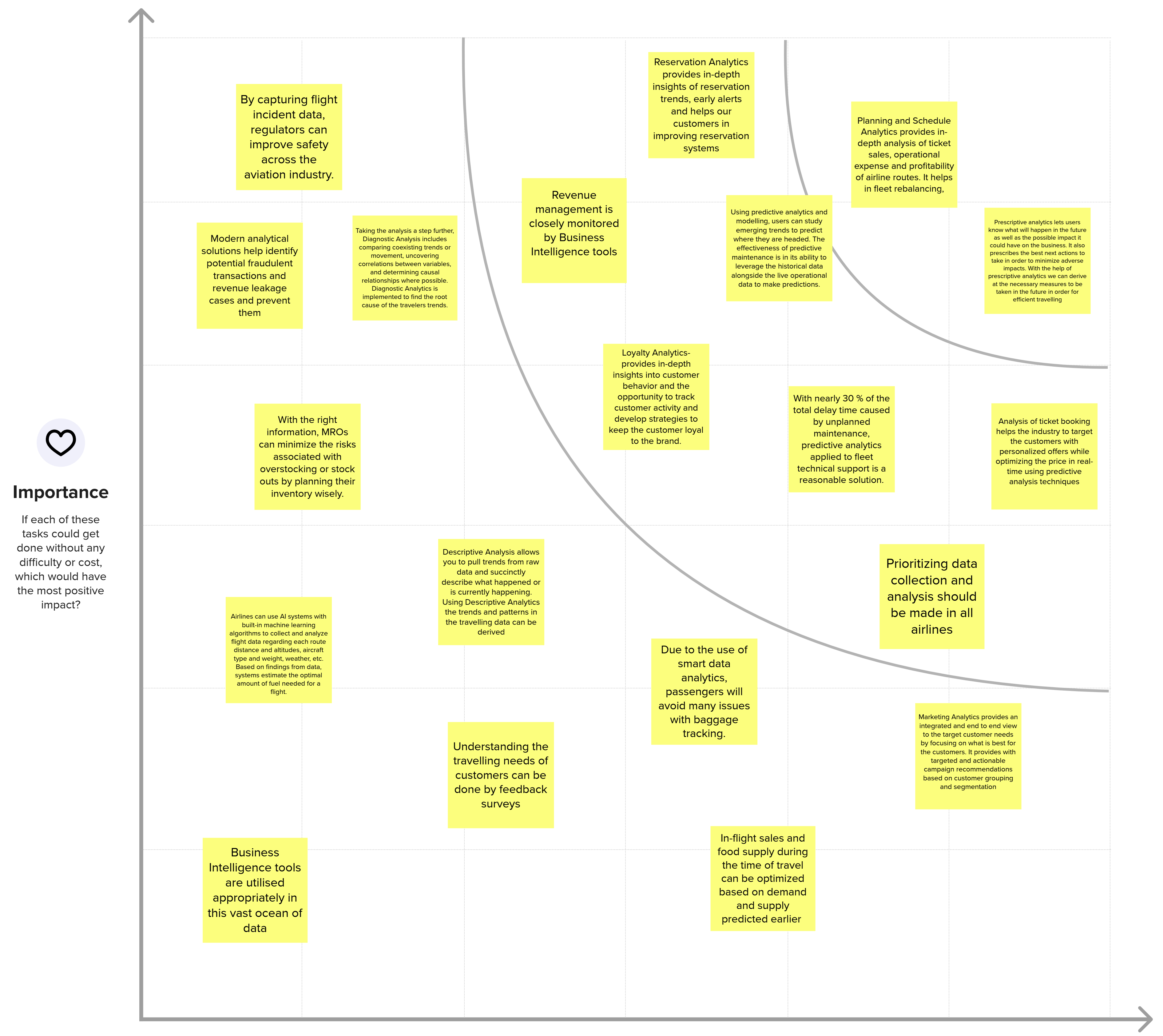


4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

⏱ 20 minutes



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Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?

Feasibility

Regardless of their importance, which tasks are more feasible than others? (Cost, time, effort, complexity, etc.)