Project Title: Airline data analytics for aviation industry **Project Design Phase-I - Solution Fit** **Team ID:** PNT2022TMID22723

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

It is difficult to keep track of forecasting data and planes' arrivals and departures for airline and airport customers. Airlines bear significant costs as a result of delays and cancellations, which include maintenance expenses and compensation to passengers stranded in airports. Predictive analytics applied to fleet technical support is a reasonable solution to nearly 30 percent of total delay time caused by unplanned maintenance.

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.Since the consumer experience in the airline business is frequently described as a customer's perceptions and responses as he or she travels through the various departure stages and arrives at an airport, it is crucial to connect with customers mid-flight and understand their in-flight requirements. The post-landing phase is a great chance to interact with passengers and listen to their opinions. In addition to seating comfort and crew decorum, start with the basics, such as seating comfort and crew etiquette. That's a terrific way to boost your online reputation, post-flight.

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note taking Flight Turnaround Analytics: Using video monitoring for ground activities, the video annotation service helps to capture process inefficiencies in a flight turnover. Using video monitoring for ground activities, process inefficiencies in a flight turnover are captured. Planning and Schedule Analytics: It provides information on how much revenue an airline makes on a specific route and the amount of money spent on fuel and personnel. It is used to rebalance aircraft fleets, estimate fuel needs, and plan crew rosters.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers?

There could be more than one; explore different sides.Using proprietary software like Airmax, or simple tools like Microsoft Excel, you will collect information about important performance indicators (KPIs) such as flight operations and inventory. As an example, you will use statistics to optimise flight operations. You will use quantitative data analysis to identify trends and bottlenecks, and then advise your management on them so they can take the necessary action.

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists? What is the back story behind the need to do this job?

The purpose of conducting a root cause analysis is to identify the causal factors that trigger substandard safety performance within an event, whether it be an accident, a minor incident, or a close call. Your aviation SMS manual defines risk management processes.

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?

Airport data analysts can gather information about passengers as they go through various checkpoints, such as whether they are male or female, when they arrived, and if they checked their baggage, in order to better understand passenger behaviour. This understanding can be used to improve the service.

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

3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

There are a lot of problems related to flight delays in the aviation sector. However,

10. YOUR SOLUTION SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations,

8. CHANNELS of BEHAVIOUR CH

ONLINE

What kind of actions do customers take online? Extract online channels from #7

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

quality and performance of data analytics reports can be ensured if they are used.

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.
Prior to using Airline Analytics for Aviation Industry they were having issues in management resulting in losses. Now they are happy with the reduction in errors that happen in manual processes.

solves a problem and matches customer behavior.
The aim of this project is to design an Airline Data Analytics Report for the Aviation Industry using Cognos Analytics. It sends alerts for arrival and departure of flights as well as messages regarding flight path parameter configuration changes. It also provides a graphical view of the aviation industry.

authenticated.

OFFLINE

What kind of actions do customers take offline?
Extract offline channels from #7 and use them for customer development.
A business can hire employees to maintain the airline
analytics for aviation industry system logs as the business grows.

Identify strong TR & EM