Project Design Phase-I Proposed Solution

Date	**09 October 2022**
Team ID	**PNT2022TMID33055**
Project Name	**Project – Airlines Data Analytics For Aviation Industry's**
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)	There are some concerns that in the future the air transportation system won't scale to meet demand because of the rising demand for air travel and the limited capability of capacity augmentation at some crucial points in the air transportation system. The quality of travel for passengers as well as the economy more widely will be impacted by this situation's production and distribution of delays across the system.
2.	Idea / Solution description	Data analytics projects can be used to understand the consciousness passengers demand for specific city pairs and to price flights. Biometric technology is used by airlines as a boarding option. The technology scans passengers faces and compares them to photos in border control agencies' databases. The project mentioned earlier can take care of these.

3.	Novelty / Uniqueness	The ultimate benefits of big data analytics include strict timeliness in responding to current and future market demands, improved planning and strategically aligned decision making, and crystal clear comprehension and monitoring of all major performance drivers relevant to the airline industry. Passengers will avoid many baggage tracking issues thanks to the use of smart data analytics. While radio frequency identification prevents baggage mishandling, predictive analysis aids in improving fleet reliability predictability.
4.	Social Impact / Customer Satisfaction	Data analytics assists the industry in better understanding customer preferences as well as other maintenance issues. For example, ticket booking analysis enables the industry to target customers with personalised offers while optimising prices in real-time using predictive analysis techniques. As a result of gathering useful data, airlines can obtain more bookings in the allotted timeframe.
5.	Business Model (Revenue Model)	Business model innovation in airlines can help to create value, competitive advantage, and profitability by opening up new avenues of action. A revenue model is a blueprint that outlines how a startup business will generate revenue or gross income from its standard business operations, as well as how it will cover operating costs and expenses.
6.	Scalability of the Solution	Cloud Cognos Analytics is not limited to specific organisations or governments. The aviation industry, whether international, domestic, or private, is also pleased with the aviation data analysis process provided to meet their needs.