

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- Customers are people who use airline and airport services, and are unable to keep up with the forecasting information and arrival information of planes.
- Airlines literally pay a large price for delays and cancellations, which includes maintenance costs and compensation for passengers waiting in airports.
- Predictive analytics utilized for fleet technical assistance is a suitable solution given that unscheduled maintenance accounts for almost 30% of the total delay time.

6. CUSTOMER CONSTRAINTS CC

- What a passenger thinks and feels when travelling through an airline is frequently considered to be the customer experience in the aviation sector. Several stages of departure and arrival in an airport.
- Midair is the greatest time to interact with passengers and learn about their expectations for the flight is while you're in the air. Start with the fundamentals, such as comfortable seating and staff protocol.
- After landing, examine with passengers' eyes and ask their comments. Post flight, that's a fantastic approach to improve your online reputation.

5. AVAILABLE SOLUTIONS AS**Flight Turnaround Analytics:**

- Gives information on the inefficiencies in the flight turnover procedure. The video annotation service uses video monitoring for ground operations to record the amount of time spent on each individual activity during flight changeover.

Planning and Schedule Analytics:

- provides a thorough study of ticket sales, operating costs, and airline route profitability. It supports crew planning for flights, fleet rebalancing, and fuel requirements.

Explore AS, differentiate

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

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

- Detailed analysis of ticket sales, operational costs, and airline route profitability is provided. It aids in fleet rebalancing, determining fuel requirements, and crew planning for flights.
- utilizing quantitative analysis to optimize flying operations. In order for management to take the appropriate action, you will need to inform them of trends and bottlenecks that you notice from data analysis.

9. PROBLEM ROOT CAUSE RC

- In response to risk management procedures as outlined in your aviation SMS manual, a root cause analysis is conducted.
- Understanding the causal elements that result in subpar safety performance within a specific event—whether it be an accident, small incident, or close call—is the goal of the analysis.

7. BEHAVIOUR BE

- To better understand passenger behavior, data analysts can use airport analytics to gather information on individuals who pass through various inspections, such as their gender, arrival times, luggage check-in times, and the type of flight they take.
- Having a deeper grasp of how passengers behave can help to improve services.

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<p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> ➤ In the aviation industry, passengers may experience delays in flight departure and arrival owing to situations like flight delays. ➤ The entire data maintenance is really challenging. However, performance and quality are dependable and successful if they apply data analytics report. 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> ➤ To use Cognos Analytics to create an airline data analytics report for the aviation industry. ➤ Enable email-based alerts for flight arrival and departure, as well as messages about modifications to the flight path's characteristics. ➤ Provide a graphical display option for the aviation business. 	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> ➤ Free online airline analytics for the aviation industry could steal users' personal information and include a lot of advertisements. There is no authenticated security. <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> ➤ Logs kept manually can be kept. When the business expands, employees might be hired to maintain the airline analytics for aviation sector system records.
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <ul style="list-style-type: none"> ➤ Before: They experience a sense of loss as a result of losses brought on by inappropriate management of airline analytics for the aviation industry. ➤ After : They get a sense of success after increasing profitability and lowering errors that occur during manual processes. 		