Problem-Solution fit canvas 2.0

Purpose / Vision - Airlines Data Analytics For Avaition Industry

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) **CS**

Our customer is Aviation Industry. The solution for Aviation Industry Members.

6. CUSTOMER CONSTRAINTS **CC**

Incorrect choice of employees. Data Analysts are not trained properly. They may be using low-level analysis tools.

5. AVAILABLE SOLUTIONS **AS**

The current solution is websites like www.id1.de and www.cirium.com. These websites shows analysis of airlines data in dashboard and also in mobile applications.

Explore AS, differentiate

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

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

The main problem is delays in flight timings. The job has to be done is analysis the all flights related data and visualize them in graphs.

9. PROBLEM ROOT CAUSE **RC**

The main reason for flight delays is improper scheduling for flight timings and the critical climate conditions reduces the fixed speed of the flights.

7. BEHAVIOUR **BE**

They have to recruit well qualified employees. They have to take customer feedback seriously. They have to analyse data deeply inorder to get great results.

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

Identify strong TR & EM

3. TRIGGERS **TR**

When other aviation industries are reducing the delays in their flights and increasing customer satisfaction rate. Its triggers our Aviation Industry members and they want reduce their flight delays.

4. EMOTIONS: BEFORE / AFTER **EM**

Before they feel lost and they feel like they got improper guidance.
After they feel relaxed and continuing their business in a regular basis.

10. YOUR SOLUTION **SL**

Our solution is to provide simple and easy to understand visualization of airlines data in various unique graphs and charts. The tools we are using are IBM Cognos Analytics, Tableau, Data Analysis with Python, Power-BI. The efficient ways are used to solve the problem ie. Is to reduce flight delays.

8. CHANNELS of BEHAVIOUR **CH**

ONLINE:

Various data analytics websites that shows dashboard of airlines data which inlucdes,
https://www.id1.de/awall/
https://www.cirium.com/products/views/dashboard/

OFFLINE:

Various books and newspapers that reports flight analytics data and general reports on aviation industry.

Extract online & offline CH of BE

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