Project Design Phase-I

Proposed Solution

|  |  |
| --- | --- |
| Date | 19 September 2022 |
| Team ID | PNT2022TMID44843 |
| Project Name | Airlines Data Analytics for Avaition Industry |
| Maximum Marks | 2 Marks |

|  |  |  |
| --- | --- | --- |
| S.No | Parameter | Description |
| 1 | Problem Statement (Problem to be  solved) | Due to the exploratory nature of the research; the most appropriate method is to conduct an inductive study (Leavy, 2014). We chose the qualitative method based on the use of interviews has been chosen for its ability to provide an in-depth understanding of the participant’s own experience, perceptions, and information about  challenges and opportunities of big data in airlines. |
| 2 | Idea / Solution description | Based on three main characteristics: volume, velocity and variety, big data are usually defined (Kitchin, 2013; McAfee and Brynjolfsson, 2012), to which Veracity and Value have also been added (Chen et al., 2014; George et al., 2014; Goes, 2014; Opresnik and Taisch, 2015). The respondents observe that the concept of big data in airlines relates to customer information, means of contacting them, and the destinations they prefer to travel to. Big data involves names of passengers, phone numbers, social media accounts, their favorites, and their destinations. |
| 3 | Novelty / Uniqueness | With the advent of digitalization, more enterprises are adopting big data and business  analytics to analyze available data in order to improve their products, services and sustain smart decision-making.Data analytics was described as the massive volume of both structured and unstructured data, difficult to process using common software techniques or by using traditional statistical methods. Data analytics is being generated through different sources including internet traffic, mobile transactions, user generated content, and social media. There are also sources of big data such as the content captured through sensor networks, business transactions, and many other domains such as bio informatics, healthcare, and finance. |
| 4 | Social Impact / Customer Satisfaction | Airlines around the world have recourse to big data analytics technologies. They assist in doing many matters that a person cannot do,such as, help to merge the internal systems of plane with the airport system, obtain real-time weather information, provides information on each passenger, which enables the airline to carry out targeted marketing campaigns that enhance customer loyalty to the brand. By obtaining passenger data from airline tickets, social media, and their contact data, and by analyzing that data, the airline can provide value services that enhance  customer experience and loyalty. |
| 5 | Scalability of the Solution | Identifying a strategic plan with clear vision of the aims of big data technology. The main concern is not the adoption of an advanced big data system but to assure that it really serves the company. Optimizing the application of big data analytics techniques. Data analytics can reduce costs and identify innovative services. Recruiting qualified data specialists or experts with the appropriate knowledge of the airline business environment. Firms will have to offer highly competitive salaries to qualified data scientists and may need to develop data  analytics training programs for their current employees. Developing a data culture, based on an integrated approach of data sourcing,  models expansion and organizational transformations. Careful assessment of the big data technology is a must. The implementation of big data technologies requires a change in management processes to minimize the associated organizational risks. Establishing a data quality control system to evaluate data quality and repair  any data errors. Paying more attention to the privacy and security concerns. Relevant laws and regulations are required to protect the user information. Installing proper security data management techniques such as detection systems, encryptions, and firewalls is needed to consider. |