#### [PROJECT DESIGN PHASE -II](https://careereducation.smartinternz.com/Student/guided_project_workspace/53299" \l "collapse9)

#### Functional Requirement

#### Project Name : Airlines Data Analytics for Avaition Industry

**Project ID : PNT2022TMID44843**

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#### Delta: introduction of self-service for better customer experience and [predictive aircraft maintenance](https://www.promptcloud.com/blog/five-interesting-use-cases-of-big-data-analytics-in-airline-industry/). This airline leverages AI to optimize operations and costs, as well as innovate customer service at every stage of a trip. With a great focus on the baggage safety technologies, in 2017, it announced the $600,000-worth investment in four self-service bag checking machines.

#### Delta Airlines also developed a novel application for baggage tracking. The app simply uses baggage check data which runs in the background and the staff members at Delta keep a track of the bags and send the tracker to the customers. The app has been a huge success and close to 11 million customers have downloaded it in their phones.

#### EasyJet:  British low-cost carrier easyJet has turned operational challenges into successful AI use cases. IT used data science to improve its pricing strategy and manage inventory. As a result, the company observed the increase in profits per seat almost 20 % between 2010-2014. The airline also uses a recognition tool that speeds up passenger information processing. It reads the numbers from a document and fills out the information at the airport, so the traveler doesn’t have to type anything.

#### Southwest: managed to find the “secret recipe” of fuel consumption optimization. It signed a contract with GE Aviation to use its [flight analytics system](https://www.ge.com/reports/big-data-industrial-internet-can-help-southwest-save-100-million-fuel/?utm_source=datafloq&utm_medium=ref&utm_campaign=datafloq)to improve fuel consumption for its fleet of more than 700 Boeing 737s. The cloud-based system that runs on the Industrial Internet allows for collecting and analyzing data generated by aircraft during a flight. For instance, pilots can consider the information about wind speed, air humidity, plane weight and speed, maximum thrust, and altitude when planning the amount of fuel needed for the next flight to the same destination.

#### Today, AI makes it possible to enhance customer experience with automation and self-service solutions, optimize employee workflow, and ensure higher air safety with predictive and prescriptive aircraft maintenance. It also allows airlines to make informed decisions about pricing and market positioning through the [smart use of data](https://datafloq.com/read/ways-airlines-artificial-intelligence-data-science/5309).

#### No doubt, AI and big data analytics will transform the experience of customers and other engagements at airports. By 2020, numerous airlines are planning significant initiatives of artificial intelligence technology that include real-time predictive pricing offers, air travel experience to chatbots, etc.

#### There are many areas in the [airline industry](https://www.promptcloud.com/blog/five-interesting-use-cases-of-big-data-analytics-in-airline-industry/) which can be tapped by big data solutions in a much better way. Marketing, crew and flight operations and aerial cargo are some of them. Big data solutions help the airlines to understand their customers individually, their preferences, their behavioural patterns and also predict the requests that might come up.

#### Today’s travellers are more happy with the fact that their airlines know where they are, what they would like to be served on board, and  what climatic conditions they will be met with on arrival at their destination.