Working with the dataset

**Data preparation**

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**Data preparation**

Data science allows for more sophisticated ways to accomplish demand analysis. IATA suggests that airlines can use traveler behavioral data, abandon searches on the online travel agents, and meta search sites or social media chatter can help define leisure demand.

Data from professional networking sites recruitment and procurement activities may signal emerging business travel destinations. In a 2017 showcase for airlines, Sky scanner used machine learning-based clustering to the group about 50,000 origins and destinations by similarities. They considered about 30 parameters like the month of travel, the time a reservation is made, how long people stay at the destination, and many more.

Some events like festivals conferences or expos, drive short-term spikes in demand so revenue teams can rely on event data to raise fares for specific routes and dates to benefit from rising demand. Aviation ranked by Predict HQ uses ranking algorithms that match historical flight bookings with event data to reveal how much a given event may affect traveler demand.