PROBLEM SOLUTION FIT

1. **CUSTOMER SEGMENT(S)**
    - Customers are airline and airport services, which have difficulty monitoring their forecasting information and the arrival and departure of aircraft.
    - Airlines literally pay a large price for delays and cancellations, which includes maintenance costs and compensation for passengers stranded in airports. Applying predictive analytics to fleet technical assistance is a practical approach given that unscheduled maintenance accounts for over 30% of the total delay time.
2. **JOBS-TO-BE-DONE / PROBLEMS**
    - Gathering information on inventories and flying operations. To collect data on crucial indicators known as Key Performance Indicators, you will utilise either simple tools like Microsoft Excel or proprietary software, such as Airmax (KPI).
    - Utilising quantitative analysis to optimise flying operations. In order for your management to take the appropriate action, you will need to inform them of any trends and bottlenecks you identify through data analysis.
3. **TRIGGERS**
    - In Aviation Industry,due to incidents like flight delays passenger may face delays in departure and arrival of flight.
    - It is very hard to maintain the overall data.But if they use Data Analytics Report,Performance and Quality are reliable and profitable.
4. **EMOTIONS: BEFORE / AFTER**
    - Before:They feel lost due to losses which occur due to improper management of Airline Analytics for Aviation Industry.
    - After:They feel like success after making increased profits,reducing the mistakes that happen in manual process.
5. **AVAILABLE**
    - Flight Turnaround Analytics:
      Provides insights on process inefficiencies in a flight turnover. The video annotation service helps to capture the time taken by each

specific activity within flight turnover using video monitoring used for ground activities.

- Planning and Schedule Analytics:
  Provides in-depth analysis of ticket sales, operational expense and profitability of airline routes. It helps in fleet rebalancing, fuel needs and crew planning for a flight.

6. **CUSTOMER CONSTRAINTS**
   - Customer experience in the airline industry is often defined as what the customer perceives and experiences while traveling through the different departure stages and arrival in an airport.
   - Mid-air: It is the best time to engage with passengers and understand their in-flight expectations. Start with the basics like seating comfort and crew etiquette.
   - Post landing: Inspect through passengers' eyes and listen to their opinion. That's a great way to enhance your online reputation, postflight
7. **BEHAVIOR**
   - Using airport analytics, data analysts can collect information on people who pass through various checks, like their gender, arrival times, baggage-check in times and the type of flight they take to better understand passenger behaviour.
   - A better understanding of how passengers operate can be used to improve services.
8. **ONLINE CHANNELS**
   - Online Airline Analytics for Aviation Industry which come for free may steal personal information of users and it may also contains a lot of ads.Security is not authenticated.

OFFLINE CHANNELS

- Manual logs can be maintained.Employees can be hired to maintain the airline analytics for aviation industry system logs when the business grows.

9. **PROBLEM ROOT CAUSE**
   - A root cause analysis is performed as a reaction to risk management processes as defined in your aviation SMS manual.

- The purpose of the analysis is to understand the causal factors that trigger substandard safety performance within a particular event, whether the event is an: accident, minor incident, or close call.

10. YOUR SOLUTION

- To design an Airline Data Analytics Report for Aviation Industry using Cognos Analytics.
- Enable Email based alerts for arrival and departure of flight and it also sends messages related to the changes in configuration of flight path parameters.
- Provide a option for graphical view of aviation industry.