



Says

What have we heard them say?  
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

"Unlocking insights into the Global Air Transportation Network with Tableau."

It suggests that the focus is on gaining valuable insights from data related to air travel.

A data visualisation tool,to analyse and gain insights into the Global Air transportation Network.

Advancements in technology, such as the adoption of new aircraft or digital booking platforms, can shape traveler behavior and the overall industry landscape.

The thoughts and behaviors of governments, businesses, and investors can greatly impact the air transportation industry. Economic indicators and trends can provide insights into the demand for air travel.

Increasing environmental awareness and concerns can influence travelers' choices. Airlines might use data to optimize routes, reduce emissions, and offer sustainable options in response to changing public sentiments.



Persona’s name

Unlocking Insights into the Global Air Transportation Network with Tableau.

They could visualize data related to carbon emissions, fuel efficiency, and alternative fuels to make informed decisions about sustainability measures.

Analysts and data scientists can use Tableau to create interactive visualizations and dashboards that display key metrics, such as flight routes, passenger demographics, and revenue trends.

Airlines can leverage Tableau to analyze historical flight data and identify opportunities for route optimization.

There may be fears regarding the security of sensitive passenger and operational data. Ensuring that data is protected from breaches and cyberattacks is a top priority.

Airlines and airports may experience anxiety about staying competitive in a rapidly changing industry. The fear of falling behind technologically can drive the need for data-driven insight

Users might be frustrated by technical issues or limitations in Tableau that can impact their ability to analyze data efficiently.



Does

What behavior have we observed?  
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?