



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?

The International air Transport Association uses Tableau to track the global air traffic market. This data is used to inform decisions about capacity, pricing, and route development.

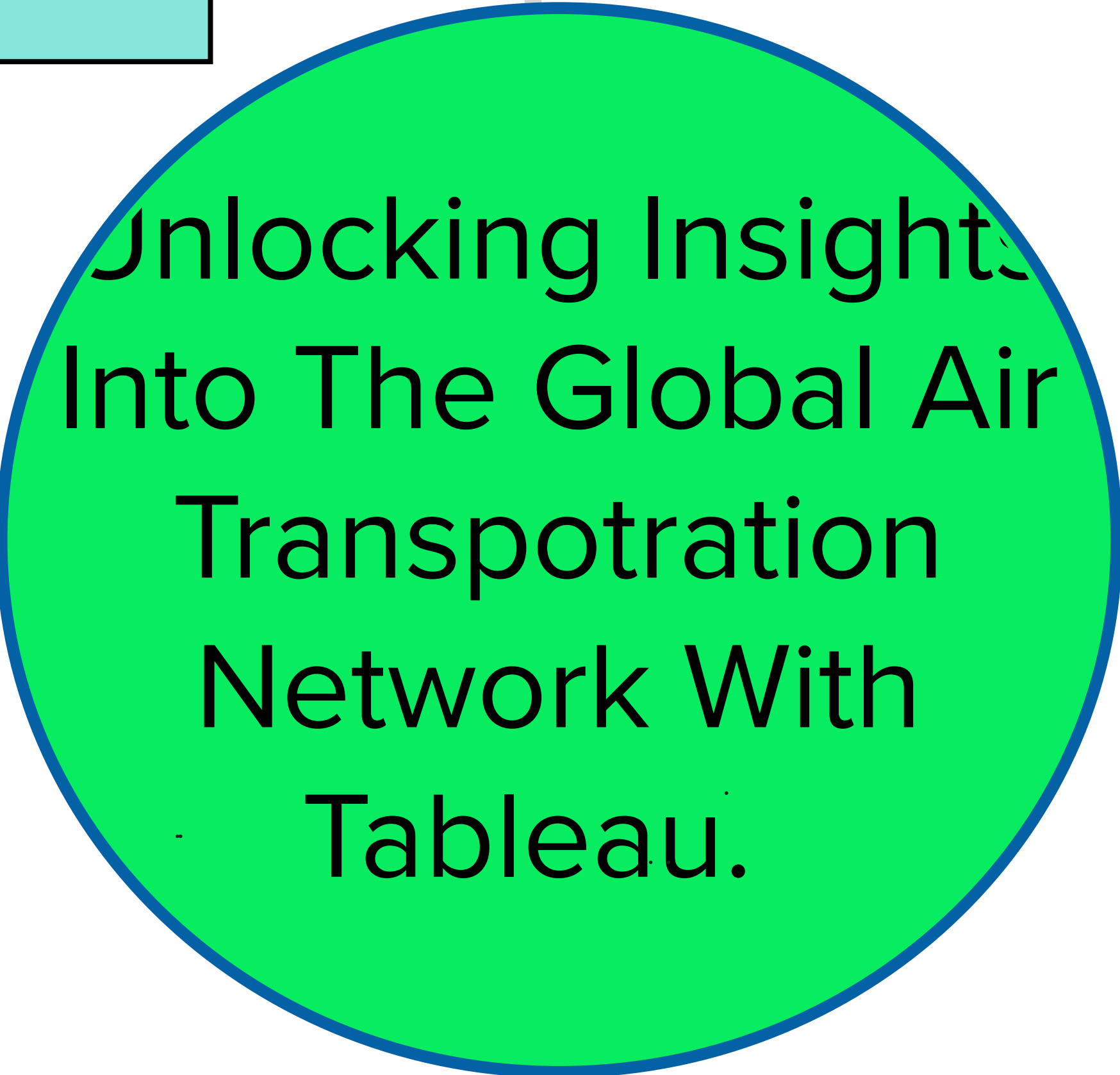
to improve the efficiency of the network by identifying and addressing bottlenecks

The Airportsa Council International uses Tableau to monitor the performance of airports around the world. This data is used to identify areas for improvement and to benchmark the performance of individual airports.

The Federal Aviation Administration uses Tableau to analyze air traffic data to identify potential

to reduce costs by optimizing routes and schedules

to improve by identifying and mitigating risks



data cleaning : Once the data is collected ,it needs to be cleaned and prepared for analyssis

Fear of failure: Using Tableau to unlock insights into the global air transportation network can be a complex and daunting task. There is always the fear of failure, of not being able to get the results they need, or of making the wrong decisions.

Increased passenger traffic:The number of passengers traveling by air has been increasing steadily in recent years.

Data analysis: the next step is to analyze the data to identify trends ,patterns ,and anomalies

Anxiety about security: The air transportation industry is a target for cyberattacks. There is always the anxiety that sensitive data could be compromised, which could have a devastating impact on an airline or airport.

Urgency: The air transportation industry is a fast-paced industry. There is always a sense of urgency to make decisions and to take action.



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?