THANTHAI PERIYAR GOVERNMENT ARTS AND SCIENCE COLLEGE TRICHY-23

DEPARTMENT OF MATHEMATICS

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PROJECT TITLE: UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORTATION NETWORK WITH TABLEAU

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UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORTATION NETWORK WITH TABLEAU

1. INTROUCTION

1.1 Overview

Unlocking Insights into The Global Air Transportation Network With Tableau.

This Global Air Transportation Network dataset is a comprehensive collection of information on airports, airlines and their routes. It contains information such as names, cities, countries, codes (IATA and ICAO) longitudes, latitudes and altitudes of airports across the world with detailed time zone and daylight saving time data.

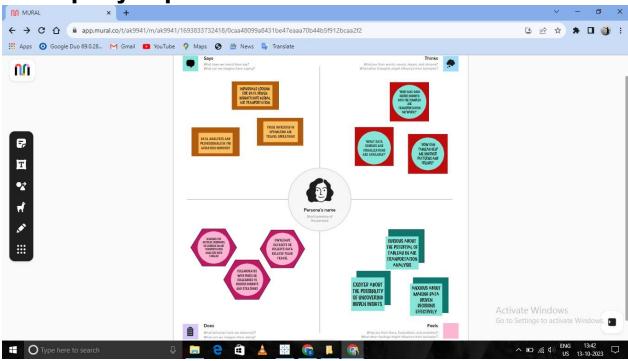
1.2 Purpose

Additionally, this includes information about airlines including their IDs, name aliases, IATA and ICAO codes, callsigns country of origin and active/inactive status.

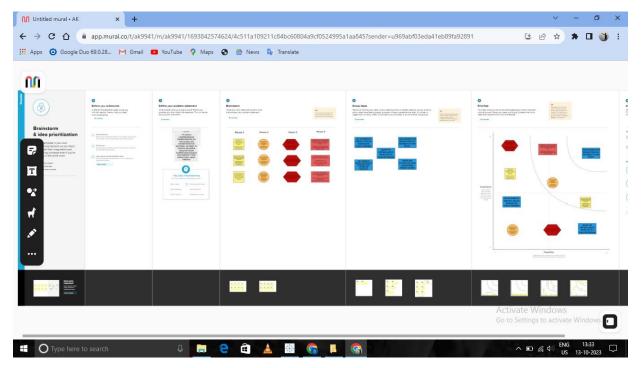
Similarly, it also covers route details such as airline sources to destination airports along with essential details like codeshare stakeholder if any stops required during this journey along with the type of aircraft being used for that particular journey. This dataset has been compiled through meticulous labor by researchers all over the world to give you a comprehensive detail into air transportation networks from around the globe.

2. Problem Definition & Design Thinking

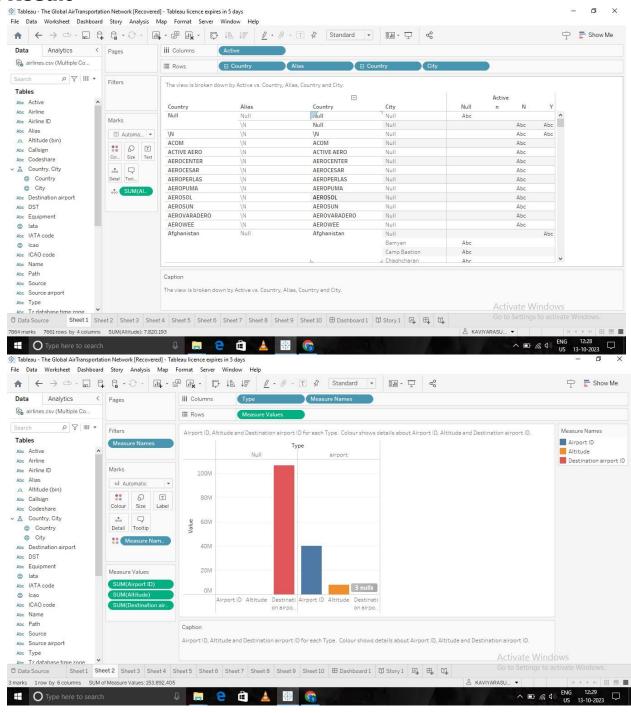
2.1 Empathy Map

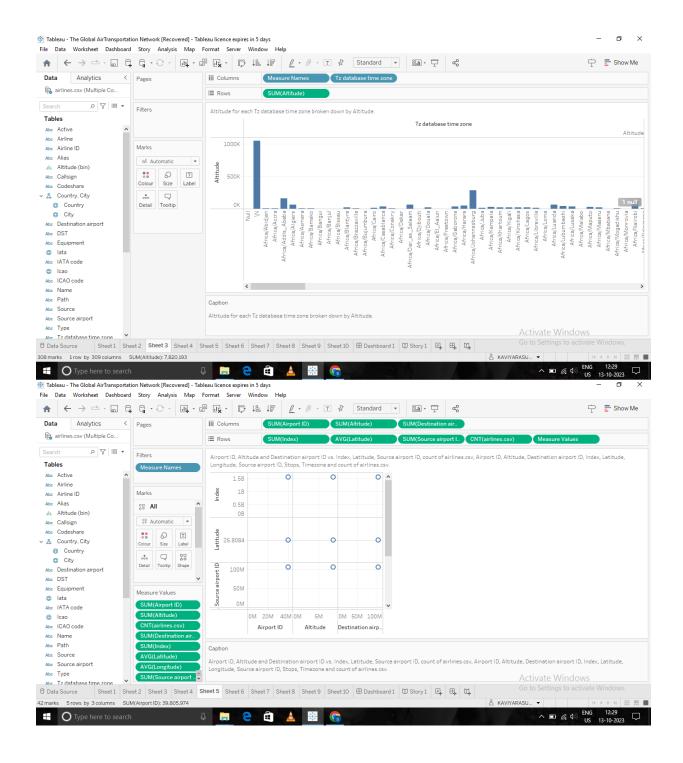


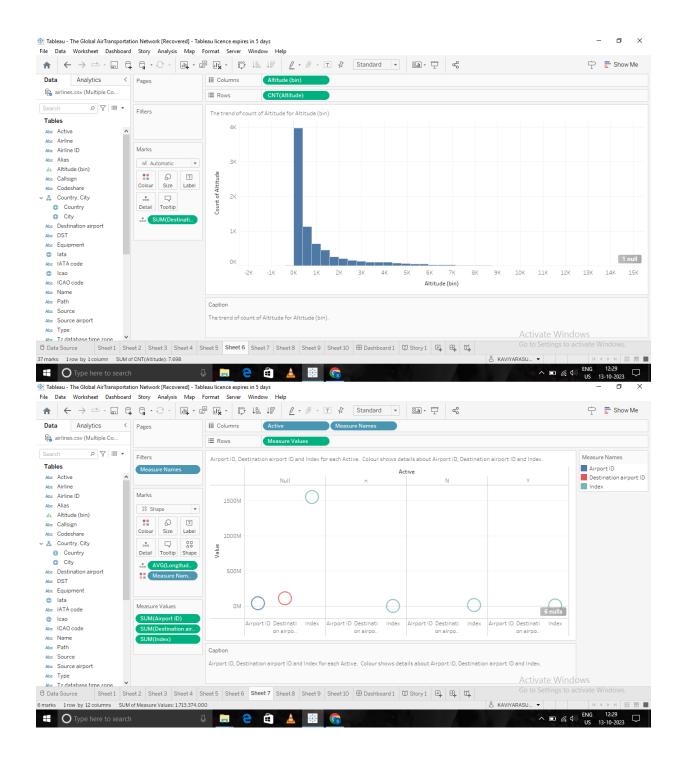
2.2 Ideation & Brainstorming map screenshot

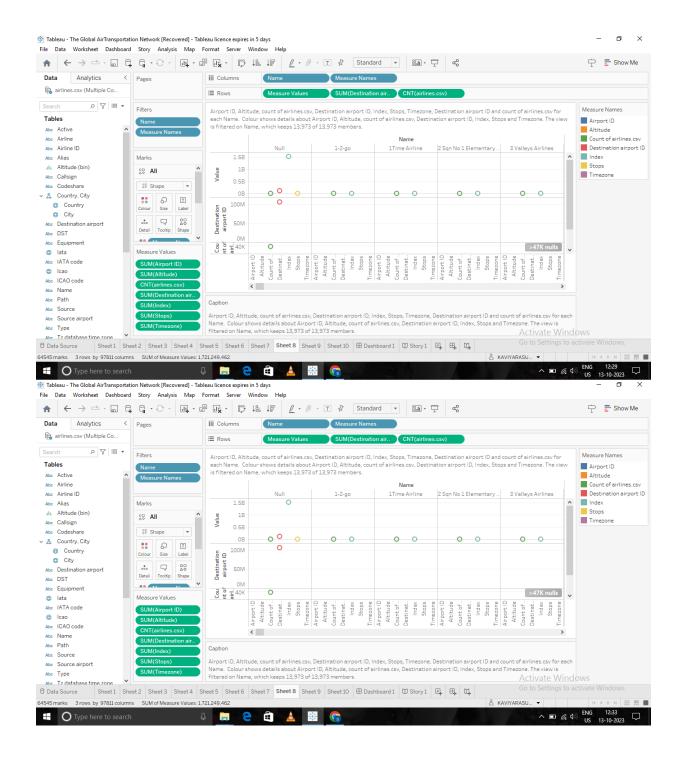


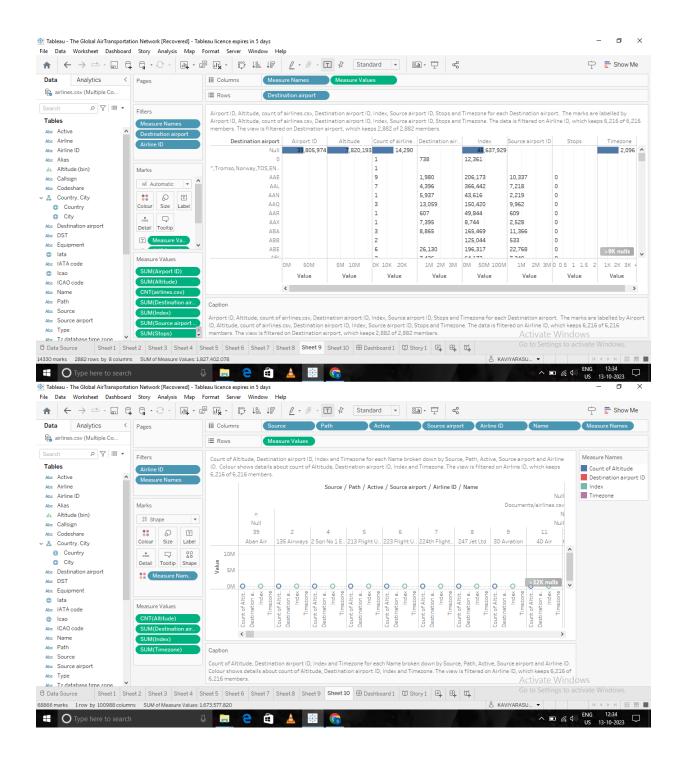
3. Result

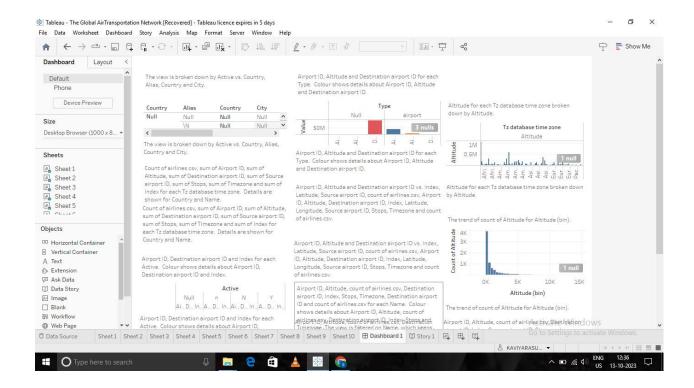












4. Advantages & Disadvantages

With Tableau, we can quickly blend and link similar data to gain the insights needed to improve revenue management and yield through data-driven pricing strategies and visibility into real-time inventory-all the while driving lifetime customer loyalty.

5. Applications

The analysis will improve revenue management and provided operational insight for future forecasts. Leveraging Tableau, the companies can develop new products for airlines and travel agencies to solve business problems and improve operations in less time than before.

6. Conclusion

At the same time, transportation and logistics companies across trucking, freight rail, air delivery, maritime, and logistics service providers are trying to link disparate data sources to manage network and capacity planning as well as optimize routes for profitability.

7. Future Scope

Tableau can be used as a solution to house all of the data and serve as the primary reporting platform to provide "real-time reporting"