**Define problem /problem Understanding:**

**Specify the business problem:**

The business problem in airline data analysis is airline can optimize flight routes, schedules and resources based on data insights, reducing costs and mitigate the risk and improving the overall efficiency and making batter decision for future.

**Business requirements It Involve:**

1. Data collection: Gathering detailed information on ticket sales, passenger preferences, operational costs, and competitor routes.
2. Data analysis: Utilizing analytical tools to identify underperforming routes, patterns in passenger behavior, and opportunities for optimization.
3. Route optimization: Using insights from data analysis to adjust flight schedules, routes, pricing strategies, and marketing efforts to increase profitability and efficiency.
4. Customer satisfaction: Ensuring that any changes made prioritize passenger convenience, comfort, and overall satisfaction.
5. Monitoring and adaptation: Continuously monitoring key performance indicators (KPIs) and adjusting strategies as needed to maintain profitability and meet evolving market demands.

**Literature Survey:**

In this first we need to understating the current state of the airline industry including such as passenger behavior, regulatory change, advanced technologies etc.

And then by analysing the data we can find out the useful insights and patterns that can help airline industries to make decisions and enhance the passengers experience, improve the efficiency and more. To analyse the data we use various tools the one of the most popular tool is Qlik.