



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?



Feels

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



Does

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



Persona’s name

Unlocking  
Insights into the  
Global Air  
Transportation  
Network with  
Tableau.

Type your paragraph...

We have observed a significant increase in passenger traffic across major international hubs, indicating a gradual recovery of the air travel industry post-pandemic."

"By analyzing flight route data, we've identified potential bottlenecks in the global air transportation network, highlighting areas where infrastructure improvements could enhance efficiency."

"Using Tableau, we've visualized the correlation between fuel prices and airline profitability, offering airlines strategic insights into cost management

A hope to identify new opportunities for business or investment in the air transportation industry.

A dream of making a positive impact on the world by improving air transportation

A desire to understand how the global air transportation network works and how it can be used to improve efficiency and sustainability.

Preferred Routes: By studying commonly chosen flight routes, airlines can tailor their offerings to meet passenger demand for specific destinations, optimizing route planning.

Operational Delays: Monitoring flight delays and their causes provides insights into operational inefficiencies, allowing airlines to address issues and improve on-time performance.

Peak Travel Times: Analysis of historical flight data reveals peak travel seasons, helping airlines manage staff scheduling, aircraft availability, and ticket pricing effectively

Fear of not being able to understand the data or Tableau.

Frustration with the complexity of the air transportation network.

Anxiety about making mistakes or drawing the wrong conclusions.