Airline data analytics for aviation industry

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Project Name	Project – Airlines Data Analytics For Aviation Industry's
Maximum Marks	2 mark

Steps

What does the person (or group) typically experience?

Interactions

What interactions do they have at each step along the way?

Things: What digital touchpoints or

physical objects would they use?

Places: Where are they?

People: Who do they see or talk to?

What steps does a typical person

find enjoyable, productive, fun, motivating, delightful, or exciting? What steps does a typical person find frustrating, confusing, angering,
costly, or time-consuming?
How might we make each step better? What ideas do we have? What have others suggested?

Positive moments

Negative moments

Areas of opportunity

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")

Airlines Data Analytics for

Avaition Industry

customer journey map

**Visit website
or app**

Enter

What do people experience as they begin the process?

Exit

What do people typically experience

as the process finishes?

Extend

What happens after the experience is over?

Flight booking section of the website, iOS app, or Android app

Choose a city, dates, and number of people

A customer navigates to the city tours section of our website or app

The customer types a city, dates, and the number of people who will attend the tour to see what flights are available

Airlines leverage mobile apps to enhance the customer experience of their passengers.

It's fun to look at options

and imagine doing each tour, like shopping for experiences

If you don't follow this path immediately after your booking, could we send a follow-up?

Engage

In the core moments in the process, what happens?

Entice

How does someone initially become aware of this process?

Help passengers to get this flight booked

Complete payment information

They fill out their contact and credit card information, then continue

Email confirmation

An email immediately sends to confirm their tour and provide details about where and when to meet their guide

Email reminder

One day before the tour begins, a reminder email is sent to all tour participants. The email emphasizes where and when to meet, and what to bring (if applicable).

Funding finance and investment

The global investment needs for airport expansion and construction, for example, are estimated at USD 1.8 trillion from 2015 to 2030,

Airport development and expansion

Airport development projects are very

large in scope

Integrated transport planning

Policies to promote intermodal transport connectivity aim to enhance the mobility of people and businesses travelling or transporting goods through airports by making aviation, urban and last-mile transportation more seamless, efficient and affordable.

Revenue Management

Revenue management (RM) is the application of data and analytics aimed at defining how to sell a product to those who need it, at a reasonable cost at the right time and using the right channel.

Crew management

"Crew management is a complex task due to many legal constraints. For instance, if staff belong to a trade union, limitations include an allowed number of flight hours and days off, as well as reimbursement in case of a labor law violation,"

Fraud detection

There are numerous fraudulent schemes, including paying with stolen cards, claiming reimbursement for "lost" baggage, creating fake online travel agencies, and so on.

Performance measurements

This is where big data analytics can automate production of daily activity reports such as number of passenger flown per flight/sector, distance flown.

Inflight app experience

Smartphones are revolutionising customer experiences across industries and airlines are leveraging the medium to provide 360 degree digital experience to the passenger while flying. Here are some ways smartphones have changed the way people fly.

Personalized suggestions for booking flights

When a past participant books new travel with us, we show them personalized flight recommendations in their arrival city.

Booking other travel

Most customers discover city tours as they are booking other Fairplane travel

City flights section of the website, iOS app, or Android app

Payment overlay within the website, iOS app,

or Android app

Customer's email (software like

Outlook or website like Gmail)

Flight locations tend to start in a specific public space (e.g. the steps of a statue in a town square)

The customer looks for the group or guide, often from a distance as they walk closer

Direct interactions with the guide, and potentially other group members

Transaction can be maintained easily.

Depending upon the passengers,the crew and pilots can be allocated properly.

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

Post-purchase

screens website, iOS app, or Android app
It can be used to provide estimated performance measurements such as daily or weekly revenues for specific routes or sectors.

Help me avoid seeing places for the wrong dates, locations, or numbers of people

Help me see what they have to offer

Help me feel confident that my purchase is finalized and tell me what to do next

Help me get through this payment part without too much hassle

Help me make sure I don't forget about my flight timings so that I don't waste money or get disappointed

Help me feel confident about where to go

Help me feel good about my decision to go on this

flight or places and to feel welcome

Help me leave the flight with good feelings and no awkwardness

Help me share the word about a great experience in flight

Help me see what I've done before

Help me see what I could be doing next

Help me see ways to enhance my new trip

Airports images videos, and explanations are exciting to see

People express a bit of fear of commitment at this step

It's reassuring to read reviews written by past passengers

People sometimes forget to

put in their dates or number of people, which leads them to discover tours they can't actually attend

Excitement about the airline journey ("Here we go!")

Trepidation about the purchase ("I hope this will be worth it!")

Several people expressed "information overload" as they browse

Current payment flow is very barebones and simple

We've heard from several people that the reminder emails were essential, especially if they booked way in advance

Our airhostees tend to be so good that people are reassured when they meet their passengers

Sometimes people are matched up with passengers that they don't really like

People love the journey itself, we have a 100% satisfaction rating

People may get aerophobia.

How might we make it clear that tipping is appreciated but not necessary?

Uneducated people fear of booking flight.

How might we totally eliminate this awkward moment?

Customers report feeling review fatigue

Passengers feel very comfortable when they leave the journey.

People describe leaving a review as an arduous process

Passengers like looking back on their

past trips

We think people like these recommendations because they have an extremely high engagement rate

Could we automatically carry over the city from your booking? (e.g. via a cookie)

Provide a simpler summary to avoid information overload

How might we progressively disclose the full review so that each step feels more simple?

How might we help people celebrate and remember things they've done in the past?

How might we extend the personal connection to the journey is over?

People feel peer pressure to tip a guide when someone else on the tour tips, leaving them feeling weird and bad if they don't

Passengers may get

annoyed due to checking process.

Project Title: Airlines Data Analytics for Avaition Industry

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