



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?



Unlocking Insights
Of Global Air Transportation
Network

Comprehensive
collection of
information on
airports, airlines
and their routes

Includes
information
about airlines
including their
IDs, name
aliases, IATA

Active/
inactive
status of
airlines

ICAO codes,
callsigns
country of
origin

It also contains
time zone and
daylight saving
time data.

It contains information
such as names, cities,
countries, codes (IATA
and ICAO) longitudes,
latitudes and altitudes
of airports

Speed of service
compare to other
transportation
network

travel other
countries for
personal,
business,
medical, and
tourism purposes

allows people
from different
countries to
cross
international
boundaries

Very risky in
case of
accident (e.g)
weather
condition

More
expensive

A critical
infrastructure
with high impact
on mobility, trade
and economy