



Says

What have we heard them say?  
What can we imagine them saying?

ideas for global  
air  
transportation  
network...

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. 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.

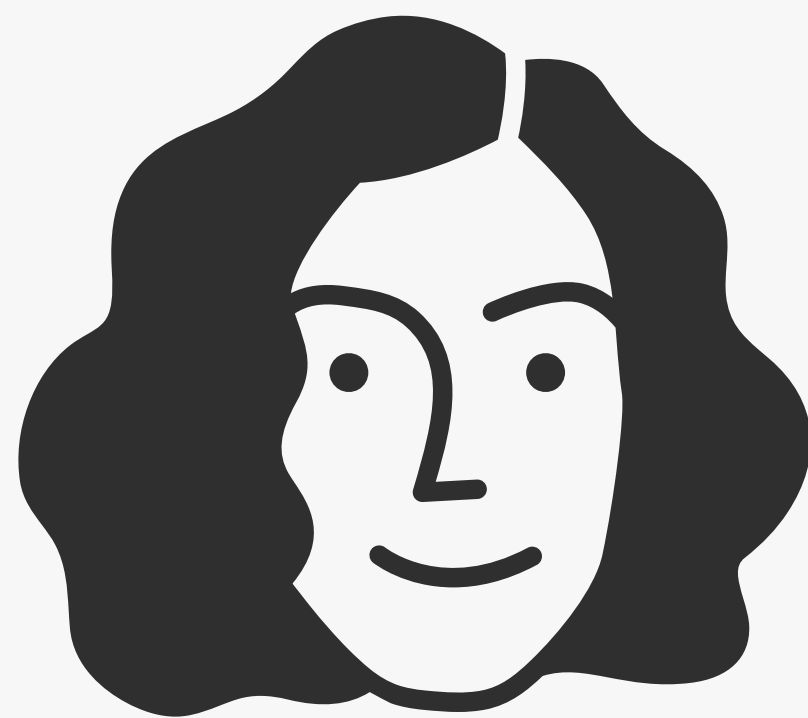
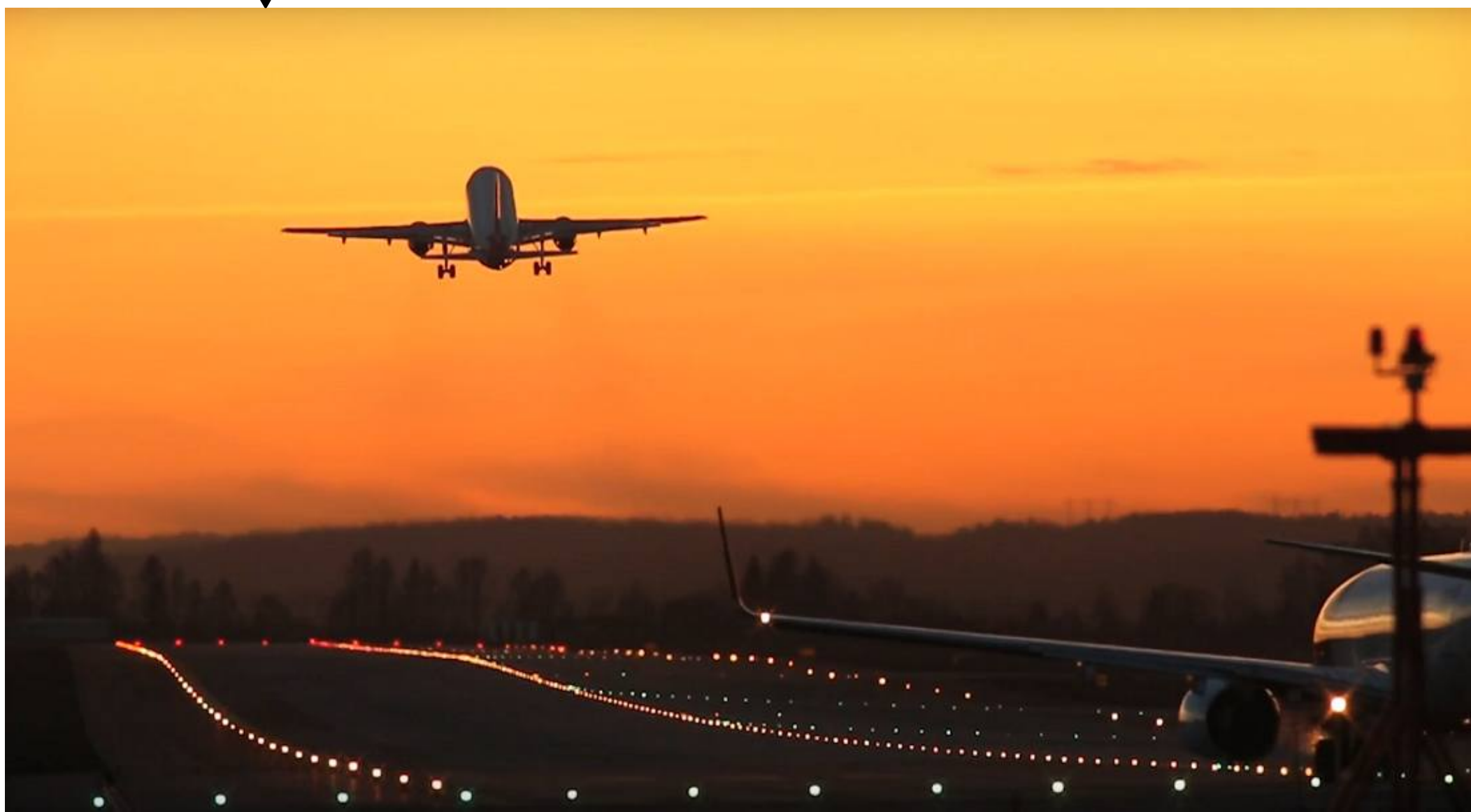


Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

statement  
about the travel  
and  
transportation of  
air with tableau

The travel & transportation industries have never lacked data, as it's collected across every interaction point. Whether for a guest, passenger or cargo, data helps to balance demand with supply to optimize revenue and profitability of its inventory and capacity. From travel and hospitality across airlines, hotels, car rental and cruise companies, each are capturing customer behaviors and experiences that contain valuable insights for the business. But travel and transportation analytics methods tend to be slow and aren't always intuitive. 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. With Tableau, you 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. See how Tableau enhances Travel and Transportation analytics here.



Persona's name

UNLOCKING THE  
INSIGHTS INTO THE  
GLOBAL AIR  
TRANSPORTATION  
NETWORK WITH  
TABLEAU

Uses that  
generally  
says

It helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analyzing data, to help in making business decisions. Tableau has a lot of unique, exciting features that make it one of the most popular tools in business intelligence

Problem  
statement  
about the  
global air  
transportation

Airlines Reporting Corporation (ARC) provides flexible distribution solutions to help airlines and travel agencies connect, grow and thrive. By developing innovative business intelligence (BI) products and services for the global travel community, ARC provides the critical link that enables airlines like British Airways, United Airlines, Air China, and more than 200 others selling tickets through travel agents in the US. ARC helps its customers operate more effectively and grow their businesses by building the world's most comprehensive data on global air transactions. In 2018 alone, ARC settled more than \$94.7 billion in transactions between airlines and travel agencies, representing more than 295 million passenger trips.



Does

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



Feels

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