



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?

unlocking insights
into the global air
transportation
network with tablas

This Global Air
Transportation
Network dataset is a
comprehensive
collection of
information on
airports, airlines and
their routes.

Airlines Reporting
Corporation (ARC)
provides flexible
distribution solutions
to help airlines and
travel agencies
connect, grow and
thrive

This dataset has
been compiled
through meticulous
labor by researchers
all over the world to
give you a
comprehensive

Similarly, it also
covers route
details such as
airline sources to
destination
airports

Airlines Reporting
Corporation (ARC)
provides flexible
distribution solutions to
help airlines and travel
agencies connect,
grow and thrive

Data visualisation is the
process of representing
data graphically. A data set
represented visually
speaks more than just
numbers. The human brain
is wired to identify itself
with visuals rather than
numbers

Dos of Tableau Visualisation
Don'ts of Tableau Visualisation
Understand the data Avoid
complex designs
Know the end-user Designing
without understanding the data,
scenario and user
Keep simple designs pattern
Inappropriate chart selection

The charts or data
representation should have
to be easily
comprehensible. If not, their
purpose is defeated, before
they can be interpreted.
The data visualisations
need to be simple,
ultimately to maximise their
value to the end-user.

have seen that my
enterprise clients may have
a knack for business, but
not all of them all the time
are keen on playing with
numbers. Frankly, they may
not have time for that. So,
we avoid complex designs
wherever possible.

skin to feel
dry

i feel the at
movement in
airline

i am
absolute joy
to fly in
airline



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?