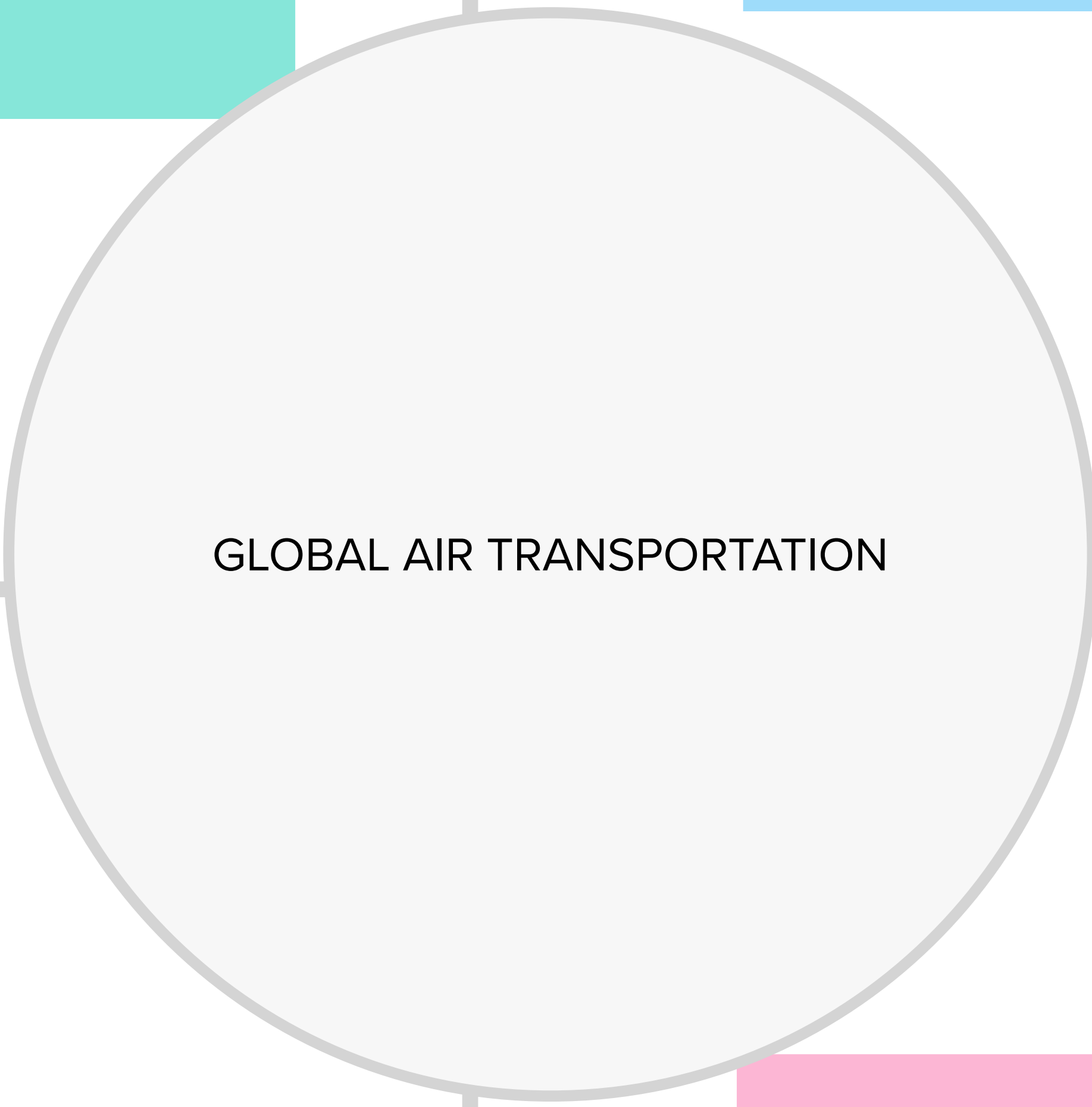




Says
What have we heard them say?
What can we imagine them saying?



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



Data sciencee is used to optimize operation

improve maintanance static modeling and anticipating

Monitering and analysing trends and development

Studing regulatory issues of general importance

it helps find interconnection between different factors

Data from weather system leveraged modify fights routes and avoid stroms

developing processing and guidance materials

providing advice guidance and assistance ICAO members

High cost this is significantly more costly

Risky limited capacity uncertain and unreliable

Air transport facilities trade in goodss and service including tourism

International airline passangers are by tourism definition toruist

Accident prone requires skill

Largee investment unfit for cheap and bulky goods

Wordwide over 40./. of international tourist arrive

Trendss arrivels on averagee revenues and tourist follow economic cycles



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?