



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?

By using
Tableau, can
create
interactive
dashboards and
visualizations

can analyze and
visualize data to
uncover valuable
insights into flight
routes, passenger
traffic, airline
performance, and
more

It help analyze
factors such as
routes, passenger
demographics,
flight patterns, and
more.

Particularly useful for
airlines, airports, and
policymakers to make
informed decisions
and improve the
efficiency and safety
of air transportation.

We might also
consider
incorporating real-
time data sources
to create dynamic
visualizations.

Overall, it's a
data-rich field
with the
potential for
significant
discoveries.



Persona's name
Unlocking Insights
into Global Air
Transportation
Network with
Tableau

Bneficial for
optimizing routes,
improving efficiency,
and making informed
decisions in the field
of air transportation.

Tableau is a
powerful data
visualization tool
that can help you
analyze and
present data
effectively.

A study on how
Tableau can be used
to analyze and gain
valuable insights into
the complexities of the
worldwide air
transportation system.

We can delve into the
specific aspects you want
to cover in your
discussion, such as data
sources, visualizations,
key insights, and the
impact of these insights
on the aviation industry or
related fields.

It helping
researchers and
analysts uncover
patterns, trends,
and insights within
the aviation
industry.

It allows for
the
exploration of
complex data
sets.



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?

See an example