



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?

**Excitement:** They might express their excitement about the potential insights this dataset could reveal. They might say things like, "This dataset is a goldmine for aviation enthusiasts and analysts!"

**Challenges:** They may discuss the challenges they expect to face, such as data cleaning and the need for powerful visualization tools like Tableau.

**Analysis Challenges:** They might consider the challenges associated with such a large and complex dataset, such as data cleaning, merging, and structuring for analysis.

**Visualization Ideas:** They may think about different ways to visualize this data to make it more understandable, like mapping routes, creating dashboards, and using various charts and graphs.

**Collaboration:** They may suggest collaborating with others who are interested in aviation data or data analysis to make the most of this dataset.

**Questions and Hypotheses:** They may start forming questions and hypotheses about the air transportation network, such as which airlines have the most extensive routes, which airports are the busiest, or how airline preferences vary by country.



**Data Preparation:** They start by cleaning and preparing the data, ensuring it's in a format suitable for analysis in Tableau

**Curiosity:** They may feel a sense of curiosity about what insights can be drawn from such a comprehensive dataset. They might be eager to dive into the data.

**Analysis:** They conduct in-depth analysis, which could include exploring route patterns, airline performance, airport traffic, and more.

**Data Visualization:** They use Tableau to create various visualizations, such as interactive maps, charts, and dashboards, to explore the data visually.

**Optimism:** They might feel optimistic about the potential to discover interesting patterns and trends in global air transportation.

**Determination:** There may be a determination to conquer the challenges presented by the dataset and to extract meaningful insights from it.



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](#)