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

> Data Integration: To gain meaningful insights, you'll need access to comprehensive and up-todate data on global air travel, including flight schedules, routes, passenger counts, cargo volumes, and more. Integrating this data into Tableau is a critical first step.

Visualizing Flight Routes: Tableau can help you create interactive maps that display flight routes, hub airports, and connections. These visualizations can reveal trends in air traffic, popular routes, and areas with high connectivity.

Thinks



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

> Data Exploration: Tableau's drag-and-drop interface makes it easy to explore large datasets from various sources. You can connect to different data sources, including databases, spreadsheets, and web services, to gather comprehensive information about the air transportation network.

Real-Time Monitoring: Tableau can be configured to update data in real-time or at regular intervals. This is particularly useful for monitoring current flight statuses, delays, and other dynamic factors in the air transportation network.

Poes



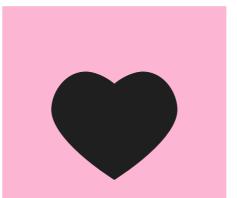
What behavior have we observed? What can we imagine them doing?

NM 2023 TMID 24353 Feels

Unlocking in sights into the

global air transportation

network with tableau



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

Data Collection and Preparation:

- Gather data related to air transportation, which may include information about airports, airlines, flight routes, passenger counts, flight delays, and more.
- Ensure that the data is clean, well-structured, and in a format compatible with Tableau. You may need to perform data cleaning, transformation, and integration from multiple sources.

Data Exploration and Analysis:

- Explore your data in Tableau to understand its structure and contents.
- Use Tableau's drag-and-drop interface to create visualizations like bar charts, line graphs, scatter plots, heat maps, and geographical maps to analyze various aspects of the air transportation network.
- You can analyze trends in flight routes, examine airline performance, identify busiest airports, and detect patterns in flight delays.

Market Research:

Researchers and analysts can leverage Tableau to conduct market research within the aviation industry. By visualizing data on passenger preferences, travel patterns, and emerging trends, organizations can make informed decisions on route expansions and marketing strategies.

Cost Optimization:

Airlines can use Tableau to analyze operating costs, fuel consumption, and resource allocation, which can be crucial for optimizing operations and maximizing profitability.



See an example