



Says

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

"We need real-time data on flight routes and schedules."

"Understanding passenger preferences is crucial for marketing."

"We require historical data for trend analysis."

"Gather and clean data from various sources."

"Create Tableau dashboards for data visualization."



Does

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

"Share insights with team members and decision-makers."



Thinks

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

"How can we optimize flight routes to save fuel and reduce costs?"

"Are passengers more interested in direct flights or layovers?"

"Compliance with aviation regulations is essential."

"Hopeful about improving overall efficiency and safety."

"Excitement about uncovering new opportunities."

"Excitement about uncovering new opportunities."



Feels

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

"Unlocking Insights into the Global Air Transportation Network with Tableau."