



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?

Tableau, you can quickly blend and link similar data to gain the insights needed to improve revenue management and yield through data-driven pricing strategies and visibility into real-time inventory—all the while driving lifetime customer loyalty.

Airlines Reporting Corporation (ARC) provides flexible distribution solutions to help airlines and travel agencies connect, grow and thrive.

I have seen that clients are not as much moved by charts and graphs as they are moved by insights

It not only aids in enhancing safety measures but also gives us insights into the factors that have historically impacted the aviation industry.

“Tableau helped us discover some patterns that traditional BI tools—and even some sophisticated statistical tools—would have taken a long time to realize,”

Customers appreciate and rely on the insights that help them make critical route planning and scheduling decisions as well as relying on the information gleaned from these solutions to negotiate better relationships between travel agencies and their airline business partners.

In the age of modern aviation, understanding airplane crashes is of paramount importance.

The data from weather systems can be leveraged to modify flight routes and avoid storms.



UNLOCKING INSIGHTS INTO THE GLOBAL AIR TRANSPORT NETWORK WITH TABLEAU



transportation and logistics companies across trucking, freight rail, air delivery, maritime, and logistics service providers are trying to link disparate data sources to manage network and capacity planning as well as optimize routes for profitability

The travel & transportation industries have never lacked data, as it’s collected across every interaction point.

The complexity of the air transport network has led many to apply network science to better understand its proper-ties at macroscopic (network properties), and mesoscopic (community properties) levels.

Finding and unlocking the insights hidden in our data allows us to continually refine business processes and achieve clockwork operations at scale, which is key to long-term success in the modern aviation sector.

From travel and hospitality across airlines, hotels, car rental and cruise companies, each are capturing customer behaviors and experiences that contain valuable insights for the business

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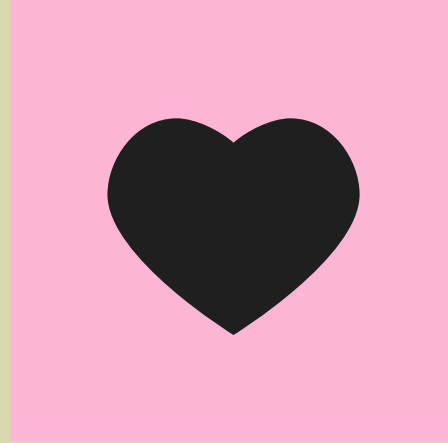
The global air transport network contains a core with approximately 80 nodes (less than 1%), whilst the remaining 9000 are peripheral nodes.

critical assumption is that we assume that the number of routes is constant and that we make no assumptions on which routes should or shouldn’t exist or what the range of a route should be.



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?