BigDataAnalytics

Case Study:

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1.Name of the Application Big Data Analytics in Airline Industry

2. Description: A couple of decades earlier, an airplane was just one of the modes of transport. The scenario has completely changed today. Apart from transferring you from one far off place to another, the airline industry transfers thousands of gigabytes and terabytes of useful data. Big data has touched every part of your life, and the airline industry is not left behind. In fact, it has embraced big data in more ways than one.

The aviation industry is full of data. But most of it is in an unorganized manner. Thanks to big data, of late, airlines are able to utilize the big data techniques in order to strengthen the customer value and relationship and thus increase customer loyalty. Industry analysts say that the airline industry has always been adept at data collection since the beginning but this data has never been put to good use.

Now a days, since the cost of data storage and processing has come down, in spite of tons of data being collected, it is getting easier to process and channelize it properly.

3. Objective: Every airline, large or small has data stored with it. Some pieces of information that the airlines already know about you are:

–           Departure time and Arrival time

–           Checked in luggage

–           In flight food preferences

–           The number of people you’re travelling with

–           Number of points earned in the Credit card

–           Destination place

–           Departure time

–           Shopping, in the flight and at the airport

–           Hotel accommodation

–           Car rentals and cab transports

–           Activity on social media

4. Scope:

5. Difficulties with traditional data collection methods:

-> Data needed to be structured.

-> Huge data cannot be stored

-> Analysis was a tough problem and accuracy was also not predicted properly.

-> Cost was major problem

6. How it is related to 5 V’s of Big Data?

-> It

7. Data Infrastructure Overview:

Type of Data Tools/Technology used

8. Big Data Processing: