



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?



Feels

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



Does

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



Persona's name

unlocking insights
into the global air
transportation
network with tableau

NM2023TMID34344

Unlocking insights into the global air transportation network with Tableau is akin to opening a treasure trove of valuable information and transforming raw data into actionable knowledge. Tableau, as a cutting

edge data visualization tool, empowers businesses and aviation professionals to delve deep into the complexities of the global air transportation system, gaining unprecedented clarity and understanding. Here's how Tableau facilitates this transformative process.

Tableau seamlessly integrates vast and disparate datasets from various sources within the air transportation industry, including flight schedules, passenger demographics, cargo volumes,

Data Sources: Gather data from reliable sources such as aviation databases, government reports, or open data platforms. Common data points include flight routes, airlines, airports, passenger numbers, and delays.

Data Cleaning: Cleanse the data to remove duplicates, handle missing values, and ensure consistency. Tableau works best with clean, well-organized data.

Connect Data: Import your cleaned data into Tableau. Tableau supports various data formats, including Excel, CSV, and databases. Connect your data source to Tableau and import the necessary tables.

Visualization: Plotting flight routes on a map can help airlines visualize their network. Tableau can display routes based on factors such as distance, passenger volume, or profitability.
Insights: Identify high-traffic routes, seasonal variations, and areas with unmet market potential. This information can guide airlines in optimizing their routes and schedules.

Tableau allows for the comparison of different airlines in terms of punctuality, customer satisfaction, and pricing strategies. Visualization can help airlines identify strengths, weaknesses, and areas for improvement.

By using Tableau, you can analyze airport data, including passenger numbers, delays, and amenities. This can help airport authorities improve infrastructure, optimize processes, and enhance the traveler experience.

Feeling Curious: You start with a question or a hypothesis about the air transportation network. You wonder about the busiest routes, the most punctual airlines, or the impact of certain factors.

Seeing the Bigger Picture: Through Tableau's interactive visualizations, the vast and intricate global air transportation network starts making sense. Complex data transforms into clear, meaningful charts and graphs.

Informed Decision-Making: Armed with data-driven insights, decisions become more confident and well-founded. Whether you're an airline executive planning routes or an airport manager optimizing resources, you can make decisions that have a real impact.

See an example