**Reflection**

**What we Learned:**

1. Designing database systems are more than just a one-size-fits-all task - it depends heavily on the industry, and even within the same industry, it relies heavily on specific business requirements. Not all airlines behave the same, and the priorities for each of them can vary widely.
2. Designing database systems is a trial-and-error process - it's improbable to get things perfect on the first go around. Building up on things as we go is crucial, but a simple layout or plan is of the utmost importance.
3. Strategy and governance plans may be "easy" to develop, but they can be tough to implement and sustain. As the size of the data grows, it can get tricky to maintain governance efficiently.

**Most Valuable:**

1. The ability to capture all the necessary data in a form that is readily accessible for all kinds of operations is vital.
2. Our priority was to keep the system simple and away from complexity.
3. We focus on data retention because we can't afford to lose data.

**Learnings going forward:**

Applying the trial-and-error concept and the idea that one size only fits some ideologies to future employment, as these ideas are only pertinent to database systems design. These are relevant in most development scenarios.

**Additional Opportunities**:

"Track the Love", meaning investing in social media data gathering and sentiment analysis, expanding the storage and use of unstructured data. This kind of data would support a critical business value of customer support and satisfaction by allowing greater insight into how customers interact with the company, what they like, and what can be improved.

**Capturing those opportunities:**

We would better understand how a business might handle unstructured data if we could work with some data instead of just speculating about the unstructured data types that might benefit the organization. It would be constructive to have the possibility to collect some unstructured data and then consider whether our hypothesis is correct. For example, we suggest that flight route graphs could be valuable to Southwest. In addition to making this assertion, we should have the chance to attempt to obtain that data and model it in a graph database. We could then give a better assessment as to how integrating that data would work. Diving into the technical aspect of unstructured data with hands-on experience is a great opportunity. This would let us explore MongoDB or other such tools in depth.