



Says

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

It contains the information such as:
- names of airports, airlines, aircrafts
- and lengths of airports across the world
- with related pressure and flight leaving time data.

It is comprehensive collection of information on airports, airlines and their routes.

Tableau makes it easier to communicate complex findings and make data-driven decisions in the field of air transportation.



Thinks

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

It involves using data analysis and visualization techniques to gain a deeper understanding of how air travel operates worldwide.

By collecting and analysing data on flight routes, passenger demographics, airline performance and airport operations and analysis can uncover valuable information about trends, efficiency and potential areas for improvement with in the aviation industry.

These insights can be used by airlines, airports, policymakers and researchers to enhance the travel experience, optimize operations and make informed decisions to meet the evolving demands of air travel.



Persona's name
Short summary of the persona

Insights gained from analysing the global air transportation network can contribute to long term planning for infrastructure development, airport expansion and investment in new technologies.

understanding passenger behaviour and preferences can lead to improved customer experiences.

By analysing historical data and identifying potential hazards, airlines and regulators can take proactive measures to improve safety protocols.

It is one of the fastest modes of public transport which connects international boundaries.

Analysis might discover peak travel seasons, popular routes, common delay factors or preference in passenger travel behaviour.

It has the potential to improve various aspects of the aviation industry including operational efficiency, passenger experience, safety and overall industry growth.



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?