## Key Entities

* Investor Relations department
  + Available investment capital
  + Investors opinion on costs
* Network Planning (dealing with airports)
  + Departure numbers
  + Arrival numbers
  + Arrival delay indicators (15+ & 30+ min)
  + Departure delay indicators (15+ & 30+ min)
  + Layout of delta departure area
* Supply Chain Management and Fleet
  + Costs to fix plane
  + Costs to buy plane
  + Costs to maintain old planes
  + Fuel economy per type of plane
* HR Innovation and Workforce Technology
  + Staffing in airports
  + Training in gate software
  + # of staff to run a gate
  + # of staff to run X self service kiosks
* Customers
  + age
  + how much do they spend on flights with us,
  + are they frequent fliers
  + do they primarily fly business / first class
  + technological prowess
  + time spent at self-service kiosk

## Use Cases

Self-service kiosks -

1. Buying new software to improve customer experience
2. increasing the number of kiosks for busy airports
   1. We prioritized this as a goal for Delta, adding more self-service kiosks will have a high impact on lowering staffing costs, with a very good chance that a predictive algorithm will be able to determine the best airports and the best number of kiosks. If kiosks are correctly deployed we can begin to serve our ‘Elite’ customers on kiosks, further reducing the need for staffing in departure areas.
3. increase the number of functions available at the kiosks

## Data: Self-Service Kiosks

* What proportion of people use self-service vs personal service
* Airport departure numbers
* customers per hour for self-service
* customers per hour for personal service
* proportion of business/first class class passengers who use self-service
* customer satisfaction surveys
* personal agent scheduling
* delay frequency
* cancellation frequency
* TSA delays
* Parking lot usage
* Maintenance costs
* Maintenance frequency
* Crash reports
* Development turn-around time
* Mobile app
* Crm notes
* Airport surveillance

## Data: Fuel efficiency

## Data: Turn around time

### Other things

* Facial recognition biometric terminal