



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?



Persona

Short summary of the person

Data visualisation set represented visualise speaks numbers

The worldwide air transportation network is a critical infrastructure with high impact on mobility trade and economy

The network air transportation network is represented by the database of international air transport association

This is Long time to all data on a single drive and writing is even slower data storage and analysis

The promise of giving enterprises Like united a deeper insight customers,partners,business



See an example

Vikram Andern a case for the bigdata program united airlines december 13th 2014 technology roadmap

Analyses and visualisation for the airline industry

Tableau visualisation understand the data avoid complex designs

Executive dashboard showing channel,in bound and outbound coverage with average

revenue impact for immediate reach out to the customer

A circle here would show customer name phone number agent details

Industry dashboard showing oil Prices,competitive comparison and embedded extenuate vi sum

The worldwide air transportation network is represented by the database of international Air transport association

Operations dashboard showing oil on time flight performance by weak

Visualisation enabled connect to multiplier

Visualisation enabled connect native to multiple date sources

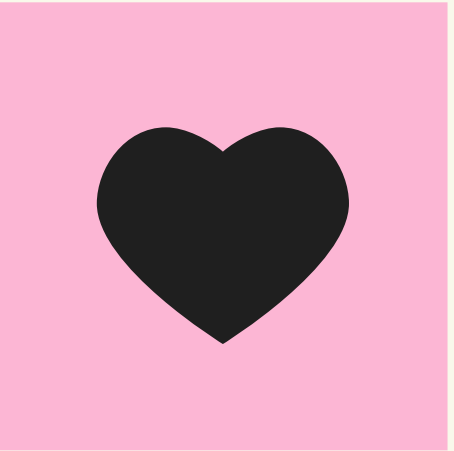
Mysal Excel access , Microsoft Analysis services

Airline company the scale of the networks can be domestic



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?