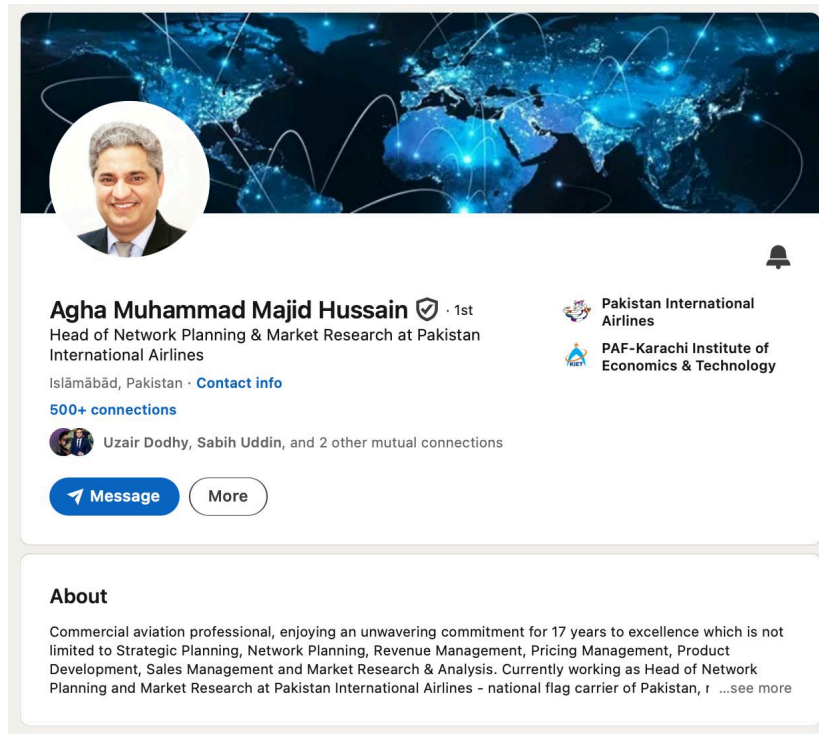


Interview Summary and Insights:

Interviewee: Agha Muhammad Majid Hussain

LinkedIn: <https://www.linkedin.com/in/agha-muhammad/>



Interviewee Background:

Agha Muhammad is a seasoned aviation and transportation management professional with extensive experience in airline operations, airport coordination, and performance analytics for the last 17 years. With a strong background in commercial strategy and operational efficiency, he has worked closely with regulatory bodies, ground handlers, and airline management teams to streamline processes and reduce disruptions. His LinkedIn profile reflects a deep understanding of the challenges and data-driven opportunities within the aviation industry, particularly around delays, cancellations, and passenger experience.

As a key stakeholder for our Business Intelligence project on Flight Cancellations and Delays, Agha Muhammad brings valuable domain expertise to ensure that our dashboard design aligns with real-world operational needs. His insights help validate the KPIs we track, guide the selection of meaningful delay classifications, and ensure the recommendations we generate are grounded in practical airline and airport realities.

Proof of Interview:

9:10

32%

Agha Muhammad Majid Hussain

Head of Network Planning & Market Research at Pakistan International Airlines

TODAY

Zehra Ahmed

7:40 PM

Hello Mr. Agha Majid, I hope you're doing well. I am a student at IBA Karachi and I'm working on a Business Intelligence project centered on analyzing flight cancellations and delays. Your deep experience in network planning at PIA makes your input especially relevant. Would you be open to a brief discussion through text to help me understand the data and operational challenges in this area? Your feedback would be extremely valuable for my research.

Kind Regards, Zehra Ahmed.

Zehra Ahmed

7:50 PM

I'd really appreciate 10 minutes of your time or even quick written answers to 5 short questions. Your insights would help me design a meaningful BI dashboard.

9:11

31%

Agha Muhammad Majid Hussain

7:51 PM

Hi Zehra, thanks

Sure plz.

Zehra Ahmed

7:57 PM

Thank you for responding back, Sir. To keep this really brief and focused, I've crafted just 5 quick questions to help shape a BI solution around flight disruptions. You can reply in text – even short answers are super helpful!

1. When delays or cancellations happen, what's the first type of data you check or ask for?

2. What's one recurring challenge you face when planning routes or schedules around disruption events?

3. Do you often feel you're reacting late because the data isn't fast or clear enough? Can you give an example?

4. What would an "ideal dashboard" look like for you when managing disruptions?

5. If you could automate or simplify one decision you make during flight disruptions, what would it be?

Agha Muhammad Majid Hussain

8:50 PM

1. In case of delay, 1st thing which is generally checked is connecting passengers who have onward connecting flight. If the delay causes more passengers to miss (their next) onward

9:12

31%

Agha Muhammad Majid Hussain

8:50 PM

1. In case of delay, 1st thing which is generally checked is connecting passengers who have onward connecting flight. If the delay causes more passengers to miss (their next) onward flight - then flight with less number of passengers (having onward connection) is preferred to delay then the flight with substantial number of connecting flight.

Agha Muhammad Majid Hussain

8:56 PM

3. Airlines have access to complete data to make decision in such conditions. However, time is very critical. If airline has the ample advance time for disrupted flight, decision making, accommodating passengers on other available options and communication will be efficient. Contact details while creating PNR / issuing ticket is important, that data helps in communicating and informing passengers in advance, to avoid any additional inconvenience.

Agha Muhammad Majid Hussain

9:00 PM

4: An ideal dashboard should contain:

- Disrupted Flight Detail

- No of Passengers

- No of Passengers who are likely to miss onward connection

- List of best available options (flights) to accommodate passengers in case

9:12

31%

Agha Muhammad Majid Hussain

9:00 PM

4: An ideal dashboard should contain:

- Disrupted Flight Detail

- No of Passengers

- No of Passengers who are likely to miss onward connection

- List of best available options (flights) to accommodate passengers in case of cancellation or delay (along with available capacity passengers to be accommodated and routing)

- Time to next / available flight(s)

Agha Muhammad Majid Hussain

9:01 PM

5. Disruption modules are available in market which help airlines in re-accommodating the disrupted flights with provisions / pre-defined instructions including parameters at [s.no 4](#)

Agha Muhammad Majid Hussain

9:06 PM

2. Though very general and subjective (situation based) question...

- Next available flight - there is long gap , passenger is likely to get ticket cancelled and shift on other airline

- Capacity constraint - flight schedule are designed for a season (06 months), in case of any delay or cancellation, consequential affects take time to

9:12

31%

Agha Muhammad Majid Hussain

9:06 PM

2. Though very general and subjective (situation based) question...

- Next available flight - there is long gap , passenger is likely to get ticket cancelled and shift on other airline

- Capacity constraint - flight schedule are designed for a season (06 months), in case of any delay or cancellation, consequential affects take time to settle as disruption will cause delay for subsequent flights which are scheduled on the disrupted aircraft

Agha Muhammad Majid Hussain

9:09 PM

Zehra, I hope this will help you.

Zehra Ahmed

9:10 PM

This is extremely helpful, thank you for time and answering these in detail.

9:14

31%

Agha Muhammad Majid Hussain

9:09 PM

Zehra, I hope this will help you.

Zehra Ahmed

9:10 PM

This is extremely helpful, thank you for time and answering these in detail.

Agha Muhammad Majid Hussain

9:12 PM

Q4. additionally, dashboard should also highlight the consequential effects of this disruption with list of other flights which will be disrupted as consequence of this

👍

Key Insights from Stakeholder Interview:

1. When a delay occurs, the first data point reviewed is the number of passengers with onward connections. Flights with fewer connecting passengers are preferred for delays to minimize the cascading impact on travel plans. This shows that the priority are Connecting Passengers.
2. There is an operational challenge caused by long-term disruption effects such as Covid or the current Pak-India escalations. Flight schedules are fixed seasonally. A single disruption can trigger a domino effect on subsequent flights using the same aircraft, making it hard to recover quickly. Long gaps between flights also lead passengers to cancel and switch airlines.
3. Real-Time Data & Communication is Crucial. Airlines generally have access to the necessary data, but quick access and timely action are critical. Having complete passenger contact information at the time of ticket booking helps enable proactive communication to reduce inconvenience.
4. What an Ideal Dashboard Should Show:
 - Details of the disrupted flight
 - Total passengers and number at risk of missing onward flights
 - Best alternate flights, their available seats, and new routing options
 - Time to next available flight
 - Consequential disruptions – other flights likely to be affected due to the current delay
5. Recommendation for Automation? Airlines can benefit from disruption management tools that auto-recommend rebooking options and highlight ripple effects across the network using pre-defined parameters.

Empathy Map:

