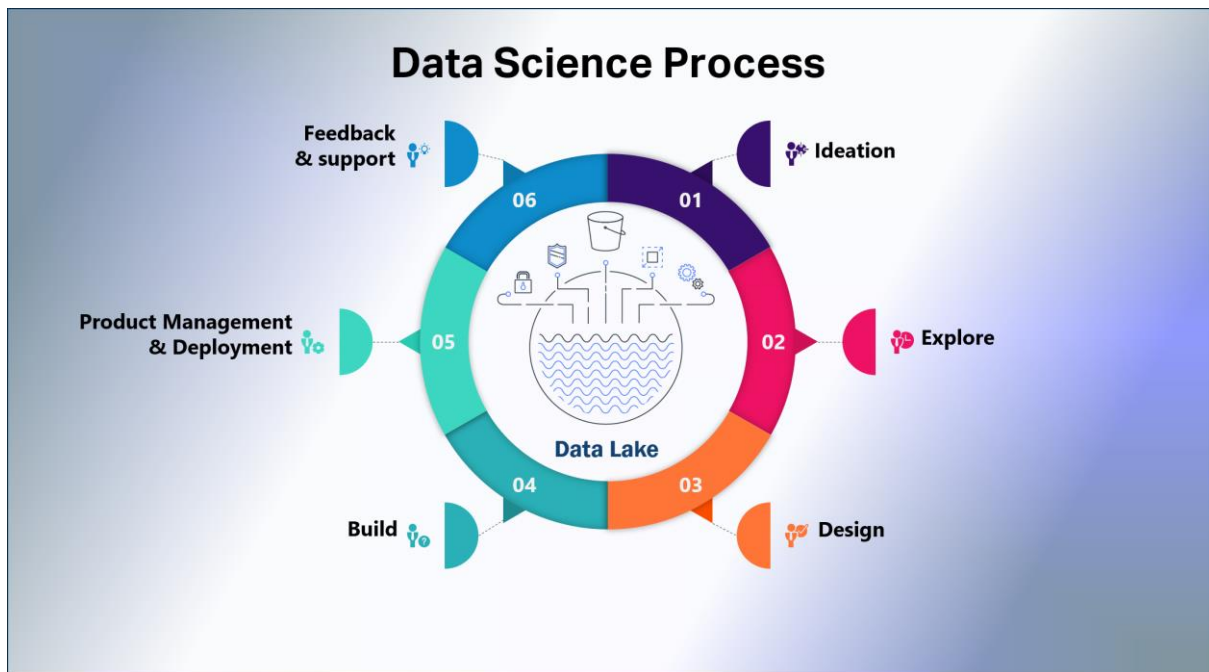


DATA SCIENCE LAB

The data science Lab explores new solutions based on artificial intelligence and machine learning to solve existing problems or explore new opportunities.

The data science lab aims to develop a new world-class data and analysis capabilities, allowing airline industry to power-up the revenue strategy, existing business models and to create new revenue streams.

The Data Science Process



Steps:

The life cycle of an IATA Data Science Product / Service can be described in 6 steps:

- 1) **Ideation:** define the industry and market needs
- 2) **Exploration:** explore the feasibility and data availability. Get SME commitment to support the PoC (steps 1 to 4)
- 3) **Design:** write business and technical specifications documents (BRD, SRS)
- 4) **Build:** structure and clean data, train and test the machine learning model, get business validation.
- 5) **Product management & deployment:** define the pricing model, distribution channels and value proposition. Deploy automation and scalability.
- 6) **Feedbacks & support:** review product performance, get new enhancements and change requests, support customer service incident (1,2 and 3), address bugs.

Notes:

- The process can iterate through several cycles (based on new requests from customers).
- Step 4 requires a business validation and product team acceptances in order to continue. Otherwise the process will restart again from step 1 with additional inputs (data, change request...)