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 word-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...).