PROCEEDINGS BOOK

VI INTERNATIONAL KAORU ISHIKAWA BUSINESS ADMINISTRATION AND ECONOMY CONGRESS

November 24-25, 2022
Universidad Juárez Autónoma de Tabasco, México

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THE IMPACT OF DATA MINING IN THE AVIATION INDUSTRY

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ABSTRACT

It can be understood that this sector will be one of the indispensable and increasingly demanding sectors in the future, due to the advantage of time saving in transportation offered by aviation. Aviation is one of the sectors that benefit from very advanced technologies in the current situation and that should focus on continuous technological development for the future. The aviation industry is also one of the industries that need to be extremely sensitive to possible errors, which can have irreversible consequences in case of possible errors. For this reason, there is a necessity to carry out every operation in aviation in a way that preserves the temporal advantage, as well as in the maximum security. As it is in every commercial sector, the necessity of keeping customer satisfaction high is inevitable for companies that are competitive in the aviation sector. Therefore, it is necessary to make the data obtained for current and potential customers the most useful for aviation enterprises. Owing to advanced technologies used in aviation, fast and large numbers of data can be obtained. It is clear that it can be quite time-consuming to make this large amount of data useful by separating it without using technological opportunities. It is important that the data obtained in the aviation industry, which does not tolerate errors, can be used just in time, in the most effective way, and evaluated without being prone to errors. Utilizing data mining for large amounts of data in aviation can be very beneficial. With the emergence of big data, which is the building block of society, data mining constitutes an important place for institutions and organizations to make the right decisions. All institutions and organizations from aviation to health sector, from finance to insurance use data mining. Analyzing and classifying data from the big data pool and making it workable becomes more effective with data mining. Many changing and developing technologies such as artificial intelligence and machine learning are used in the data mining process as well as mathematics and statistical sciences. It is important to understand the importance of data mining well in order to understand today's needs and guide the future.

Keywords: Aviation, Data mining, Digitalization