**Case Study**

**Domain – SEA Transportation**

focus – forecast demand

Business challenge/requirement

SeaPort is the largest operator of Sea Planes across sea shores in Europe. SeaPort doesn't have planes of their own, rather they lease them on a short term basis based on passenger traffic.

Build a model to forecast the demand (passenger traffic) of traffic.

**Key issues**

As of now utilization of Planes is low due to poor forecasts of traffic

**Considerations**

NONE

**Data volume**

- Approx 144 records – data month wise for last 12 years – file SeaPlaneTravel.csv

**Fields in Data**

* Month: Month in which traffic data was recorded
* '#Passenger': No of travellers availing Service in that month

**Additional information**

- NA

**Business benefits**

Better utilization of planes will lead to decrease in cost and hence better bottom line