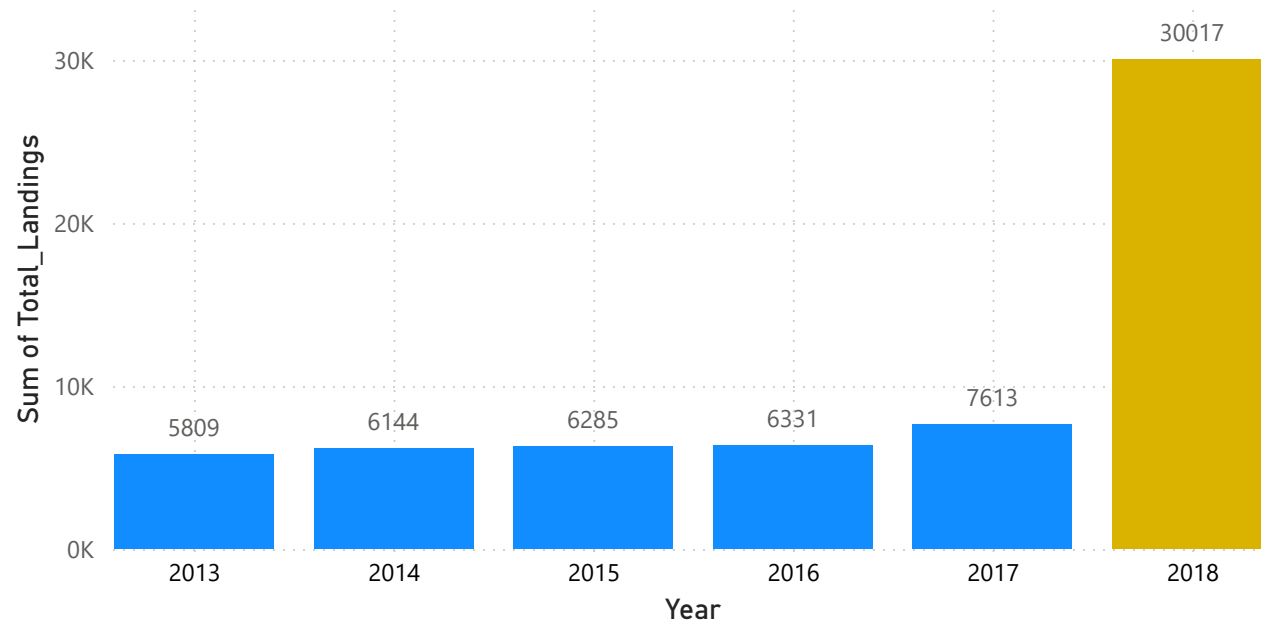


Total\_Landings by Year Alaska Airlines

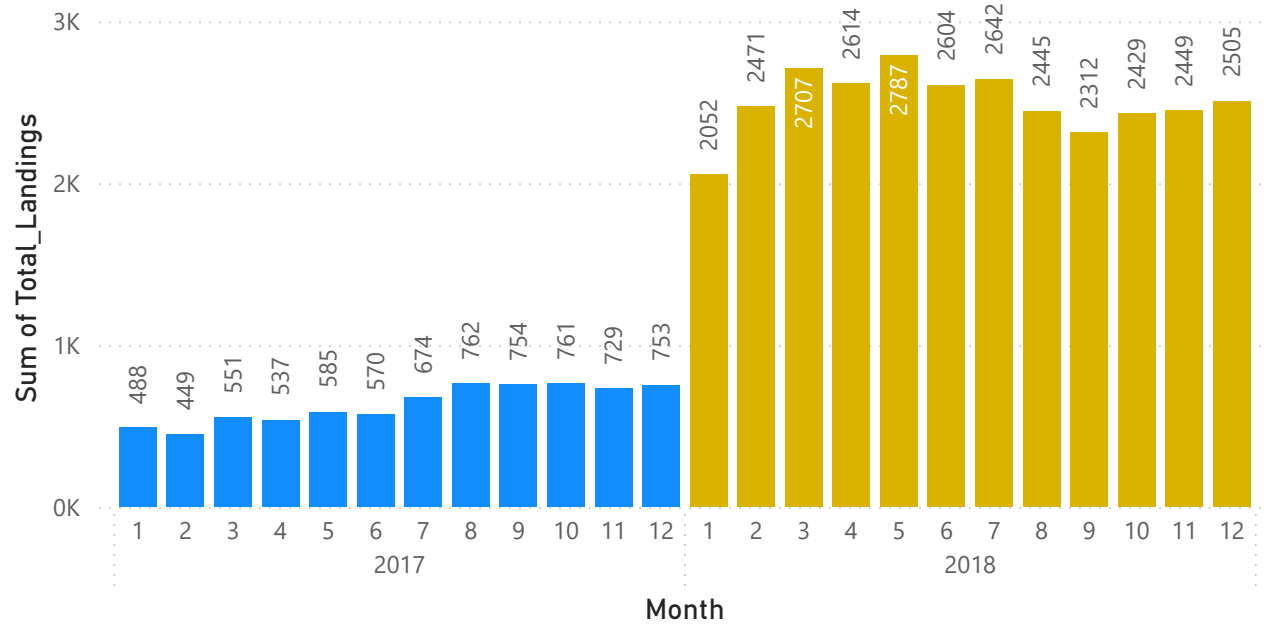


### Observations

- Alaska Airlines shows a significant increase in landing count in 2018. The significant increase in landing count starts January 2018 and is consistent through all of 2018.
- Total Landings increased 294.29% from 2017 to 2018.
- The mean and standard deviation of Total Landings by Month for 2013-2018 are:  $\mu = 863.88$  and  $\sigma = 739.59$ .
- The Total Landing values in 2013-2017 range from 0.6-0.16 standard deviations below the mean.
- The Total Landing values in 2018 range from 1.6-2.6 standard deviations above the mean.

**Conclusion:** Alaska Airlines acquired Virgin America in January, 2018 and increased their Total Landings by 294.29% that year.

Total\_Landings by Year and Month Alaska Airlines



### Research

- "On January 11, 2018, Alaska and Virgin America consolidated their operations onto a Single Operating Certificate (SOC). Results for Alaska and Virgin America have been combined into a single mainline operation." <https://investor.alaskaair.com/news-releases/news-release-details/alaska-air-group-reports-april-2018-operational-results>
- "Alaska Air Group closes acquisition of Virgin America, becomes the 5th largest U.S. airline"; "An expanded route network with nearly 1,200 daily flights to 118 destinations across the United States, Mexico, Canada, Costa Rica and Cuba" <https://investor.alaskaair.com/news-releases/news-release-details/alaska-air-group-closes-acquisition-virgin-america-becomes-5th>