

# Module 10: Time Series Analysis

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## Case Study

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## 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.

You as an ML expert have to 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