

## **REDOX AIRLINES SALES PERFORMANCE ANALYSIS**

REDOX Airlines is a small startup airline, operating out of the Chicago, Illinois area in the United States. The flight, Route, aircraft, and Airports tables were merged into the table and the data was analyzed. The key insights and recommendations to drive the business growth and position in the Airline industry are presented below.

### **Key Insights:**

1. The year 2015 recorded more sales than the previous year with a 0.1% increase in profit.
2. August, July, and June are the most popular months to travel respectively as this is also the summer season.
3. The top 5 most profitable routes are Chicago O'Hare International (ORD) to Los Angeles International (LAX), San Francisco International (SFO), Denver International (DEN), John F Kennedy International (JFK) and Hartsfield-Jackson Atlanta International (ATL) while the least profitable are ORD to Salt Lake City International (SLC), Baltimore/Washington International Thurgood Marshall (BWI), Washington Dulles International (IAD), Detroit Metropolitan Wayne County (DTW), and Minneapolis-St Paul International/Wold-Chamberlain (MSP).
4. In 2014 and 2015, the highest revenue was recorded in November despite August being the most popular month to travel.
5. The least popular month to travel is February, which also brought in the least revenue.
6. Aircraft A320 has the least average ticket price and the least flown aircraft.
7. A319 brought in the highest profit.
8. The most flown routes are ATL, Dallas/Fort Worth International (DFW), LAX, JFK, and DEN while the least flown route is Ronald Reagan Washington National Airport (DCA), SLC, IAD, BWI, and Fort Lauderdale/Hollywood International (FLL).
9. The profit margin is 93.84% with 9636 flights and A737 being the most flown aircraft

### **Recommendations:**

1. The ticket price should be increased in summer to make more profits while it's reduced in the months with low sales to encourage people to fly.

2. The routes with the least revenue should be reviewed. The Flights for that route can be made available for the most flown routes and also to reduce the time it takes before departure.
3. More aircraft should be provided for the most flown routes as many gates can be harnessed to bring in more resources, especially when people fly the most (June to August) as this will also reduce the delay experienced before departure.

PS. The profit was calculated after deducting the cost of fuel from the revenue. There are other variables such as staff salary, servicing of aircraft, landing cost for the flights, and tax, among others. Hence the high profit margin seen.