

REDOX Airlines

10Alytics Growth Internship Case



Week 3

*Real-life
Case*

Introduction to the Case

You are a consultant working with a small startup airline, operating out of the Chicago, Illinois area in the United States.

The airline's management team has a strong airline operations background, but don't have much financial or data analytics experience. Many of their systems are disparate and not connected. You were shocked to find out that until just recently, the airline could not pull specific aircraft details, such as route and seating capacity, from a single report, but rather needed to open two or more files and compare the information.

You have been requested by the CEO to analyze the data and present key insights to drive the business growth and position in the industry



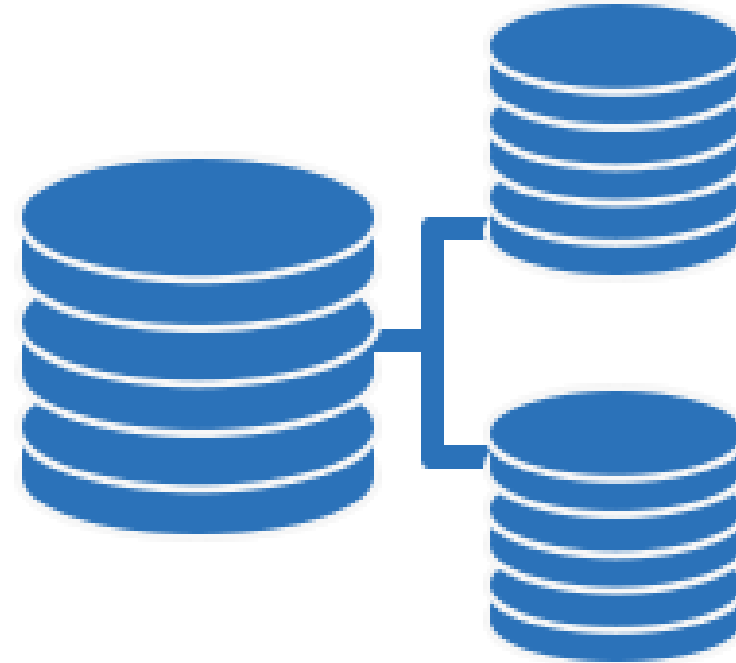
Approach the cases in ways you think will best represent the solution. Create Pivot Tables where you need to and Pivot Charts as well

At the minimum, each Pivot Table should contain the following required information:

- ✓ Be well structured in order to easily locate information and provide accurate and complete answer(s) to the question
- ✓ Use clear and meaningful headings and labels
- ✓ Use an appropriate number format
- ✓ Be placed on its own worksheet with an appropriate worksheet (i.e., tab) name.
- ✓ The PivotChart should be on the same worksheet as the PivotTable. Make sure to use an appropriate chart type with complete and meaningful chart elements (e.g., chart title, data labels, legend keys, etc.) and clear and appropriate titles and labels without being too cluttered

Case Scenario

Download dataset [here](#)



Case 1

1. How many flights use the A319 aircraft?
2. What is the most common type of aircraft across all flights?
3. What is the maximum average ticket price for flights on the A320 aircraft?

Case 2

1. Show the fuel cost per mile in Dollars (hint: Aircraft table)
2. Show the total revenue per flight, assuming a 10% tax on all fares (hint: Flights table)

Case 3

Where are we losing the most money?

Case 4

Where are we most profitable?

Case 5

How many flights are flown from O'Hare (ORD) to Los Angeles International Airport (LAX)?

Case Scenario

Case 6

Which route accounts for the lowest percentage of total revenue?

Case Scenario

Case 7

What was the most popular month to fly to Fort Lauderdale (FLL)?

Case 8

Create a visual representation to show the number of flights per month on the ORD-PHL route

You have any questions, reach out to me:

