

Binary  
classification  
given data

## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

Improve  
airline  
operations

Passenger  
satisfaction

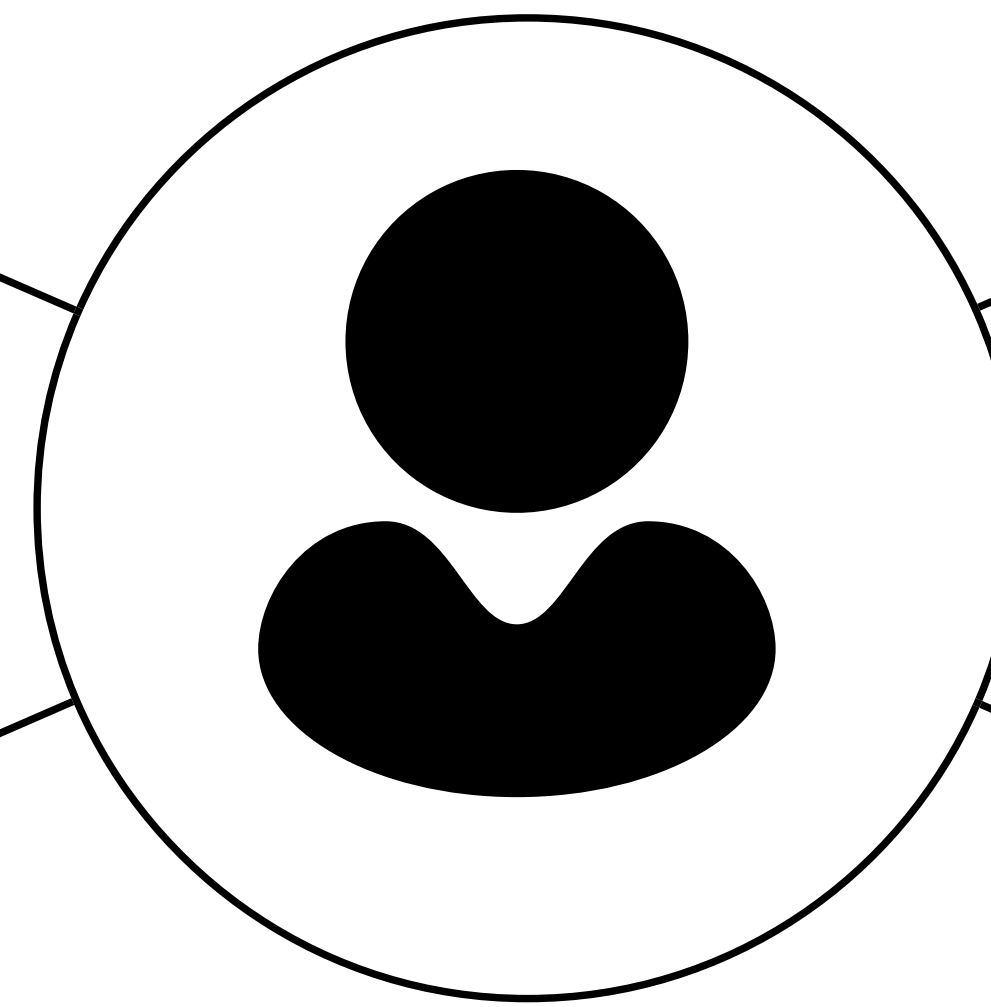
## What do they HEAR?

what friends say  
what boss say  
what influencers say

Created an  
API to  
return the  
probability  
of delay

binary  
classification  
problem that  
uses given data  
to predict

Low-cost  
airlines are  
more likely to  
have delays



Machine  
Learning  
(ML)  
Algorithms

domestic  
flights, they  
can't keep you  
on the plane for  
more than three  
hour

surge in  
demand

## What do they SEE?

environment  
friends  
what the market offers

predicting  
flight delay  
based on  
Deep  
Learning (DL)

the delay of  
downstream

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

Machine  
learning is  
widely used  
in flight delay  
prediction

## PAIN

fears  
frustrations  
obstacles

flight  
arrival time  
at the  
block-off  
moment

Logistic  
Regression

Predictive  
maintenance

## GAIN

"wants" / needs  
measures of success  
obstacles

allows  
researchers to  
handle large  
quantities of  
flight data for  
storing and  
processing.

Flight delays  
often create  
exasperation in  
airports when  
not properly  
mobilized

On-time  
performance  
of flights.