



# GreenLand Tours Company

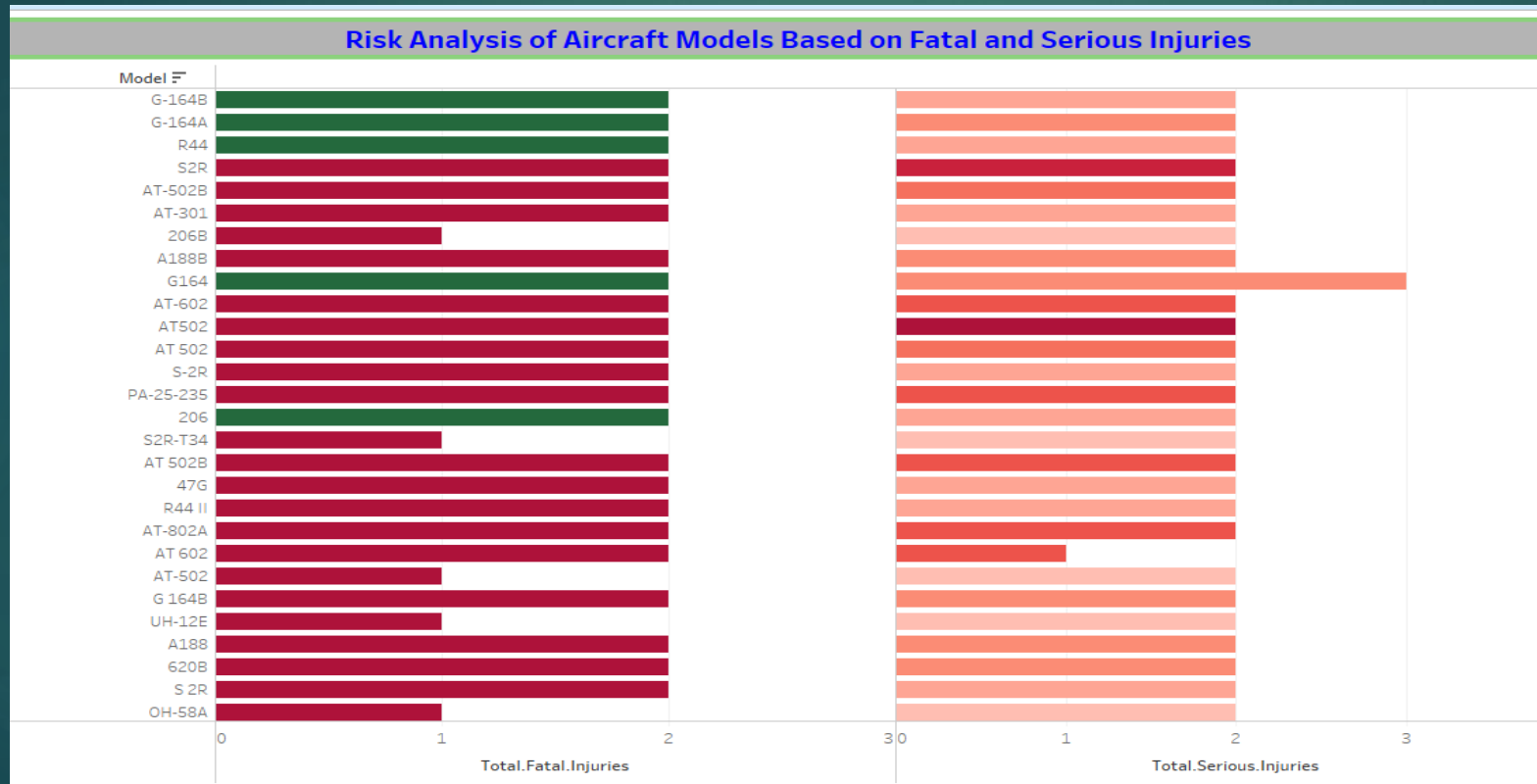
EXPANSION INTO THE AVIATION INDUSTRY

# Business overview

Greenland Tours company plans to expand its portfolio into the aviation industry. This strategic move involves purchasing and operating airplanes for both commercial and private enterprises. The primary objective is to identify the lowest risk aircraft models to ensure safety, operational efficiency, and financial viability as they venture into this new market.

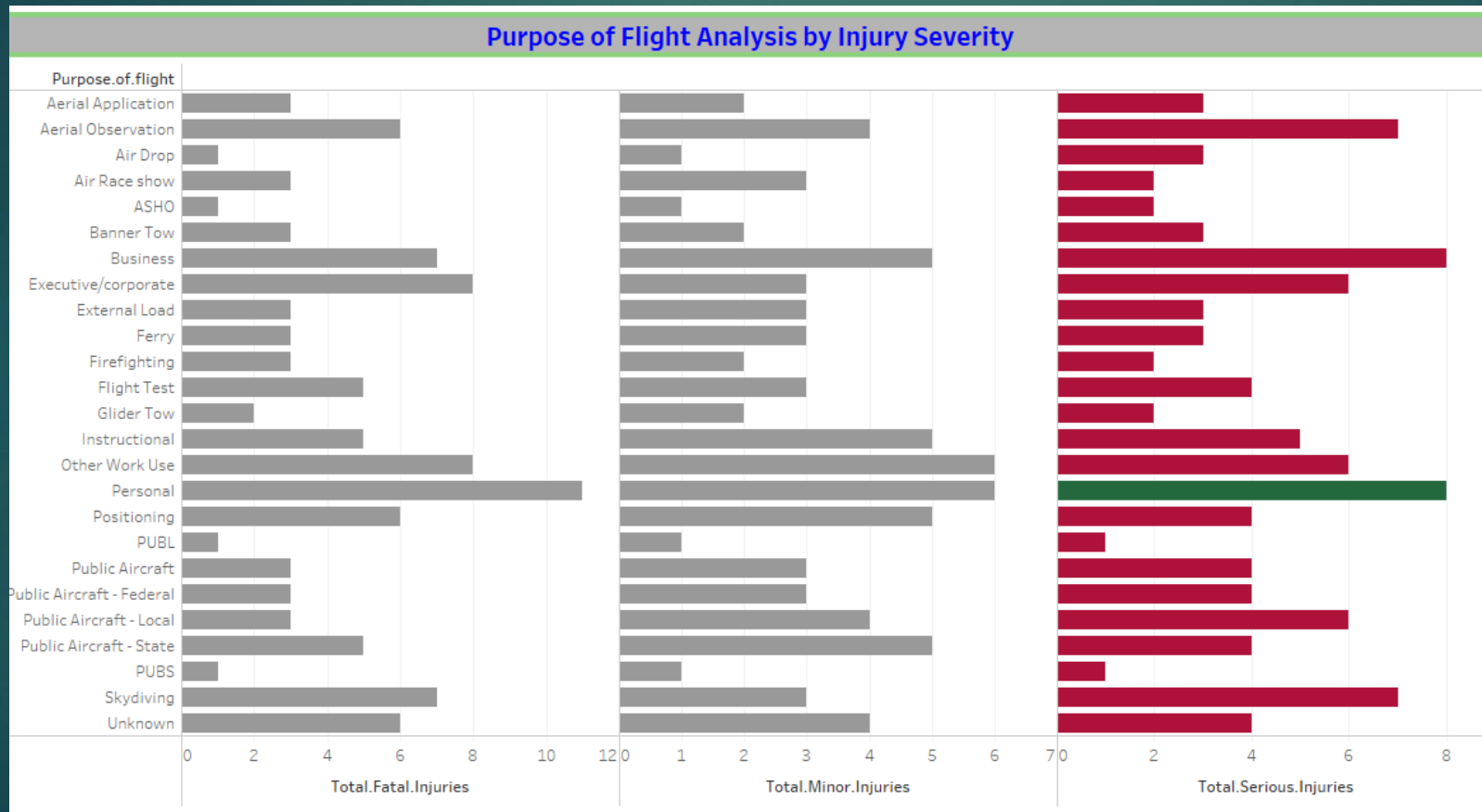
# Risk Analysis of Aircraft Models Based on Fatal and Serious Injuries

By identifying which aircraft models have higher counts of fatal and serious injuries, this visualization helps the organization pinpoint the higher-risk models. This information is crucial for assessing the potential risks associated with different aircraft and making informed decisions on which models to avoid for initial purchase

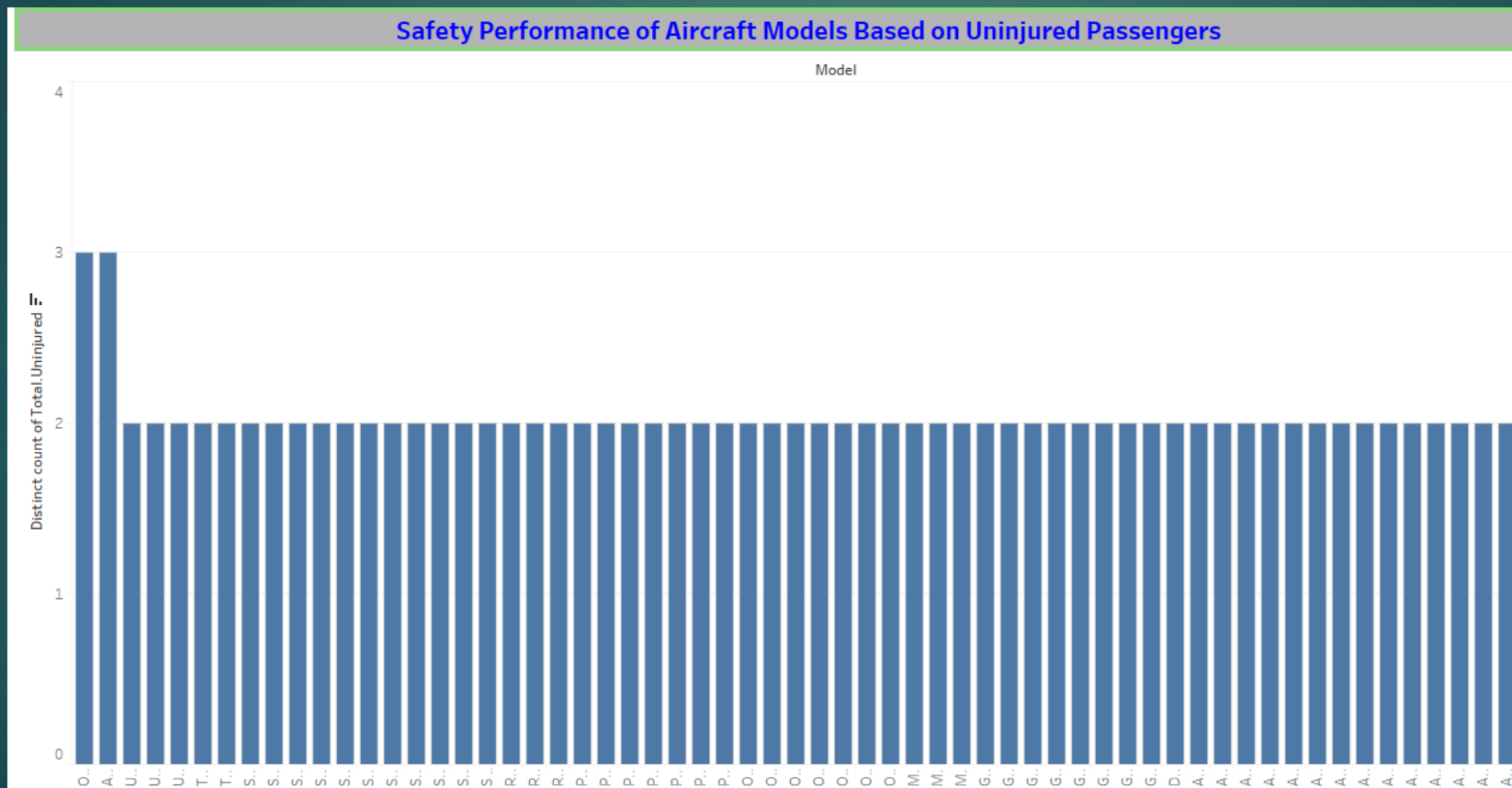


# Purpose of Flight Analysis by Injury Severity

Understanding the risk associated with various flight purposes can guide the organization in selecting aircraft that are best suited for their intended operations. This analysis helps determine which flight purposes are riskier and which ones are relatively safer, aiding in making strategic decisions about the types of flights to focus on or avoid.



Identifying aircraft models that have higher counts of uninjured passengers helps the organization assess which models offer better protection for passengers. This information is vital for selecting aircraft with a proven track record of safety.



# Recommendation

- ▶ The organization should prioritize purchasing aircraft models with the lowest counts of fatal and serious injuries. Models with high counts of these severe incidents should be carefully scrutinized or avoided to minimize risk in their new aviation venture.
- ▶ The organization should consider focusing on flight purposes that have lower counts of fatal and serious injuries. For higher-risk purposes, they should investigate further to understand the causes and explore additional safety measures or select aircraft models that perform better in those contexts.
- ▶ The organization should consider purchasing aircraft models with higher counts of uninjured passengers, as these models have demonstrated better safety performance. It is also recommended to cross-reference this data with overall incident rates and severity to ensure a comprehensive assessment.

# discussion

I welcome any questions you may have about our approach and findings. Please feel free to reach out for further information or clarification.

## **Contact Information:**

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