AVIATION MARKET ANALYSIS

GENERAL OVERVIEW: IDENTIFYING ALL ASPECTS OF SAFETY AND RISK IN AVIATION INDUSTRY FOR SUCCESSFUL MARKET ENTRY

BUSINESS UNDERSTANDING

The Company has neither history nor experience in Travel industry ie(Aviation industry),determining which Aircraft will have lowest to none risk to start this new business endeavor at reasonable cost and successful entry to the market

Key Stakeholders: Internal{Company stakeholders,potential investors}; External{government policies,competition(other airline businesses),customers}

DATA UNDERSTANDING

The findings of this project has been provided in **csv(Comma Separated Value) format** and stored in the **data file**under the name **Aviation_Data.csv**which basically outlines a range of aircraft & airline accidents

Data Frame has both instances of **continuous & categorical data which will provide extensive insight into the project

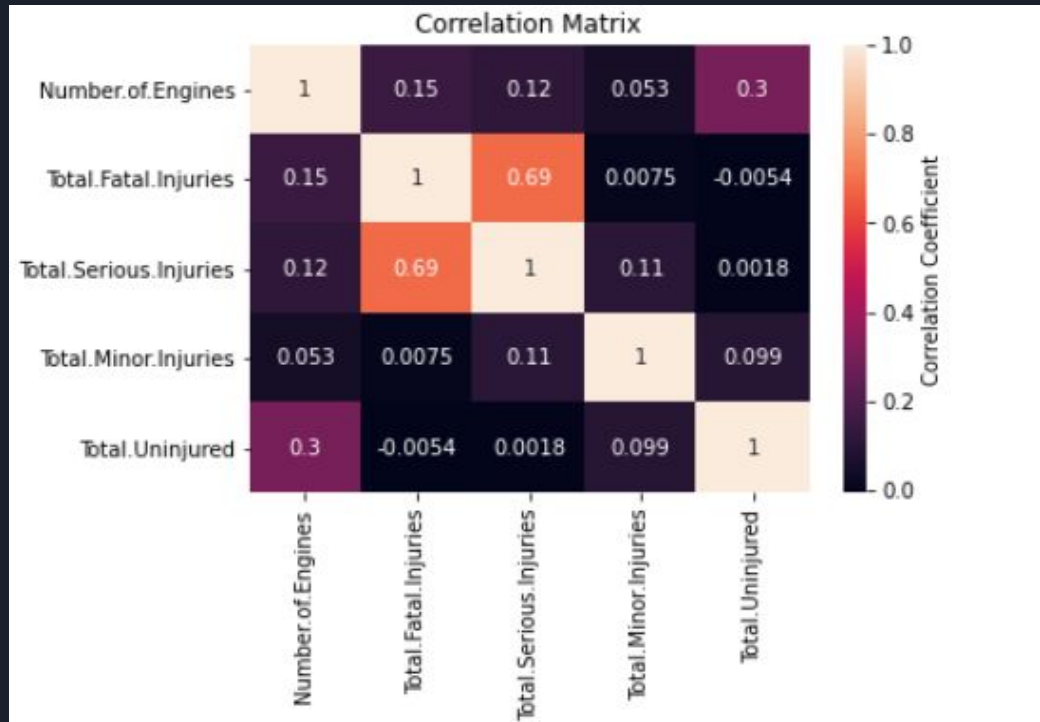Continuous data = (Qantitive)(measurable values representing a range of information)

Categorical data = (Qualitative)(not inform of numbers)

After Data Understanding, Data cleaning was done to remain only with relevant emphasis to fulfill project goals
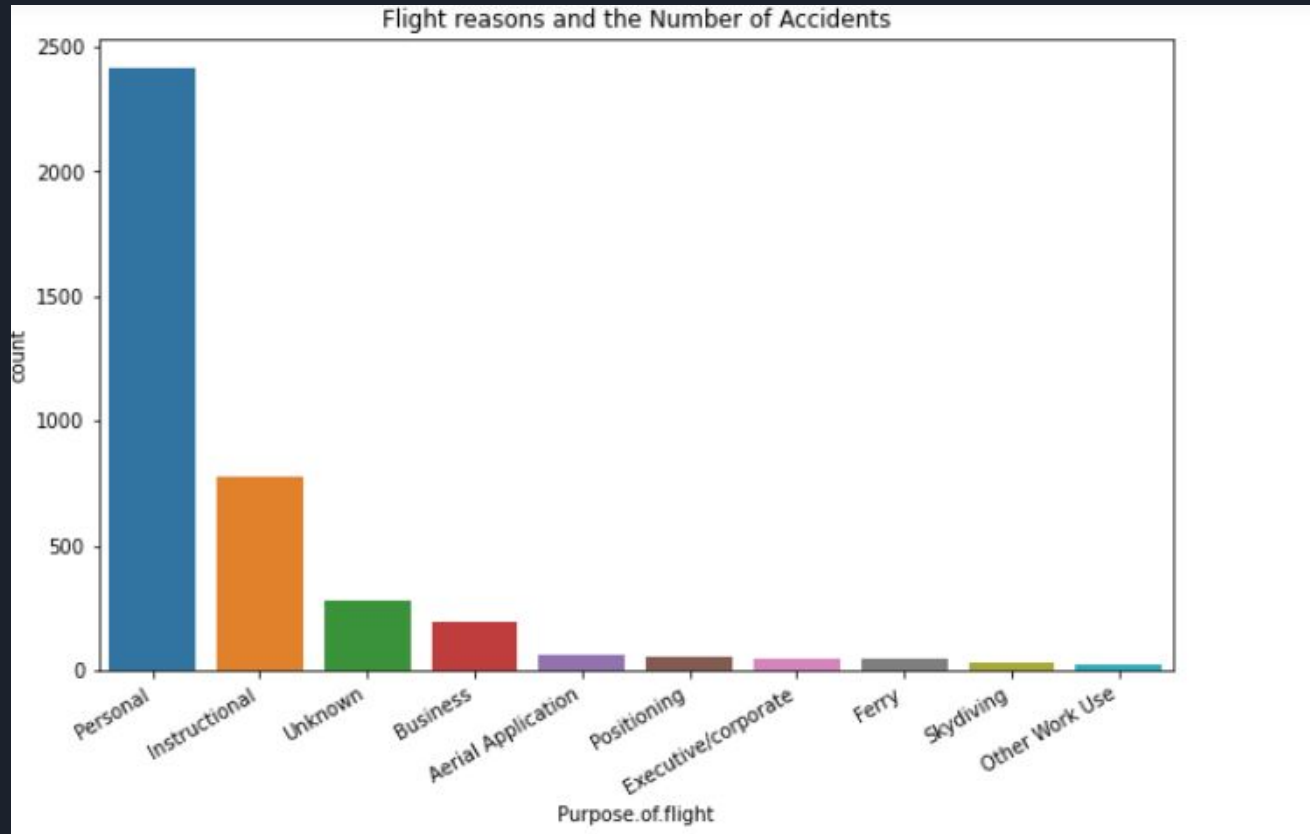
Missing values were filled for numerical data while for categorical columns and rows were dropped off that is of course based on relevance to our research
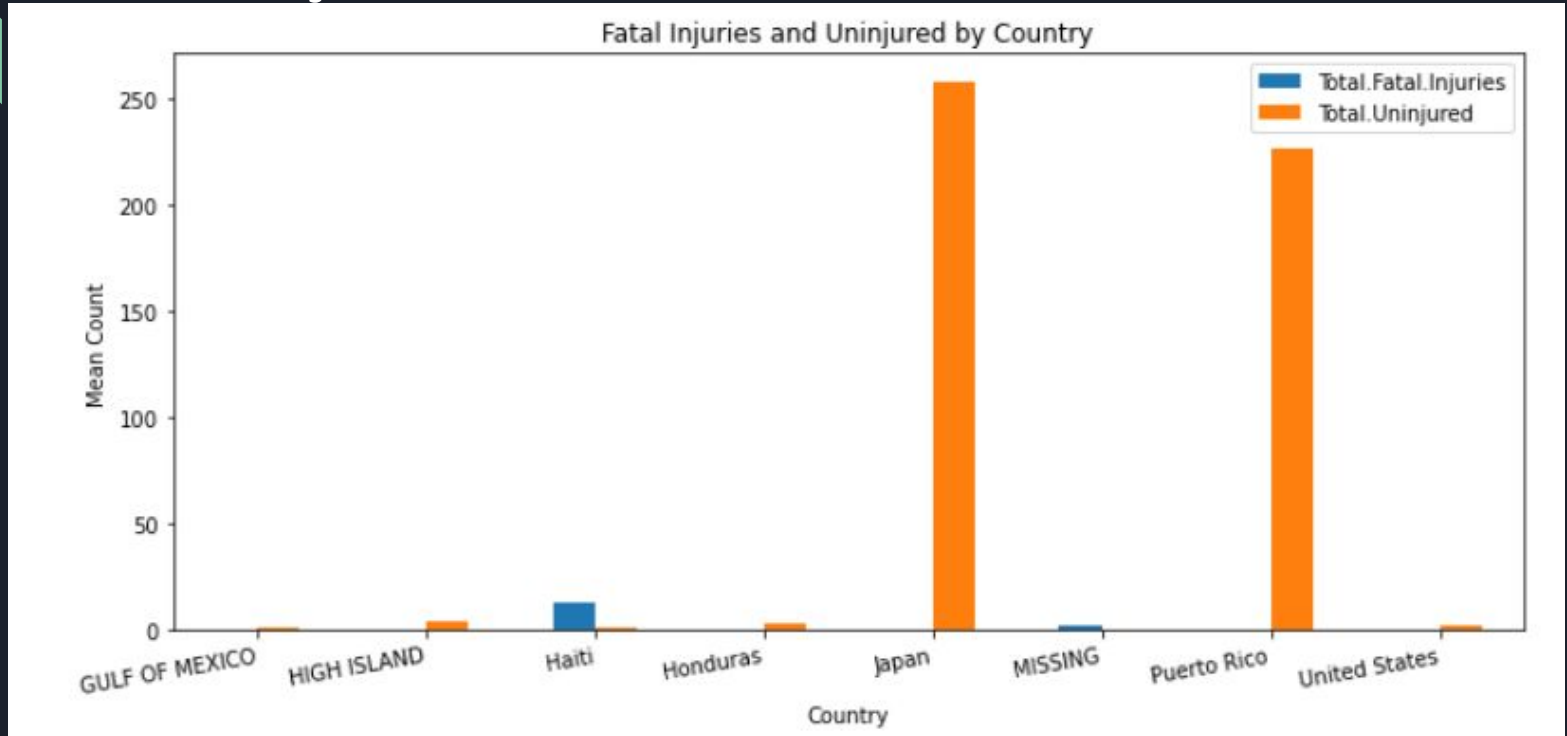
DATA ANALYSIS - visualisations

1)Correlation coefficient of Number of Engines to the total accidents

2)what Purpose of flights had most incidents

3)Aviation Market competition gauge,using fatalities and uninjured count

RECOMMENDATIONS

1ST).-VISUALISATION-The number of engines has a generally weak impact on injuries, except for a moderate relationship with the number of uninjured individuals. This implies that in situations with more engines, there is a higher likelihood of people being uninjured, though the relationships between engines and injuries (fatal, serious, minor) are weak at best.

SOLUTION = Opt for Multi-engine aircraft to improve brand's safety reputation and reassure potential customers about the reduced risk of injury.

2ND).-VISUALISATION-Number of accidents that were on the rise were mainly ,Private Flights

SOLUTION= A unique set of guideline and rules that enforces safety across all purpose of flights and setting limitations on private flights.

3RD).-VISUALISATION-Number of fatal & uninjured in each country to gauge market

SOLUTION= find a moderate market environment

TABLEAU LINK-https://public.tableau.com/app/profile/christopher.noel/viz/AVIATION_MARKET_ANALYSIS/Aviation_Analysis?publish=yes

THANK YOU

- QUESTIONS
- Feel free to ask any questions ??

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