Delta Airlines Scenario

You've been hired to come in as a data analyst working for Delta Airlines. Delta Airlines is struggling to maintain its competitive edge amidst the increasing presence of low-cost carriers and high regulatory pressures. The airline's current data is siloed, making it difficult to solve customer issues effectively and devise a robust business strategy. Additionally, the 2024 Crowdstrike Incidents have added complexity to their data security and management needs. Delta's objective is to assimilate its data, leveraging AI and CRM solutions to gain comprehensive insights. This will enable them to implement a solid 5 year business strategy that addresses market dynamics and regulatory requirements and keep their competitive edge in the industry.

Tasks to do

- ➔ Data Cleansing
- ➔ Descriptive Analytics
- ➔ Predictive Analytics
- ➔ Predictive Models
- ➔ Modeling & Understanding Relationships
- ➔ Recommendations

Key info to cross reference

- ☐ Stakeholder Insights (*see* Amy Rose Interview Notes)