

A dramatic aerial photograph of a sky filled with large, billowing cumulus clouds. The clouds are illuminated from below by a low sun, casting them in shades of bright yellow, orange, and white against a darker blue-grey sky above. The horizon line is visible in the distance, showing a dark, textured surface of land or water.

**Pier & Co. Services**

**Takes the Skies**

# Outline

- Why get into Aviation
- considerations as a prospective investor
- How to succeed



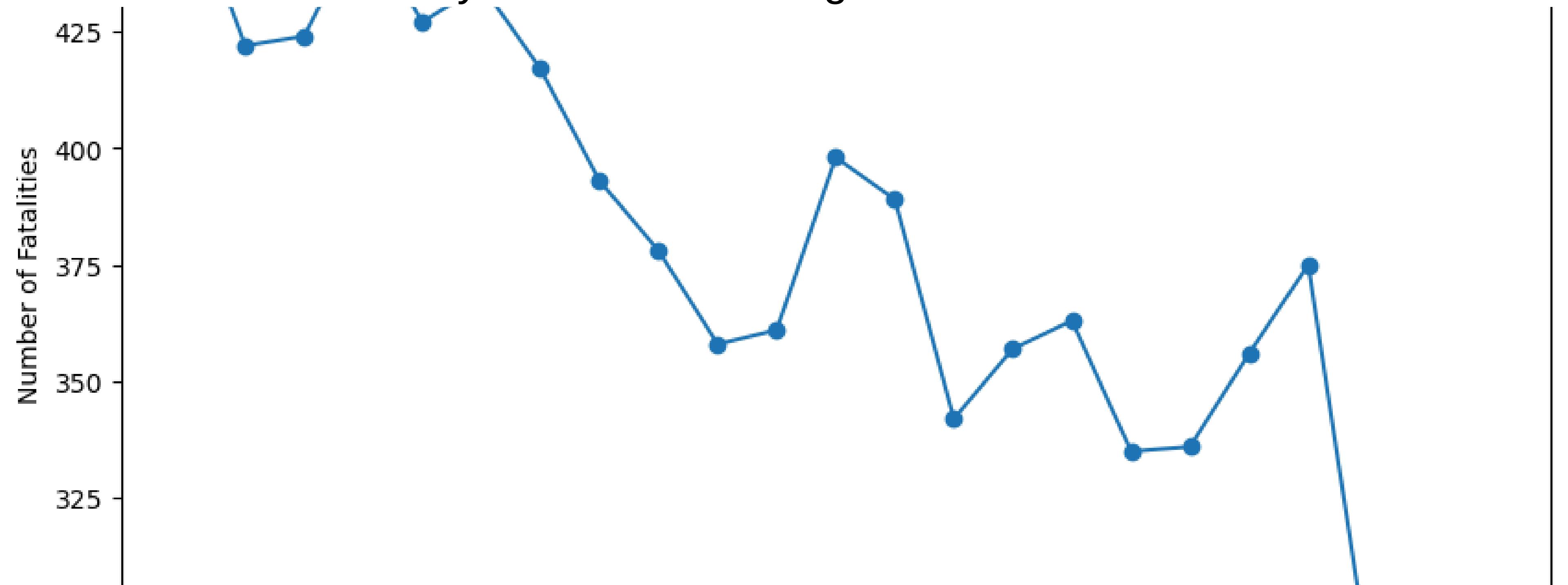
# Why not Aviation you ask



- The International Air Transport Association raised its profit forecast for the airline industry in 2024 and predicts revenue of \$996 billion.
- Most important, Pier & Co services needs to respond to our customers rising need for affordable private air transport .

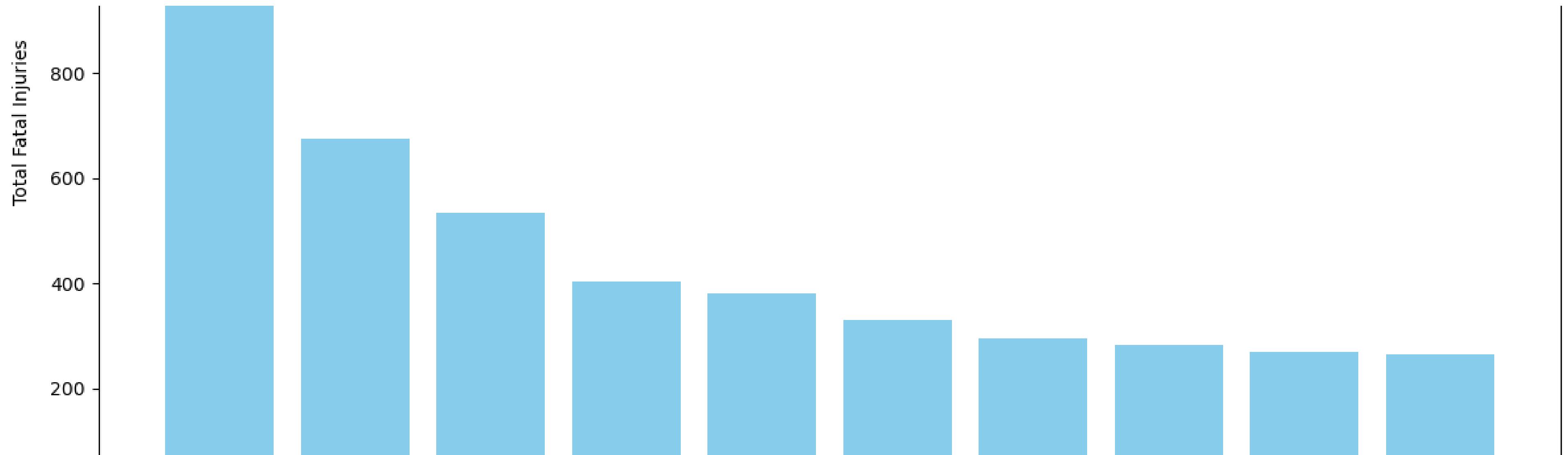
# What should we consider

- According to the aviation dataset provided, accident reports from the year 2000 -2022 have continuously reduced demonstrating increase in adherence to safety standards and regulations



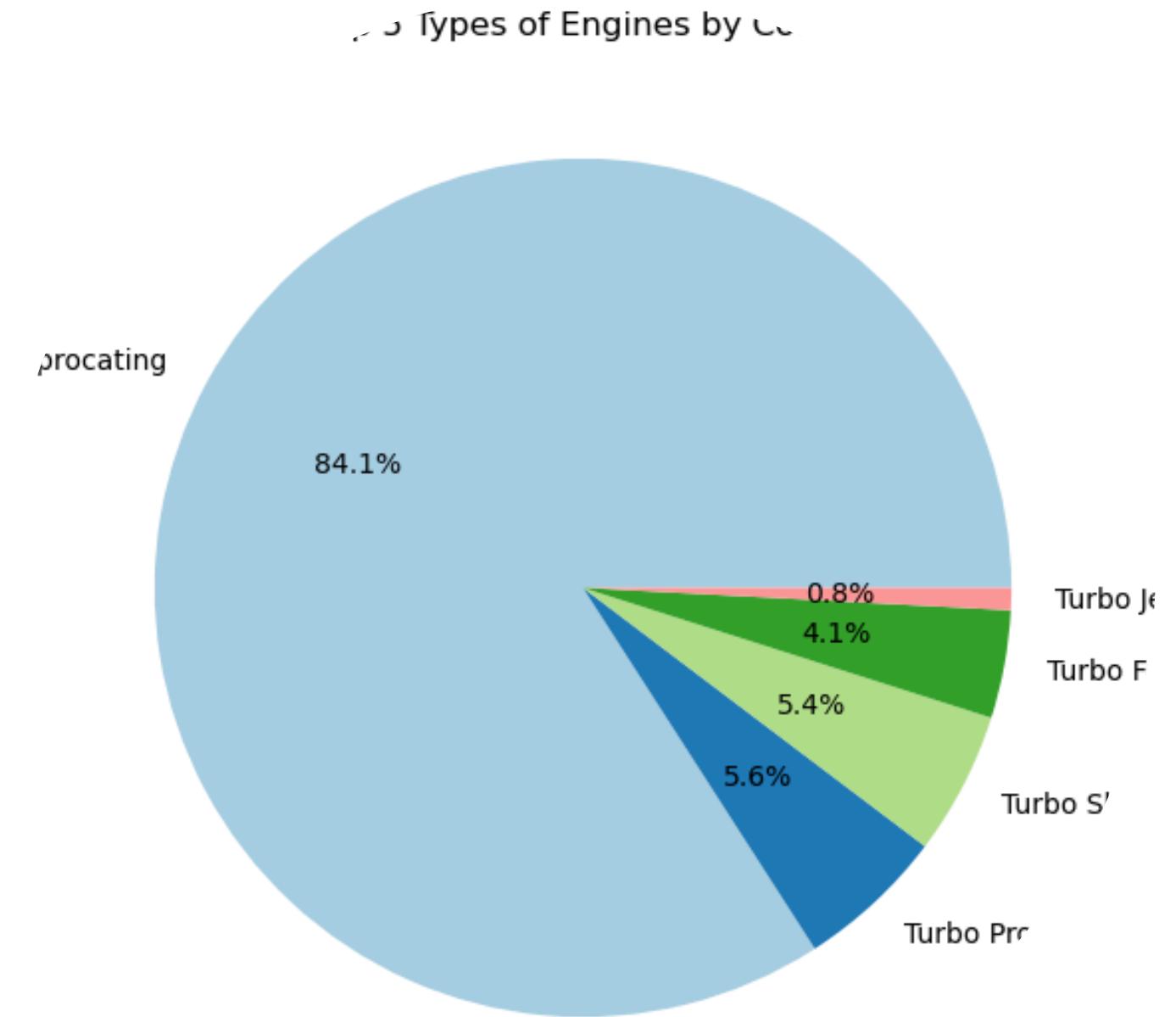
# Type of Aircrafts & Associated accidents

- Further analysis shows that smaller airplanes, especially the cessna models have less fatalities in comparison to other aircrafts.



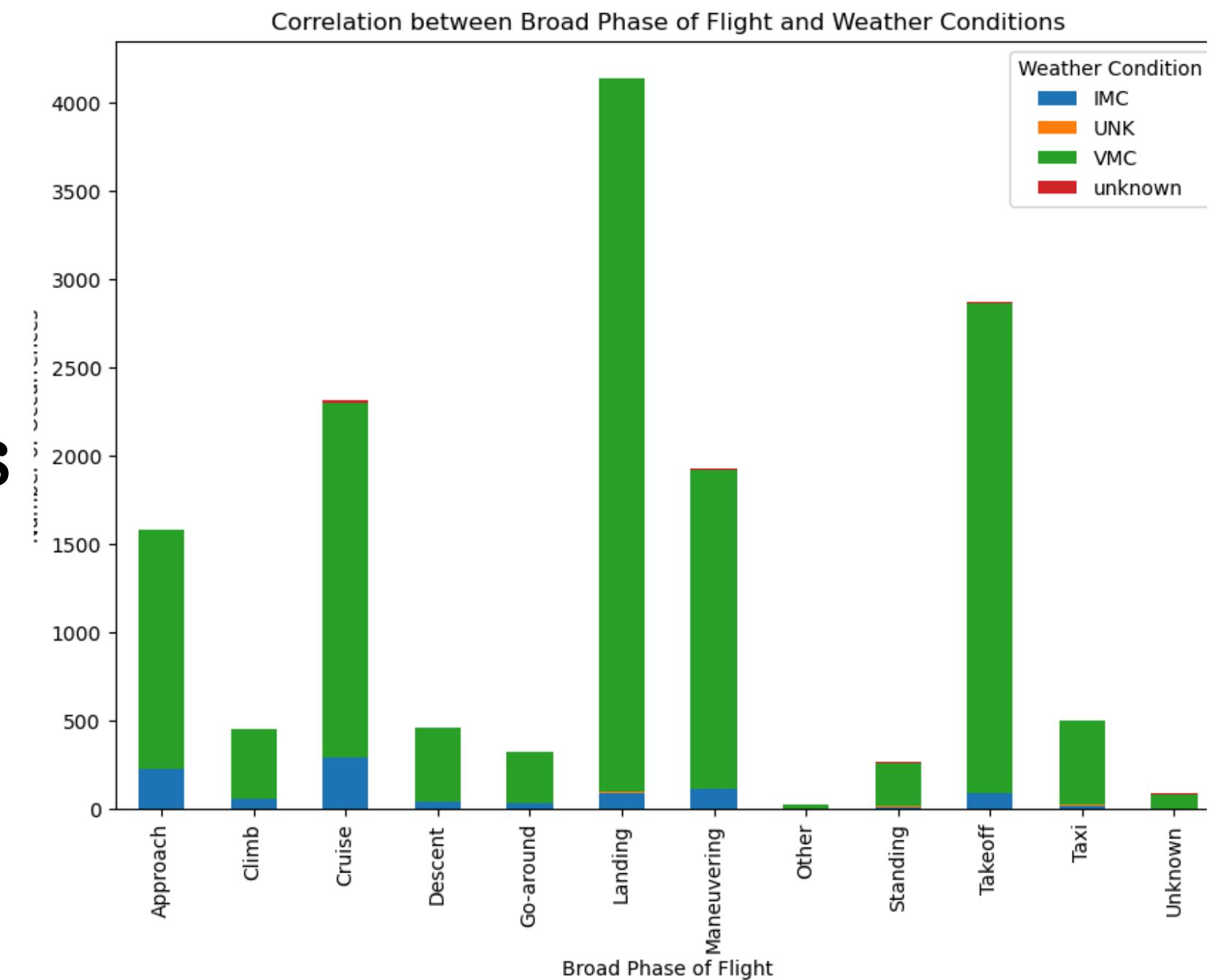
# Type of Engine

The Reciprocating engine is widely popular due to its simplicity, low-fuel cost implications and high reliability.



# Finally, the Phase of Flight

According to the records on the aviation dataset, it's evident that most accidents occur during the landing and taking off phase. This is caused by overrun (running out of runway) and a plane veering off lateral limits.



# How do we succeed: Recommendation

With the insights gathered from the data analysis process, Pier & Co Services should;

- Ensure their pilots go through scenario-based training to pilots, enhancing their competencies for effective threat and management to prevent runway excursion
- consider starting out with smaller aircrafts before acquiring bigger planes with expensive maintenance costs, especially the engine.



# Recommendations

- ensure all air crafts and flight crew adhere to the safety standards as well when acquiring a new fleet for their aircraft business. Additionally, guaranteeing the safety of the client is put first.
- Also explore advanced technologies such as AI-based systems which can aid aircrew in obtaining information, and making rapid decisions.



# Conclusion

- The analysis of the aviation data set showed that there is a downward trajectory in accidents.
- Additionally, the four key factors coupled with the recommendations discussed, Pier & Co is surely set to “leap and cruise sky high”