



# Your Next Destination

A LOOK INTO  
TRENDING  
DESTINATIONS

JOE CHA

# The Problem

- ♦ Full flight to maximize profit
- ♦ Frequency over quantity
- ♦ More near full capacity flight to popular destinations
- ♦ Less flights to low demand destinations
- ♦ Adapt seasonally



# The Approach

- ♦ Time Series
- ♦ Seasonality
- ♦ Trend upward or downward



# The Impact

- ♦ Forecasting the trend to increase or decrease flights to destinations
- ♦ Increase profit margins
- ♦ Save on fleet maintenance (fuel, repairs, etc.)



# The Dataset

- Originally 13 variables. Created one new feature (Capacity)
- Well intact dataset with very minimal null values
- Airport ID classified into categorical
- Identified features to drop



# Next Steps...

- Update and setup the dataset for Time Series EDA
- Forming the dataset to visualize time series
- Distinguish hubs and exclude

