

Hammer and Brocco Holdings

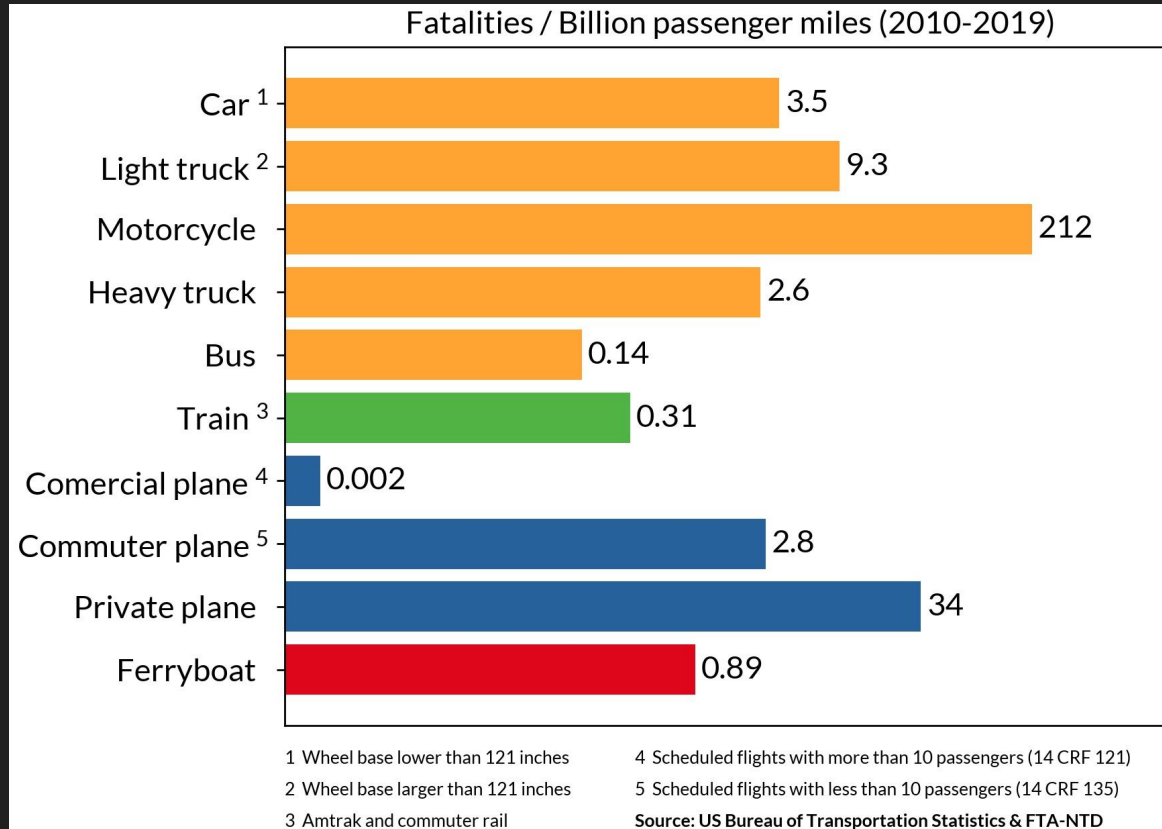
A photograph of an airplane at sunset. The sky is filled with orange and yellow clouds. The airplane's tail and a large engine are visible on the left side of the frame. The company name 'Hammer and Brocco Holdings' is written in white text in the upper left corner.

Anthony Brocco and Michael Hammer

Business Background

- We (Anthony and Michael) attended the Flatiron School Data Science bootcamp and are planning to start a business after graduation
- We have decided to pursue Anthony's pet passion of aviation
- We use a data dependent approach to decide which projects to pursue and have decided on starting a commercial airplane leasing company following this research
- The question we will focus on include:
 - Age of airplane in the fleet
 - Month of year to focus on
 - Day of week to pursue
 - Pilot training target areas

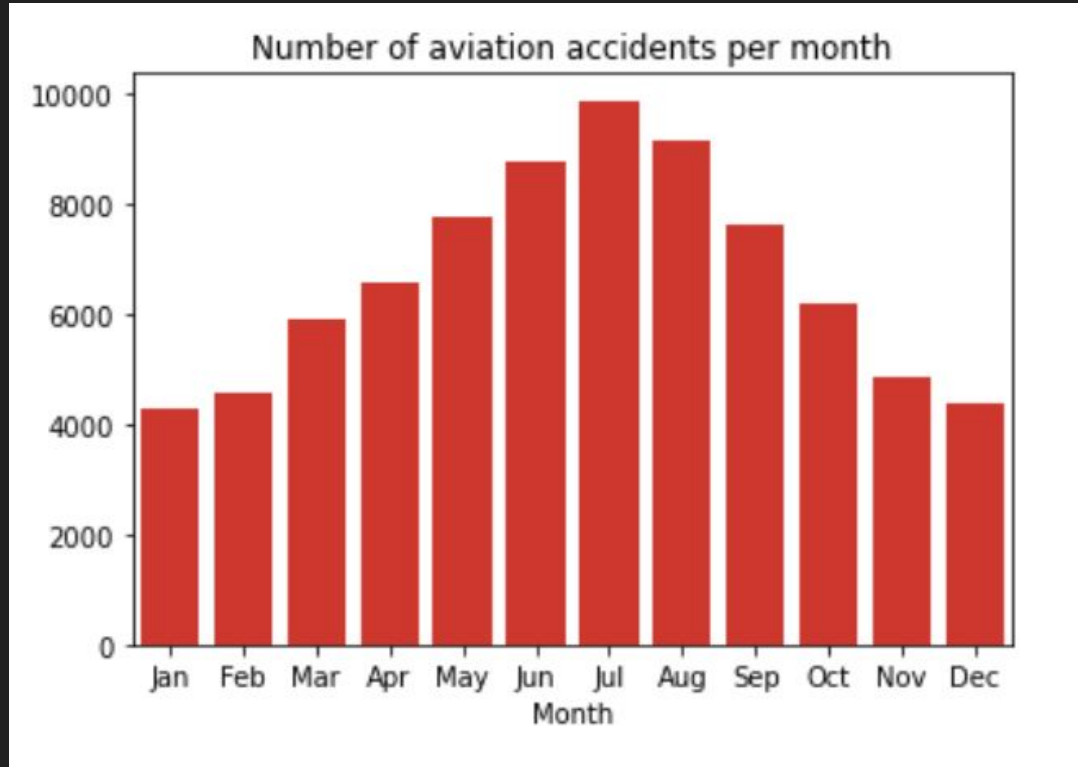
Airplane Safety - A Red Herring?



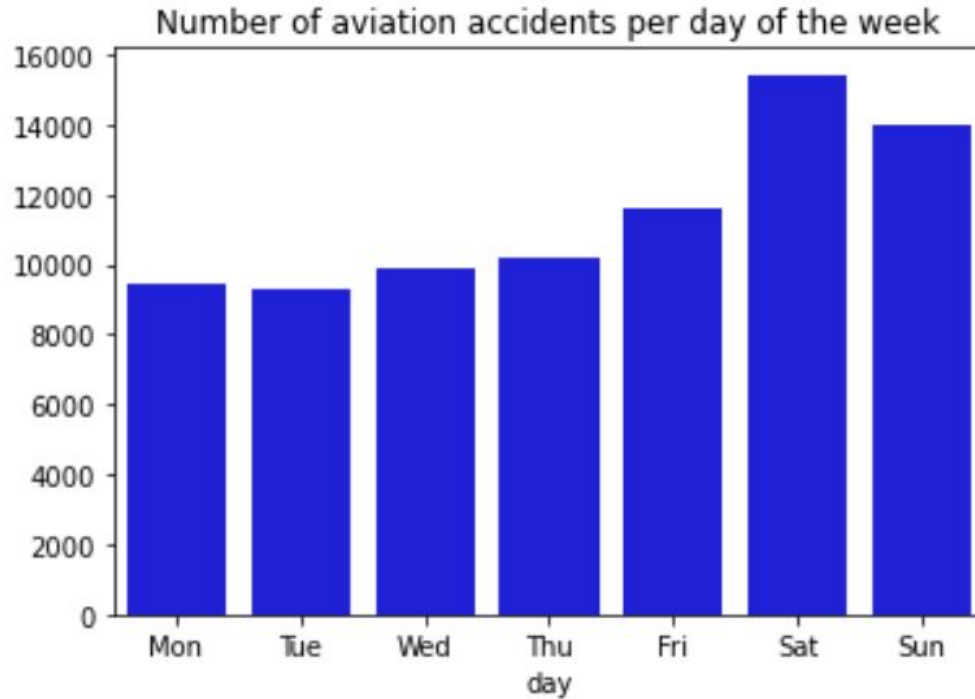
All Else Equal: Newer Airplanes



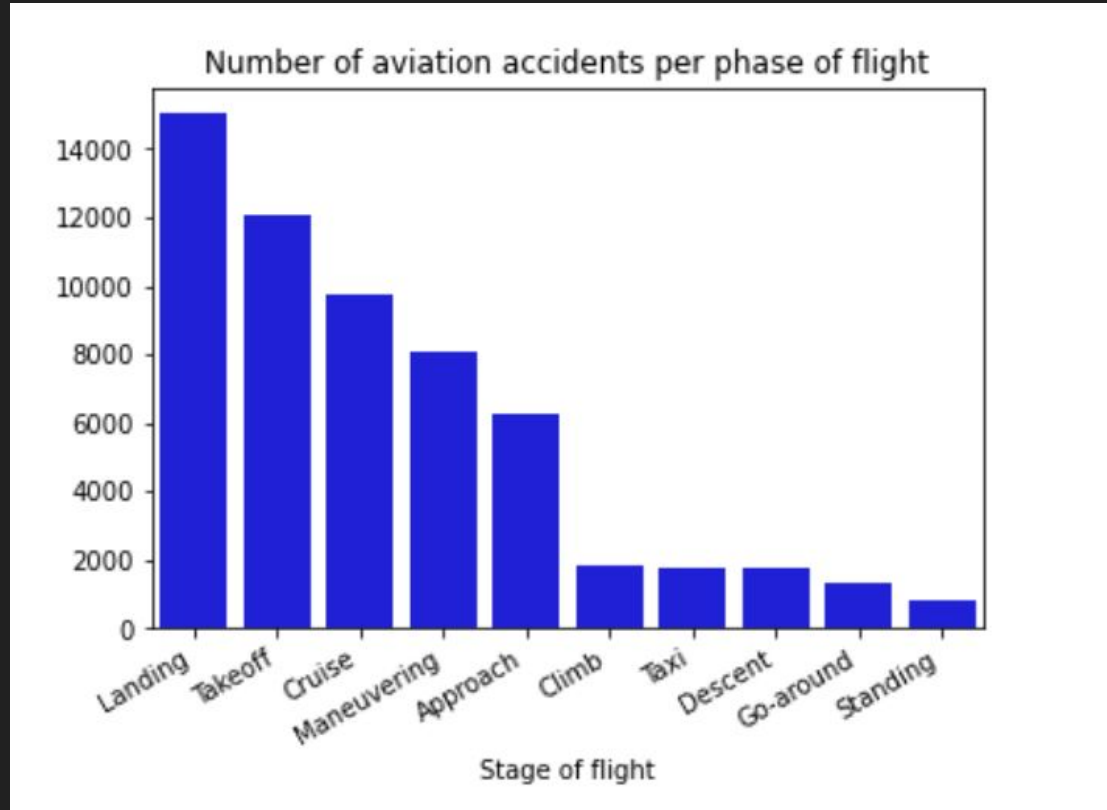
All Else Equal: Fly in Colder Months



All Else Equal: Fly on Weekdays



All Else Equal: Extra Pilot Training for Takeoff and Landing



Conclusions & Next Steps

- Conclusions
 - Operate commercial airplanes
 - Don't fly in extreme heat
 - Avoid flight on weekends
 - Train pilots on takeoff / landing more
- Further investigations
 - Further data collection to calculate per capita injury rates on a per state basis
 - Incorporate costs of different planes and engine types to decide on the safest & most profitable planes to buy

Rare photos of me jumping to conclusions



Hammer and Brocco Holdings



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