



# Aviation Business: Opportunities and Risks

Data Analysis

# Why Consider the Aviation Market in the US?



## Market Size

The US has one of the largest aviation markets in the world, with a vast network of airports and air routes. This extensive infrastructure supports the growth of new aviation business lines.

## Growing Demand

There is a steady increase in demand for air travel services, including both business and leisure flights.

## Technological Advancements

Innovations in aviation technology have made air travel safer, more efficient, and more cost-effective. This opens up new possibilities for offering specialized services like charter flights, helicopter travel, and adventure tourism.

# Exploring New Aviation Business Lines



## Charter Business Flights with Airplanes

- **Market Demand:** High demand for private and corporate travel.
- **Target Audience:** Business executives, corporate teams, high-net-worth individuals.
- **Benefits:** Flexibility, time-saving, personalized services.

## Business Flights with Helicopters

- **Market Demand:** Growing need for quick, short-distance travel in urban areas.
- **Target Audience:** Business professionals, emergency services, tourists.
- **Benefits:** Access to remote locations, reduced travel time, scenic routes.

## Flights for Skydiving Enthusiasts

- **Market Demand:** Increasing interest in adventure and extreme sports.
- **Target Audience:** Thrill-seekers, tourists, adventure sports enthusiasts.
- **Benefits:** Unique experience, growing adventure tourism market, potential for partnerships with skydiving schools.

# Data used



The National Transportation  
Safety Board aviation  
accident dataset



**National  
Transportation  
Safety Board**

The National Transportation  
Safety Board website -  
[ntsb.gov](https://www.ntsb.gov)

# Process Steps

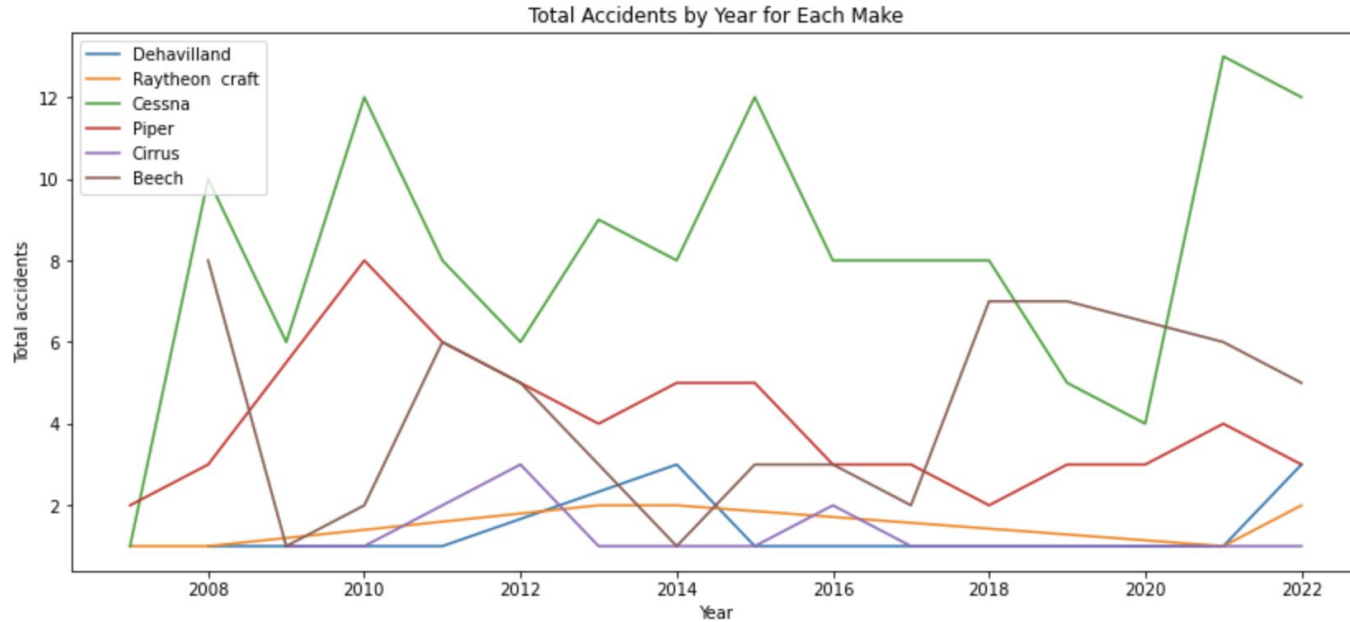


# Business flights

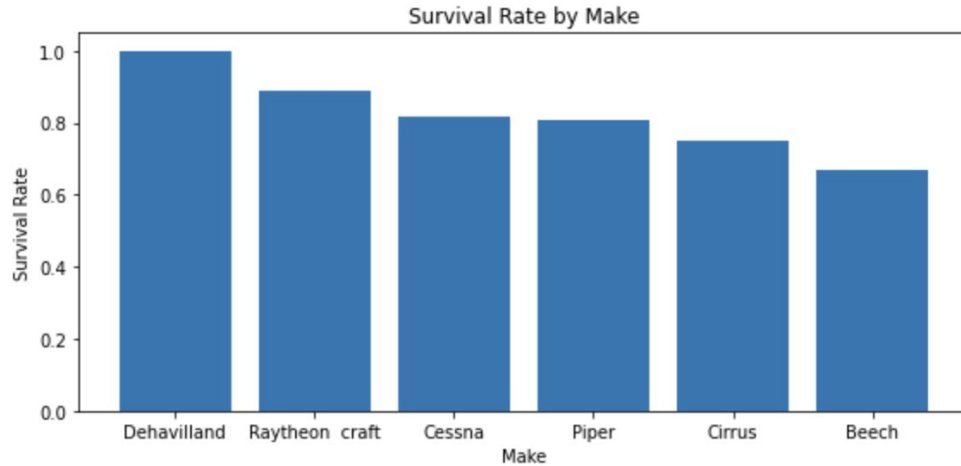


- Business aviation industry in the U.S. is \$150 billion
- Employs over 1.2 million people.
- Compound annual growth rate (CAGR) of 4.46%

# Business flights - Airplanes



# Business flights - Airplanes

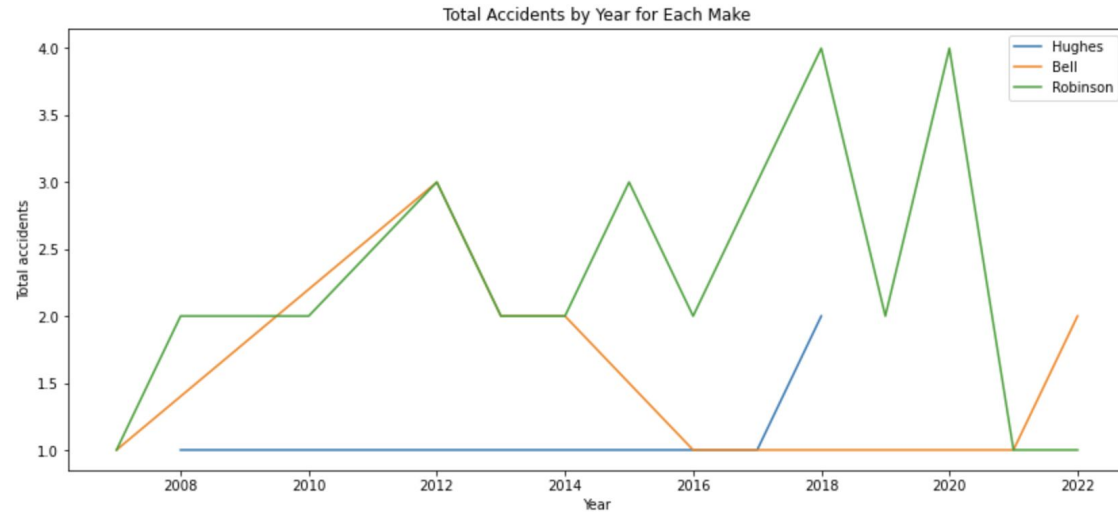


Airplanes Models to consider:

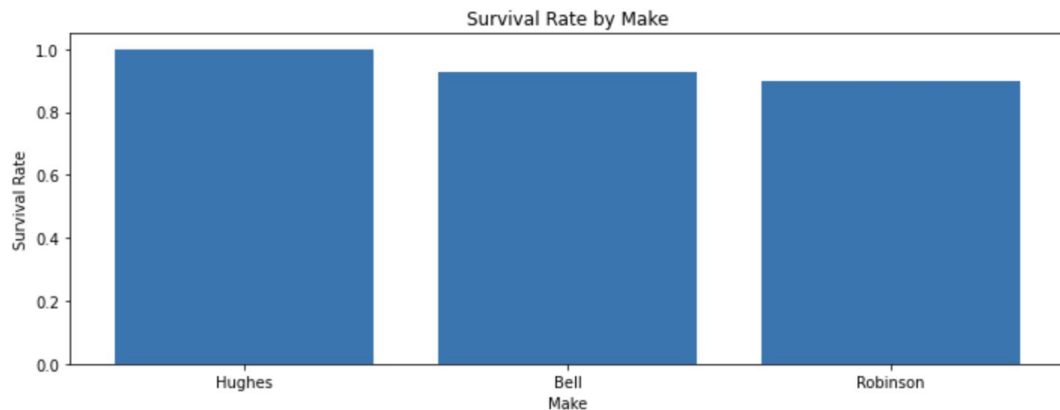
- Piper - M350 and M500 (formerly PA-46).
- Cessna - Citation line, Model 525 and 700.
- Cirrus - SR 22.



# Business flights - Helicopters



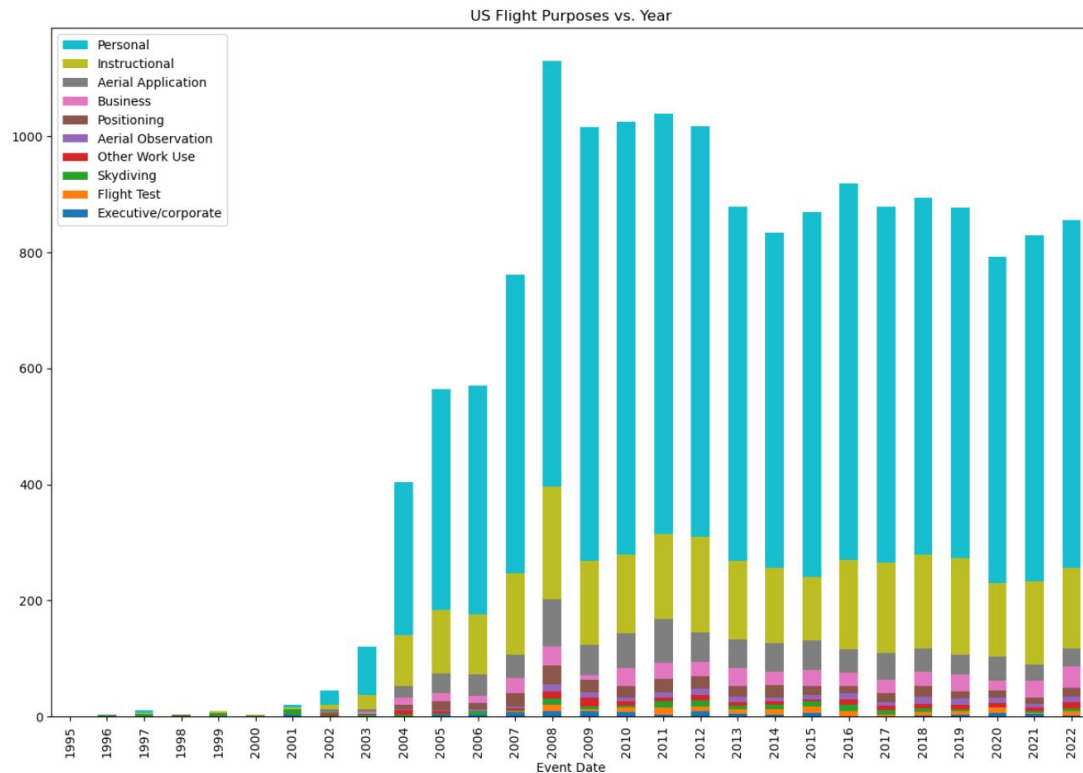
# Business flights - Helicopters



Helicopters Models to consider:

- Robinson R44 and R44 II.
- Bell 407.

- 8th most common flight purpose in the dataset

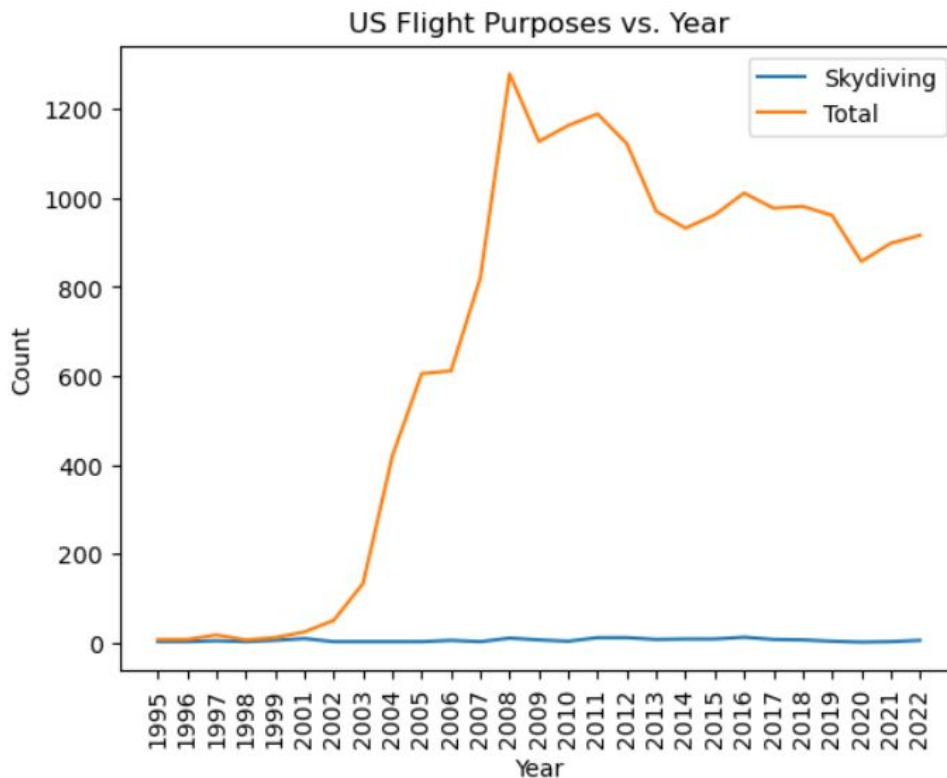


# Skydiving



## Market Share

- The skydiving market has not seen a significant increase in flights when compared to the rest of our dataset.

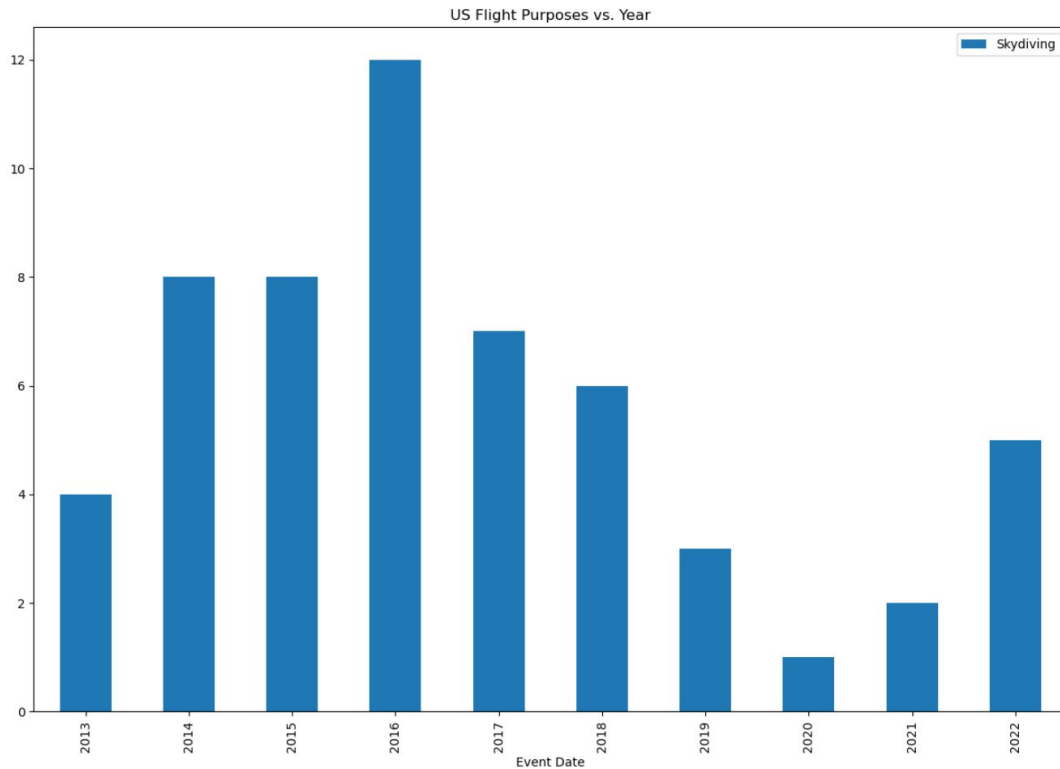


# Skydiving



## Market Share

- Increased growth since 2020.
- No noticeable growth in the last decade

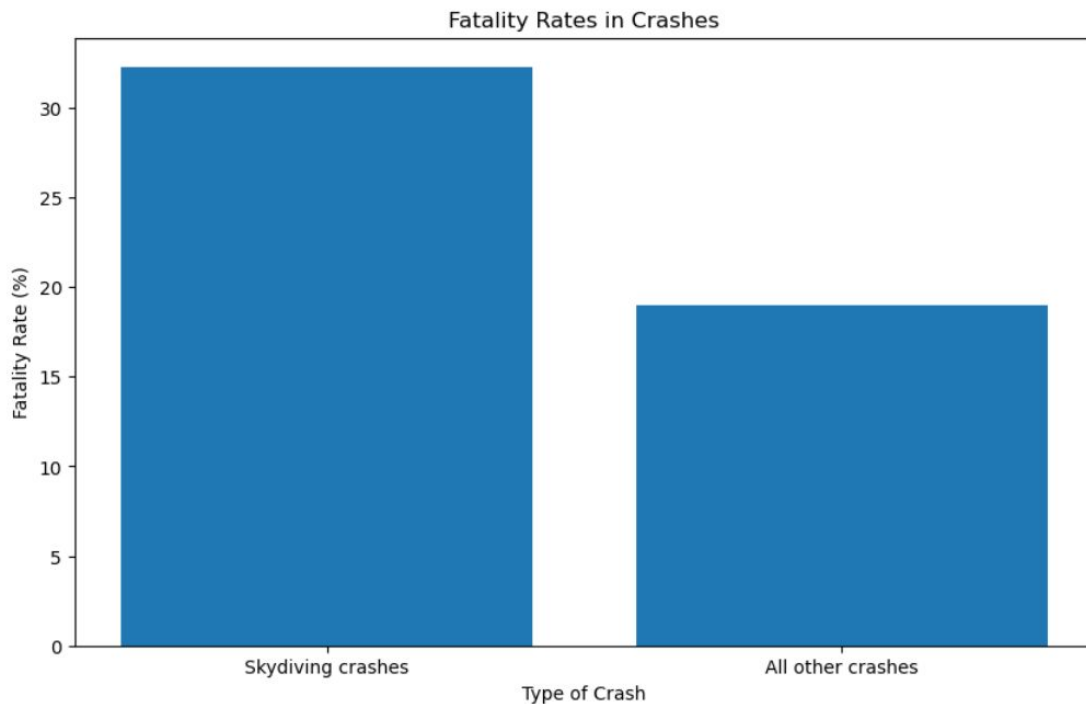


# Skydiving



## Fatalities

- Significantly higher fatality rates when compared to the rest of the flight purposes.
- Skydiving crashes have a fatality rate of 32.3%.
- All other crashes combined have a fatality rate of 18.96%.
- Skydiving accidents result in 1.7x more fatalities than all other crashes combined.

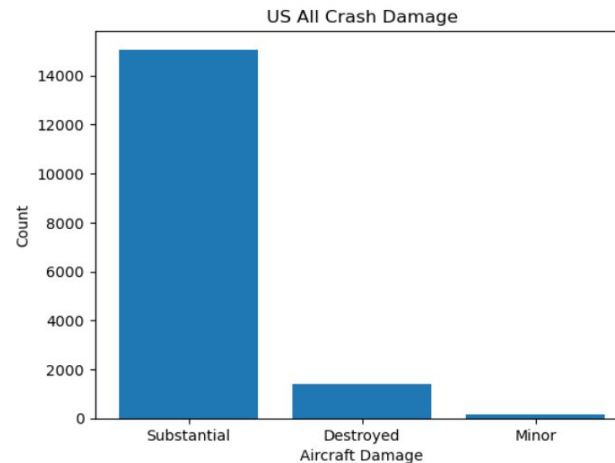
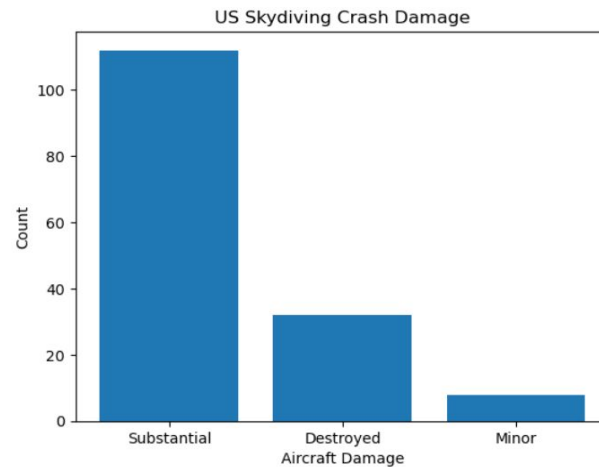


# Skydiving



## Crash Damage

- Skydiving crashes result in 21% destroyed aircraft
- All other crashes result in 8.3% destroyed aircraft



# What's next



## Market Research

In-depth analysis of market trends and customer preferences

## Profitability

Evaluation of potential revenue streams and cost management

## Operational Feasibility

Assessment of logistics, safety, and regulatory requirements.

# Analysis extension ideas

## Additional data

Analyze the total flight hours to understand accident rates per flight hour/mile flown.

## Additional subjects

Look at the correlation between the age of the aircraft and accident rates.

## New opportunities

Explore other business ideas within given data set





# Thank you!

## **Contacts:**

Gregory Fatouras - LinkedIn: [gfatouras](#) | [github.com/Gfatouras](#)

Dolgor Purbueva - LinkedIn: [purbuyeva](#) [github.com/dolgorp](#)