

# TAKING TO THE SKY

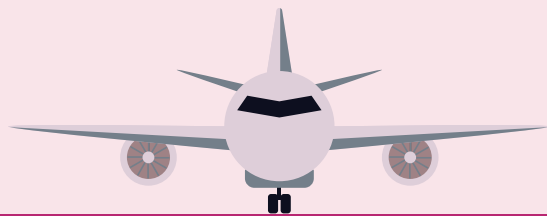
## BUSINESS PLAN

Getting into the aviation space



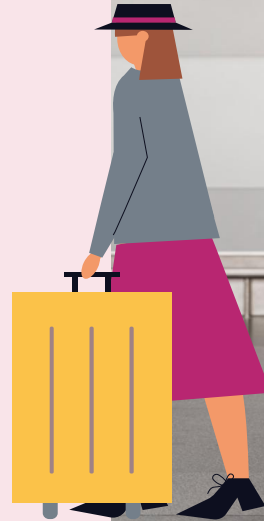
01

# OVERVIEW



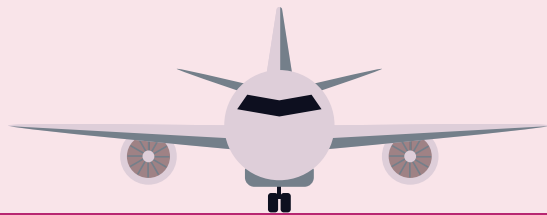
# BEFORE WE BEGIN

- National Transportation Safety Board (NTSB) accident database
- Recommendations of what, where, and how to fly



02

# BUSINESS UNDERSTANDING



# WHAT YOU WANT



## SAFETY

The top priority



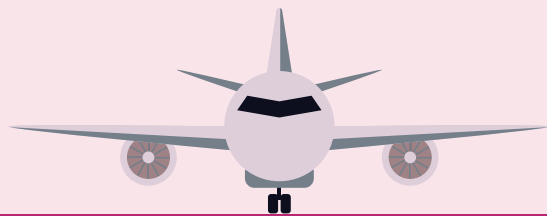
## SAVINGS

Safe flights are profitable flights and  
safe customers are happy  
customers



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# DATA UNDERSTANDING



# WHAT WE KNOW



PLANE TYPE



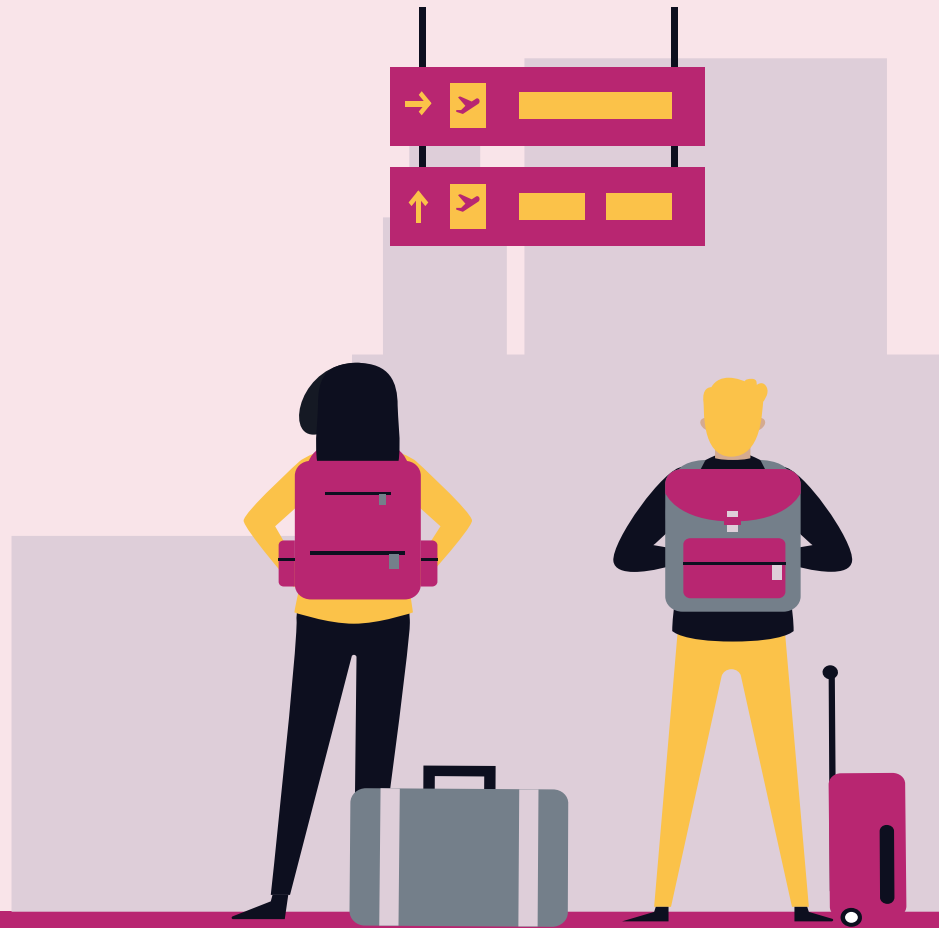
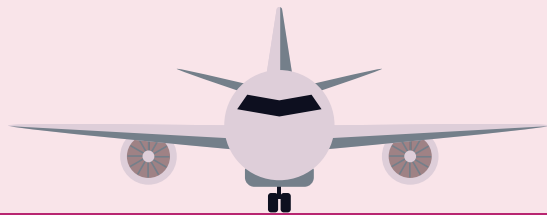
INJURIES



CIRCUMSTANCES

04

# DATA ANALYSIS





# WHAT WE FOUND



ENGINES



MAKE



PROTOCOL



REGION



05

# RECOMMENDATIONS



# WHAT WE RECOMMEND



## PLANE

Boeing with two, three, or four engines



## REGION

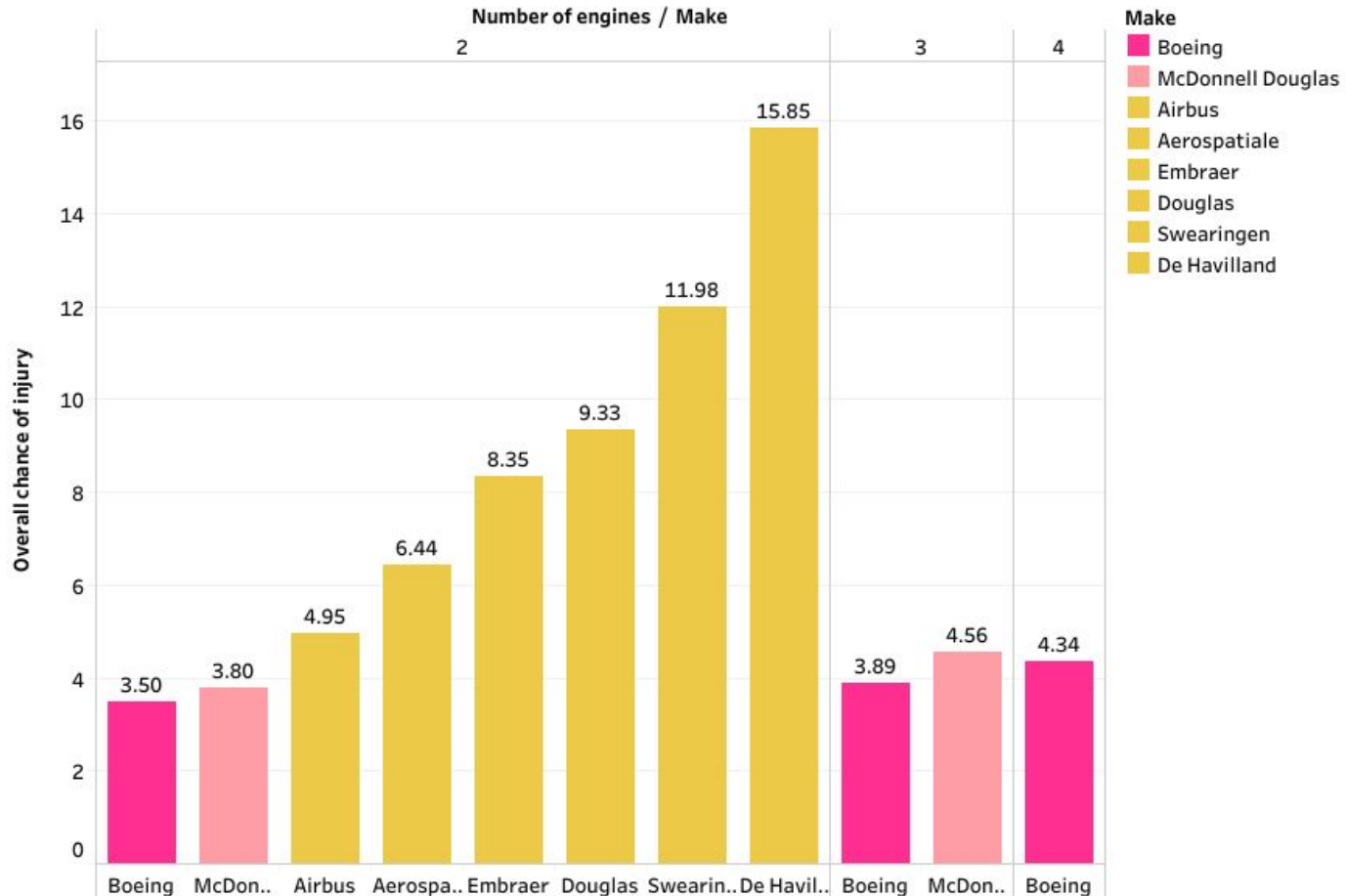
Fly in the U.S. but avoid the Northeast.



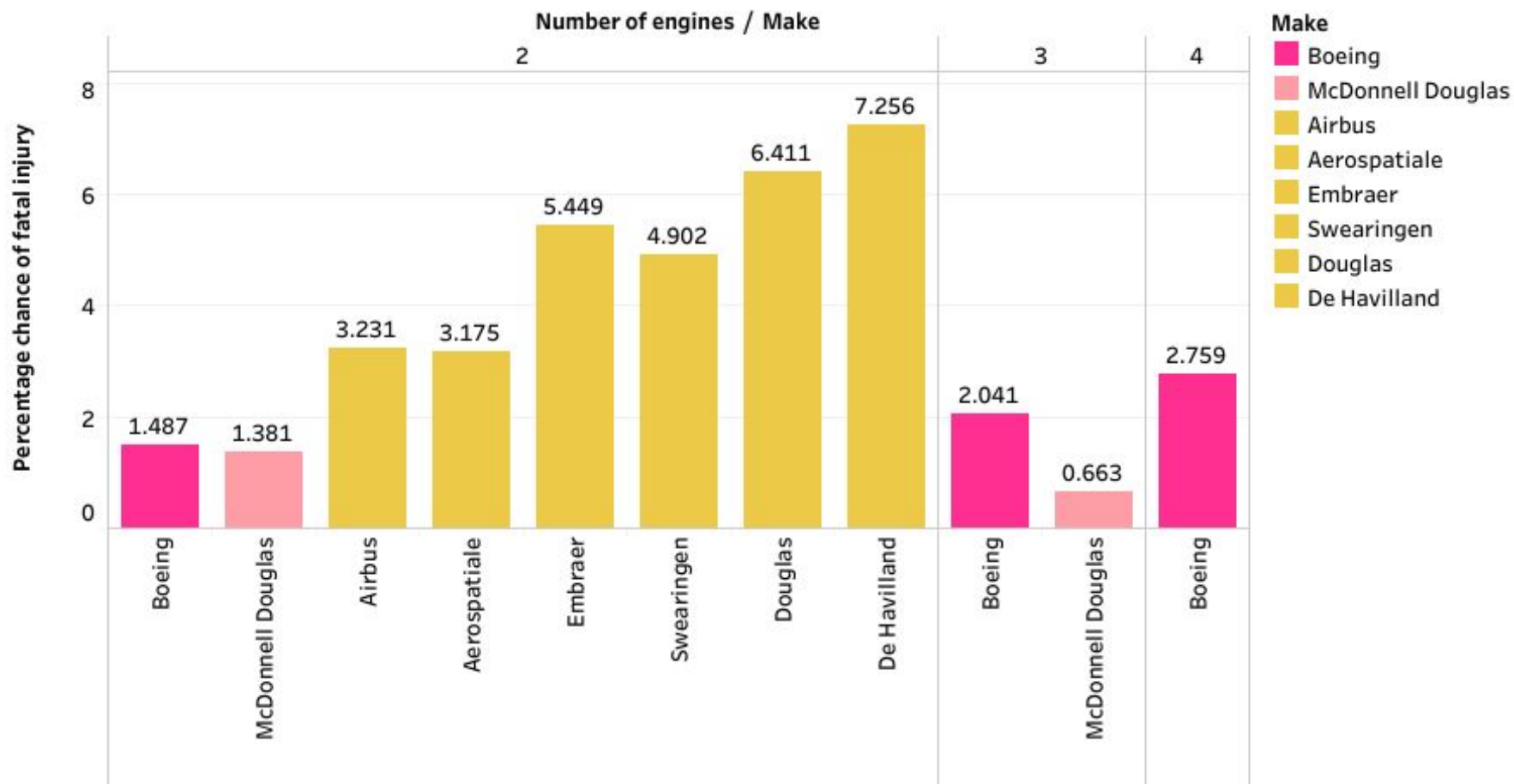
## PROTOCOL

Provide on-demand, unscheduled flights

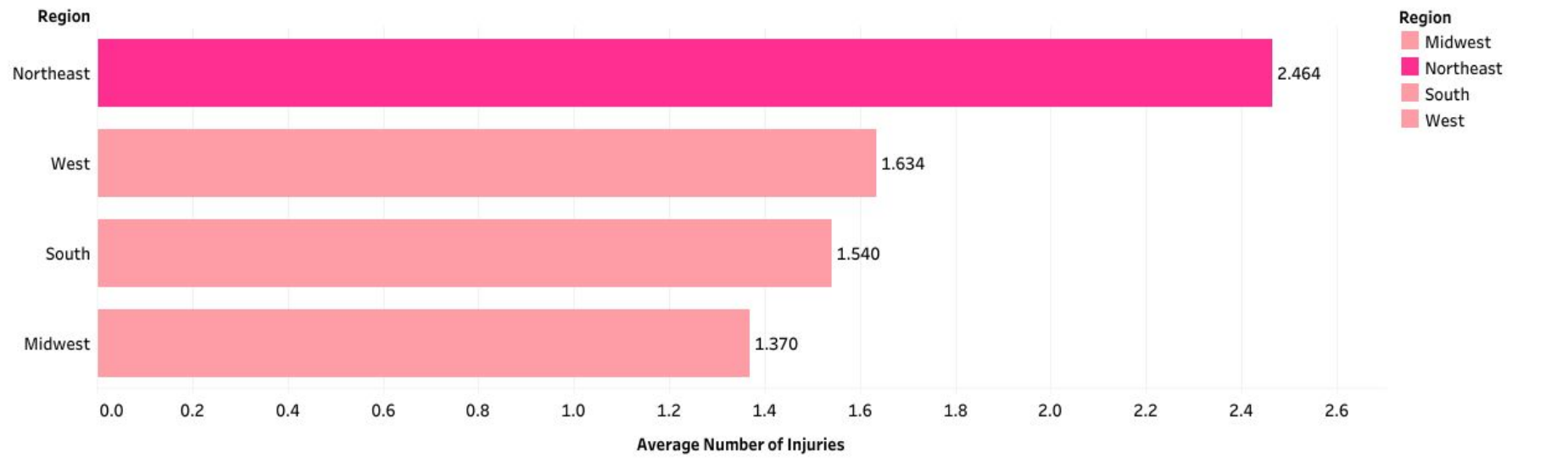
## Overall Chance of Injury by Make and Number of Engines



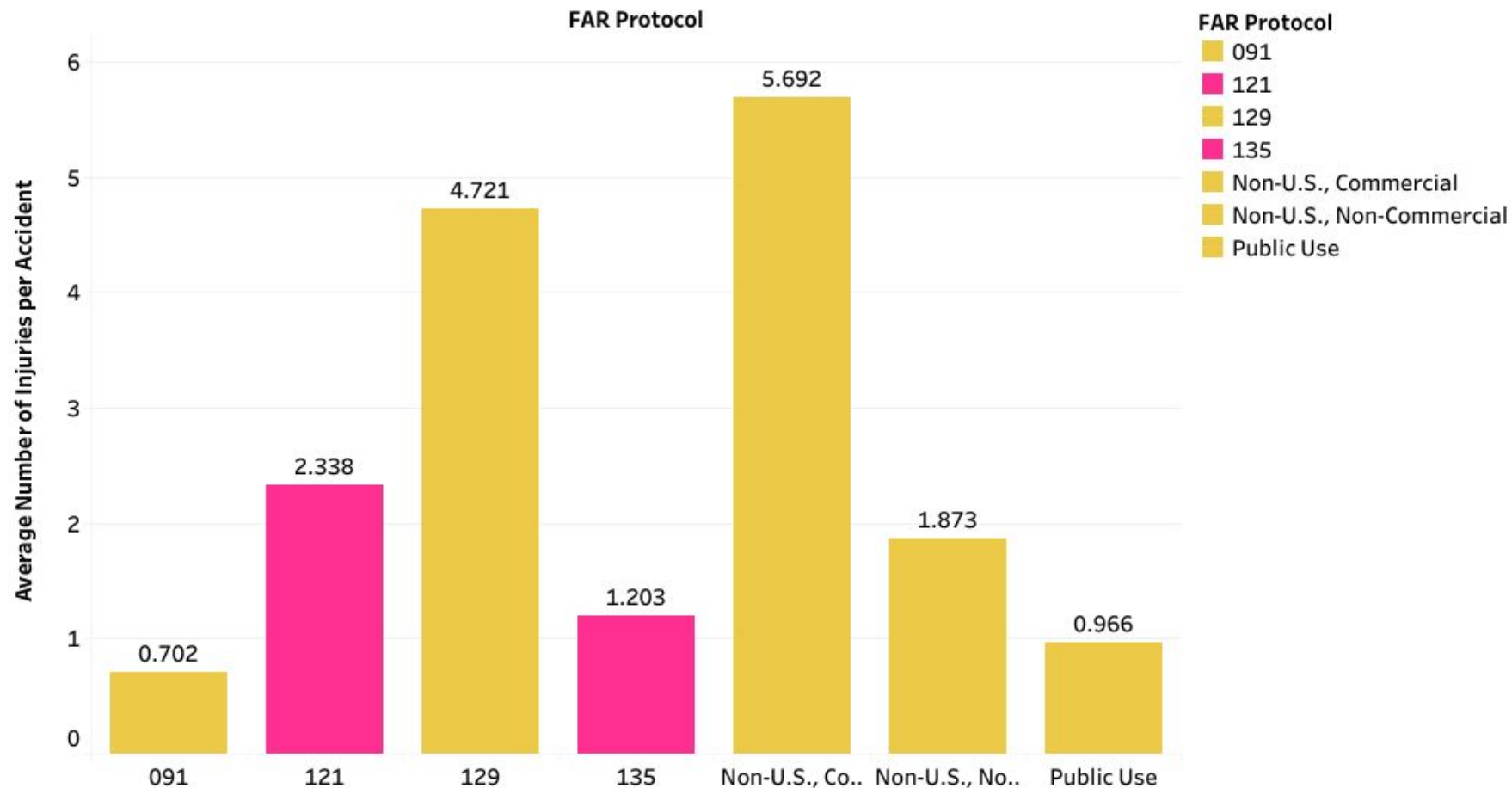
## Chance of Fatal Injury by Make and Number of Engines



Average Number of Injuries per Accident by Region

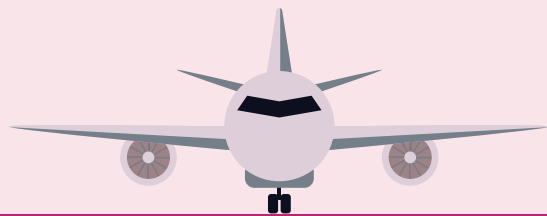


## Average Number of Injuries by FAR Protocol



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# NEXT STEPS





# WHAT NOW?



## OPPORTUNITY

Which planes and routes best fit with work your company is already doing?



## MISSION

Are there ways to align this work with the social values of the company?





# THANKS

Do you have any questions?

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