

SKYLINE STRATEGY

data-driven team from Southwest

Goal: Look at performance compared to other airlines

Scope: Small and large populations, low and high income

Key Business Questions:

1. Are there any quarterly fare trends within the top 3 airport groups?
2. Are there areas in which Southwest is being 'priced out'?

DATA SOURCES

- **Population/Income:**

data.census.gov

- **Ticket prices/Airline:**

transtats.bts.gov

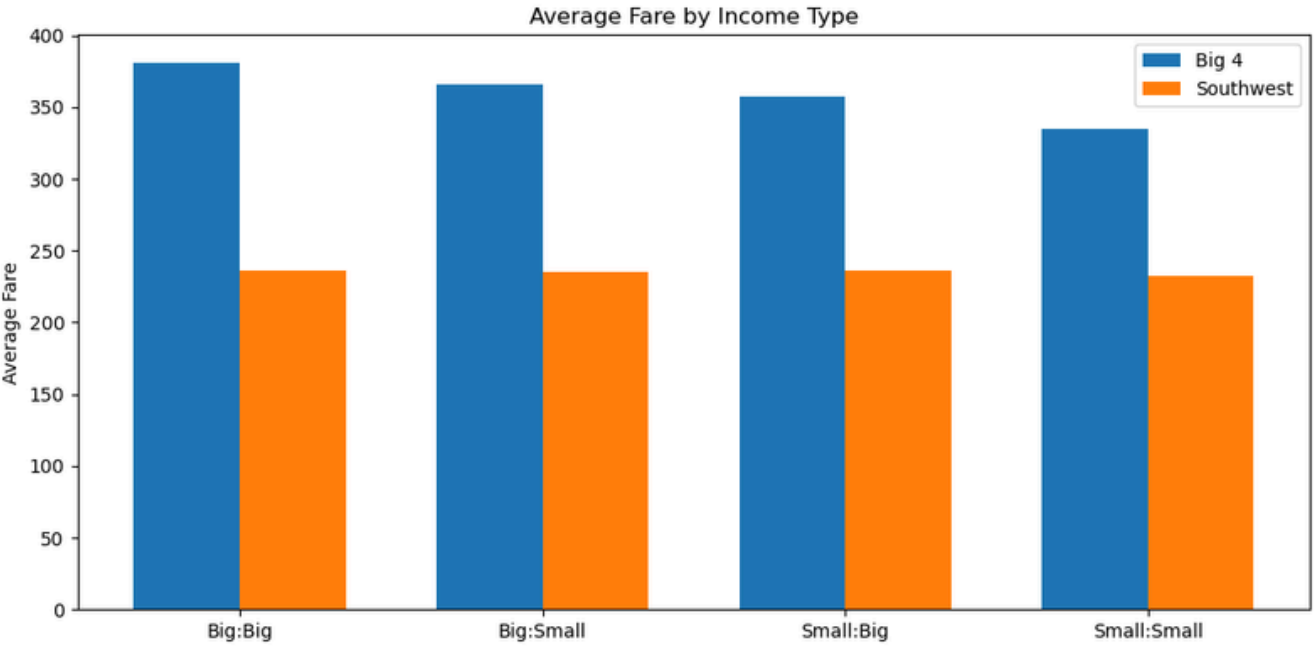
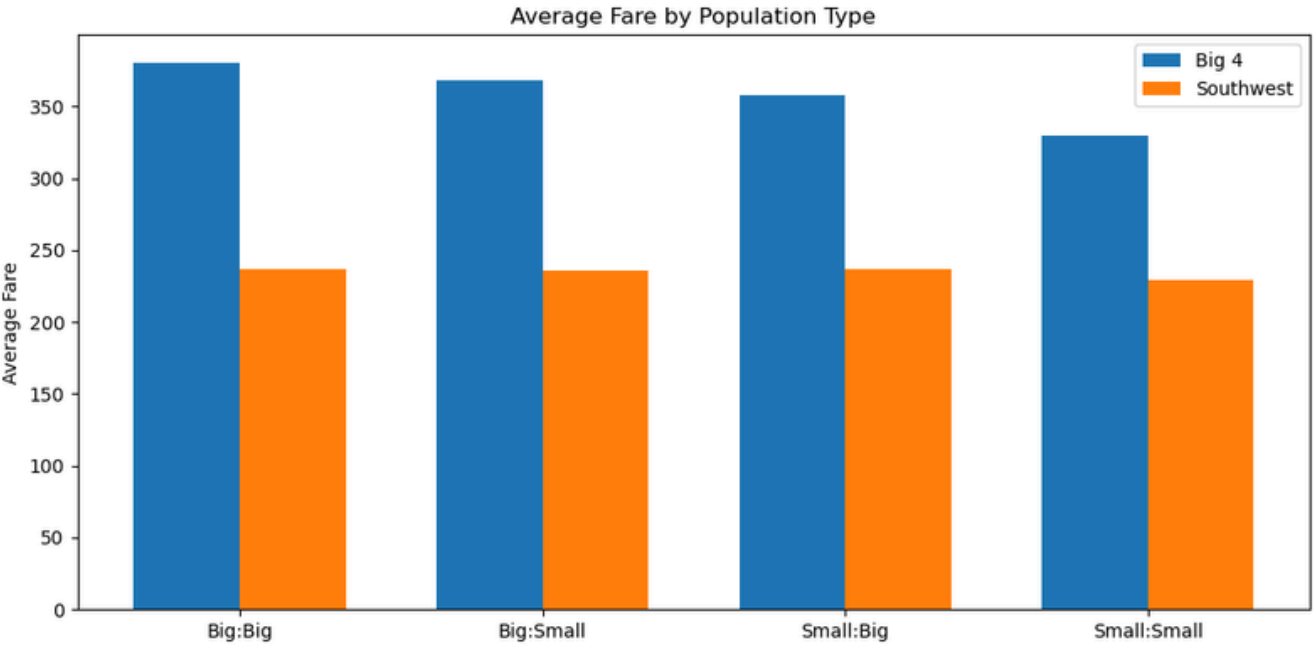
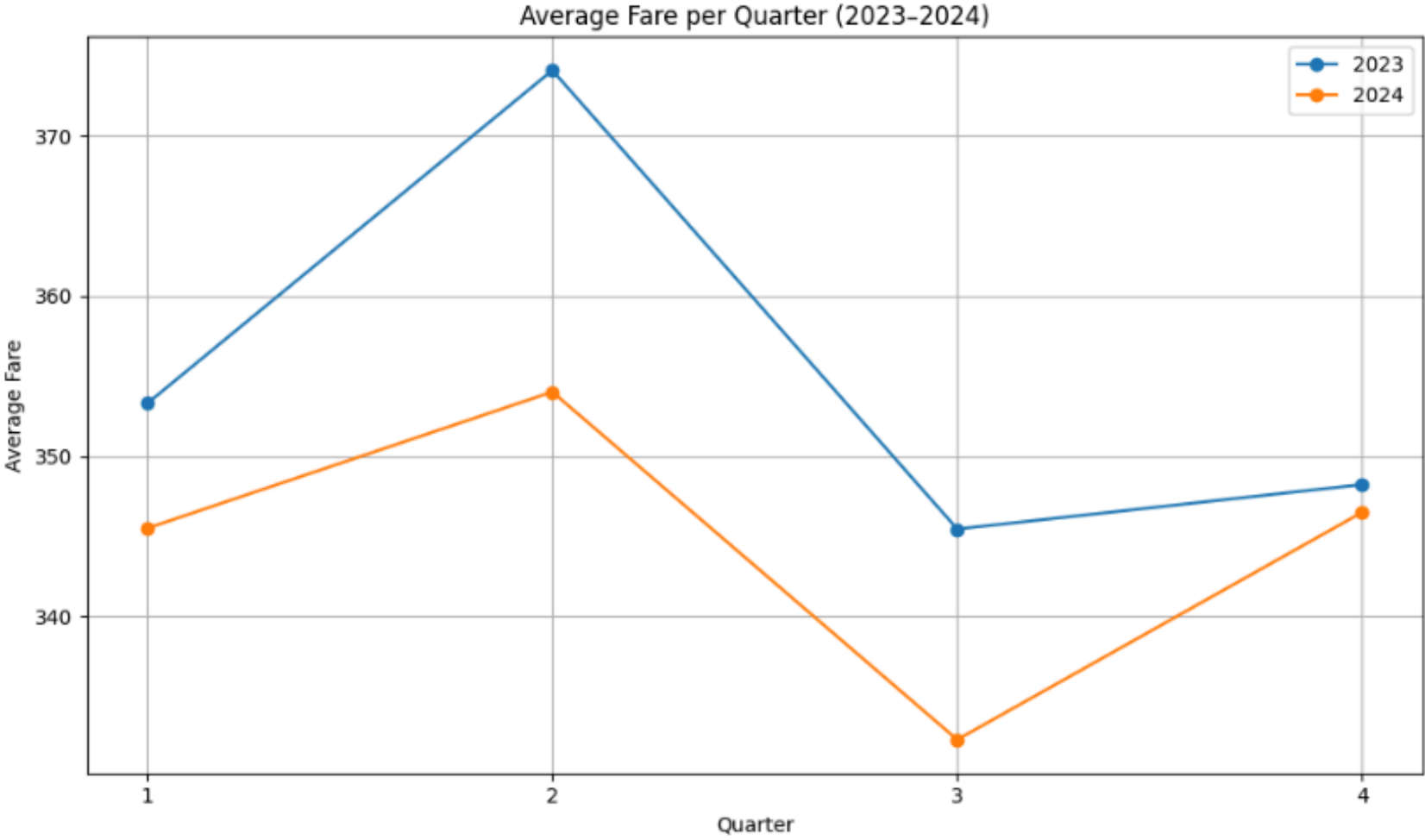
- **Airports:**

ourairports.com

TECHNIQUES

- **Data cleaning**
- **Geocoding**
(Combined Statistical Areas)
- **EDA**
- **Trends analysis with seasonality**
(quarters)
- **Build a prediction model**
(Regressions, Random Forest)

MAIN FINDINGS



CONCLUSION

Insights:

- Southwest already has average fares lower than top competitors, so not losing customers based on ticket price.
- Southwest keeps fares about the same regardless of income/population size, while competitors fluctuates more.

Next steps:

- Deepen analysis with more recent fare data, more years, and specific routes with high volumes