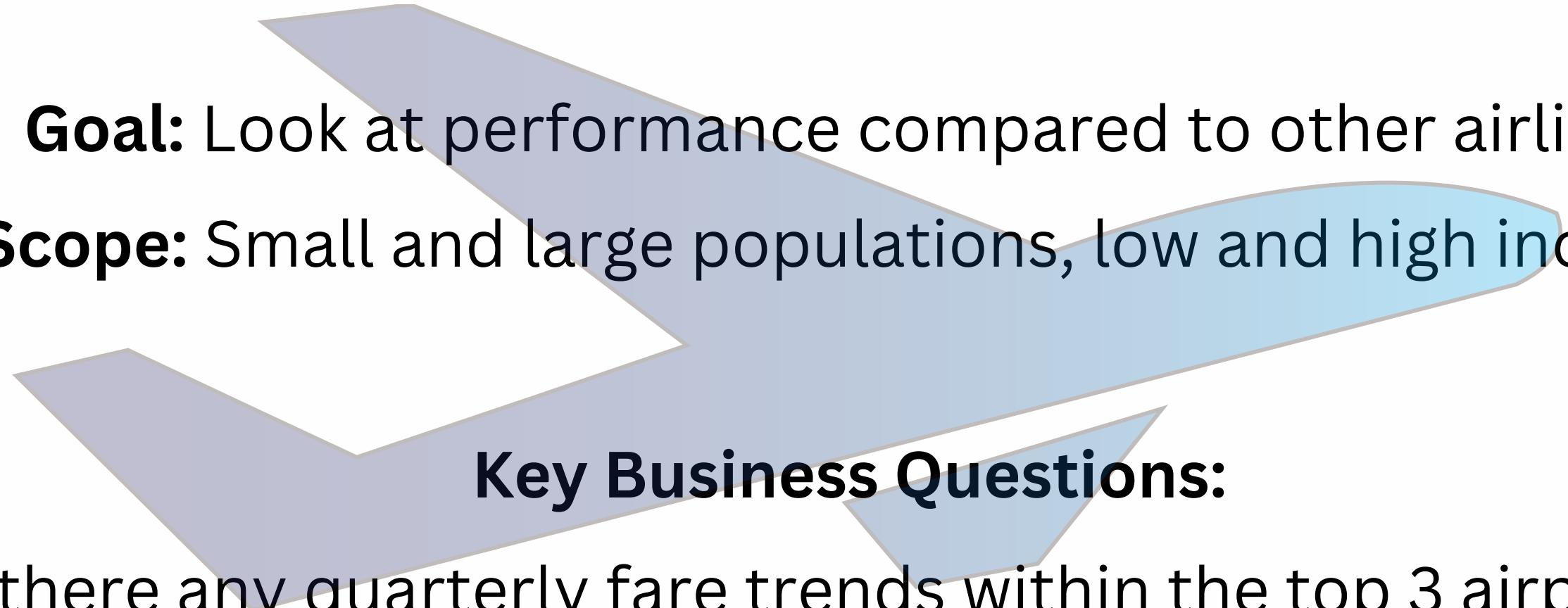


SKYLINE STRATEGY

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’?

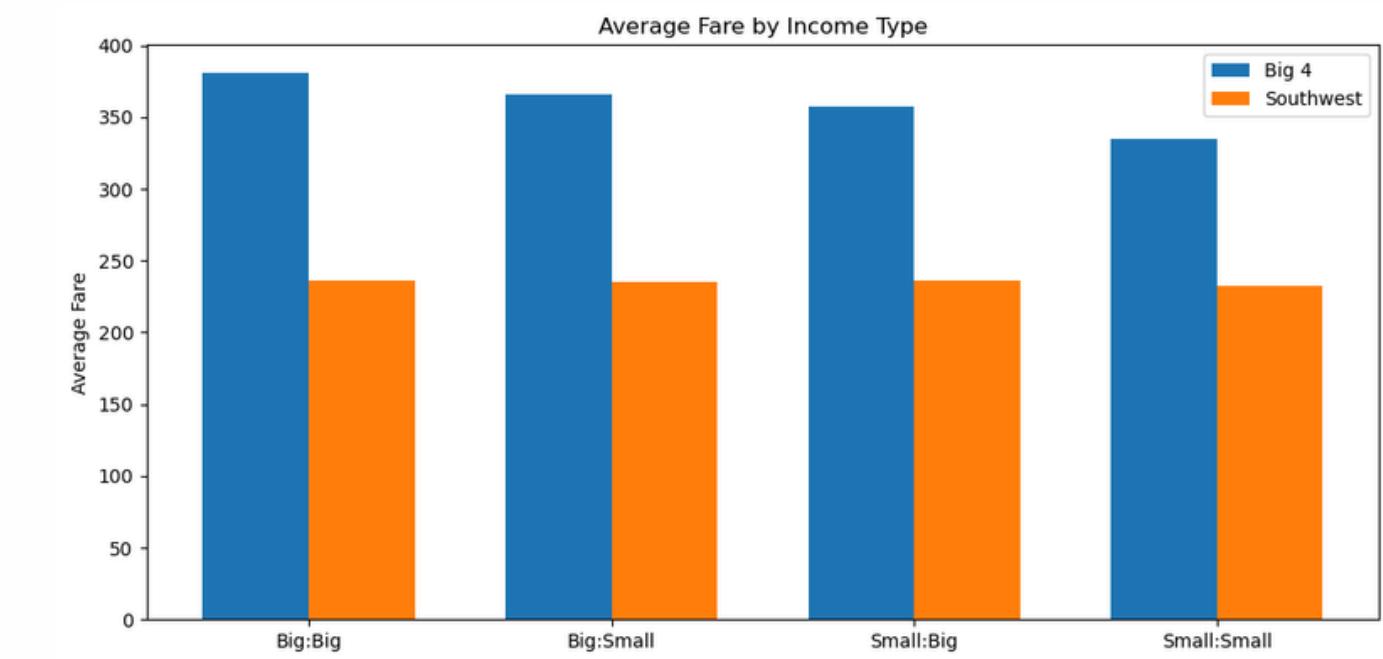
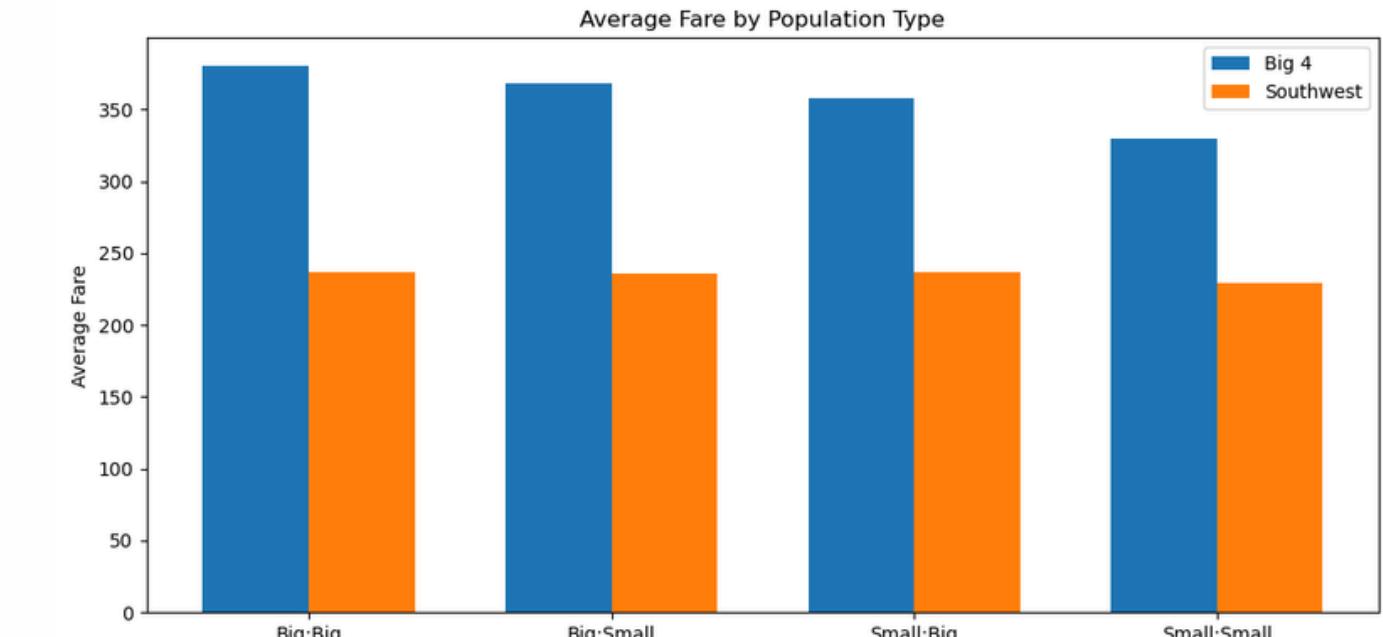
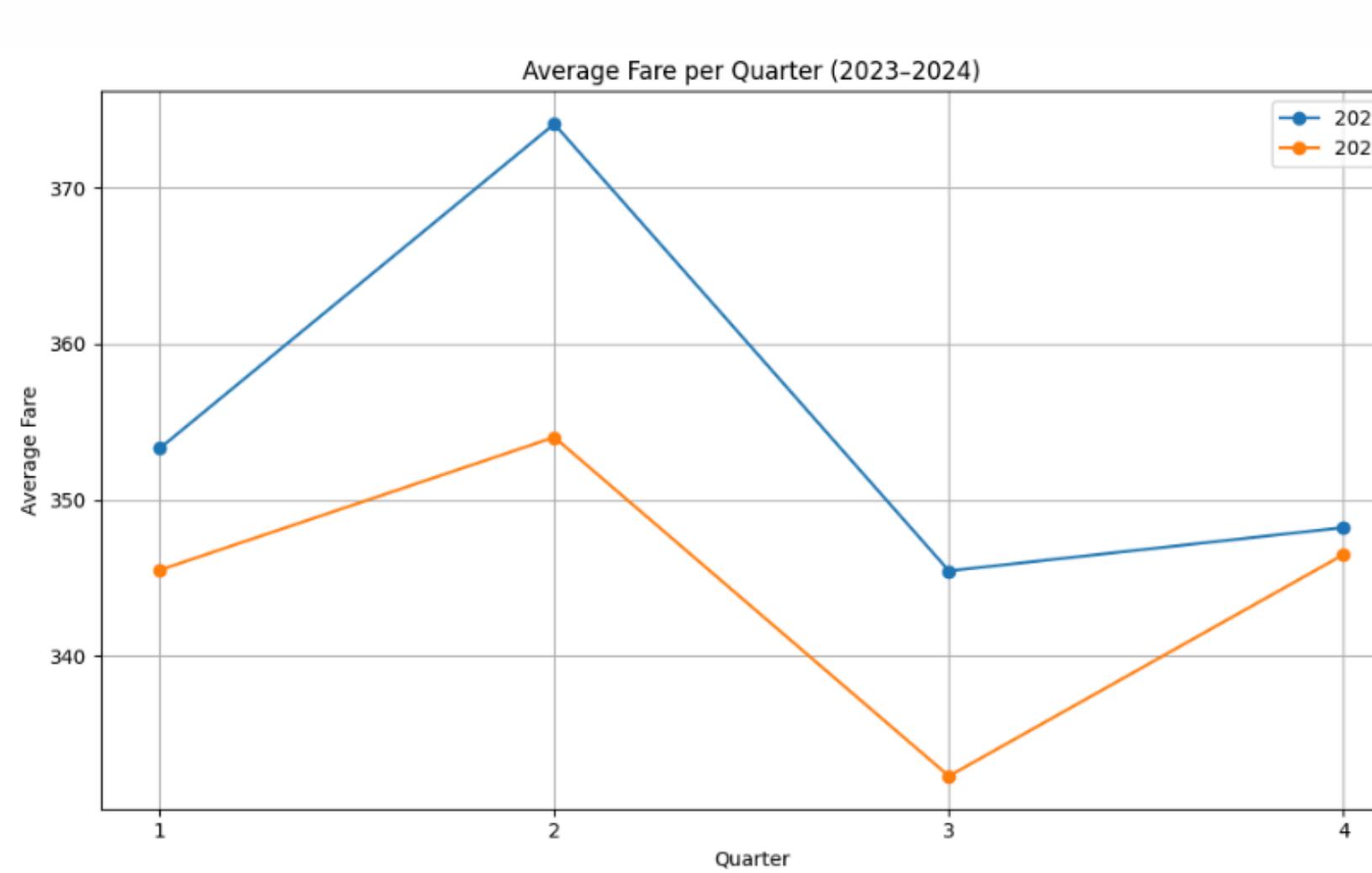
DATA SOURCES

- 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