

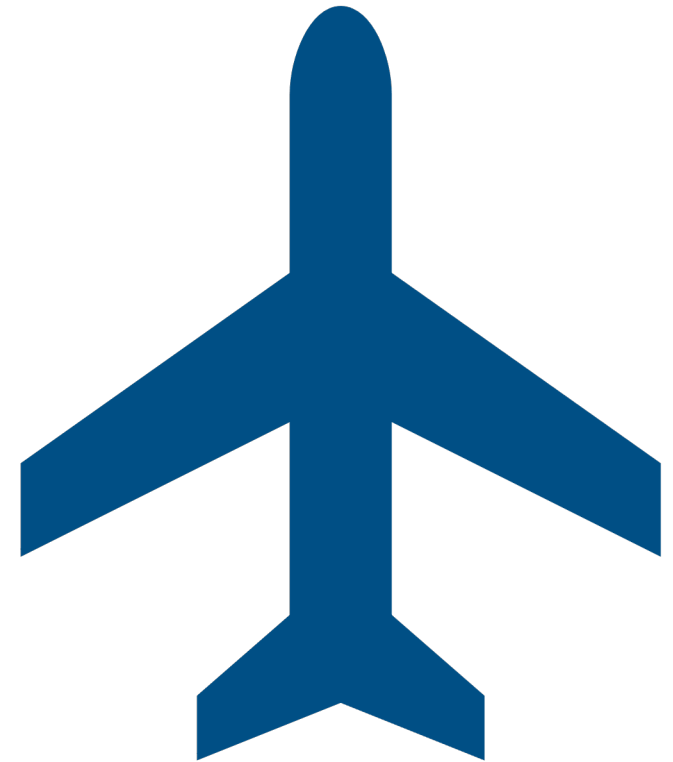
Textron

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Takeoff

Using a 2-week time lag, we can project sales based on duration.

Tracking activity of flights
(Active, Passive, Retired) can lead to
better forecasting and revenue planning



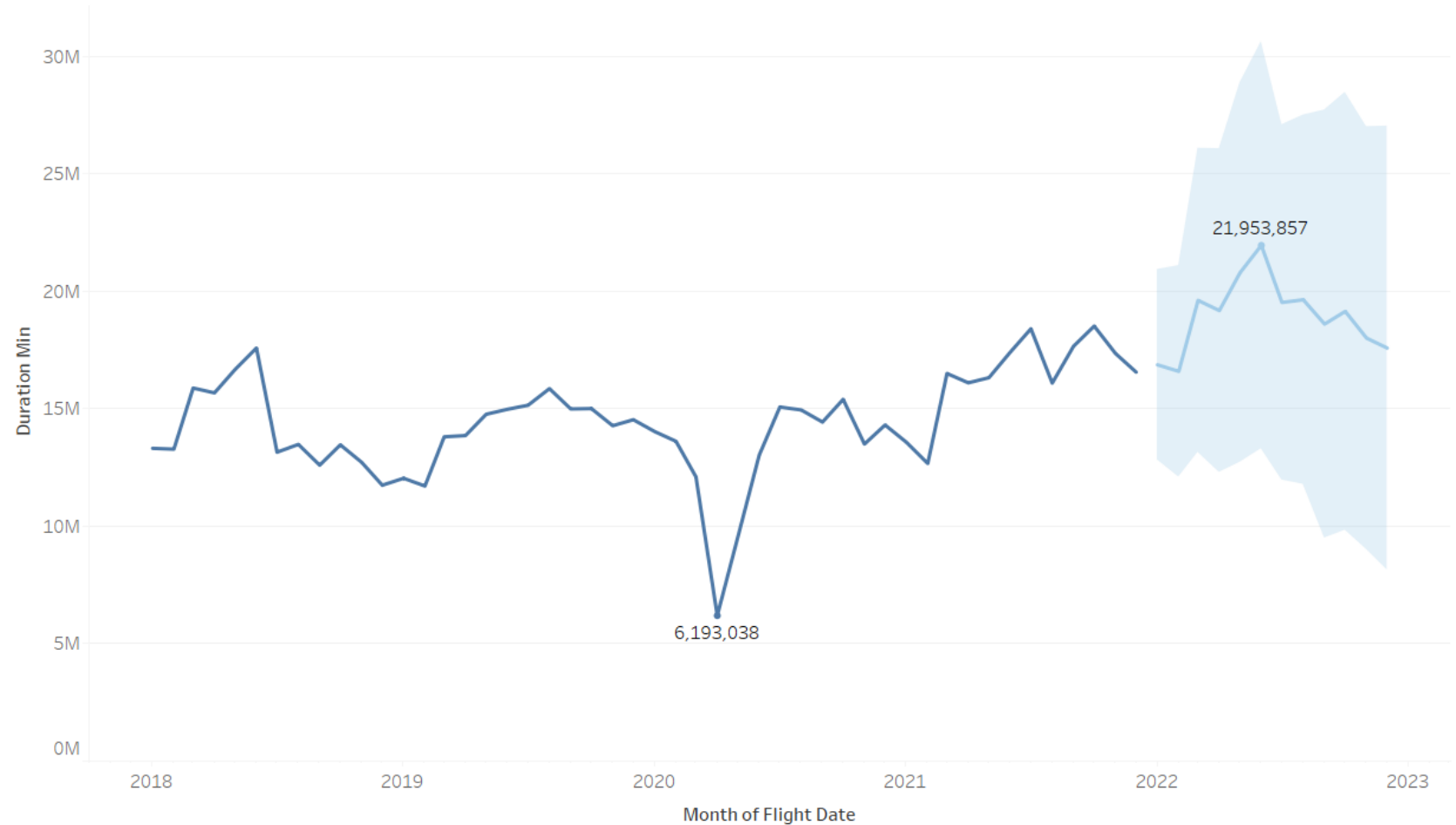
Distance Projection

- 7.8% growth in distance flown
- Peaking mid 2022



Duration Projection

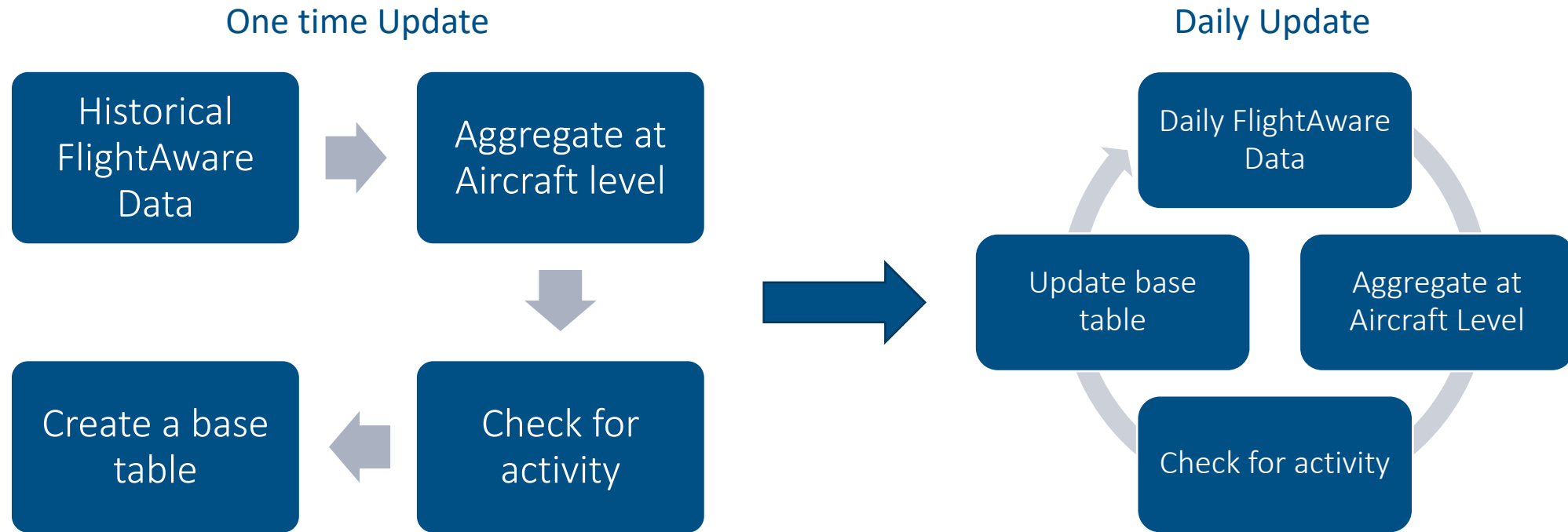
- 4.2% growth in duration
- Peaking June 2022



Flight Activity Analysis

Operation Type	95 %ile IdleDays (Passive)	99 %ile IdleDays (Retired)
CARGO	4	17
CHARTER	6	37
COMMERCIAL	3	41
FRACTIONAL	4	25
GENERAL	20	377
GOVERNMENT	15	89
UNKNOWN	8	110

ETL Process



Aircraft ID	Operation Type	Status	Last Active Date	Updated Date
168208	GENERAL	ACTIVE	2022-01-29	2022-02-12

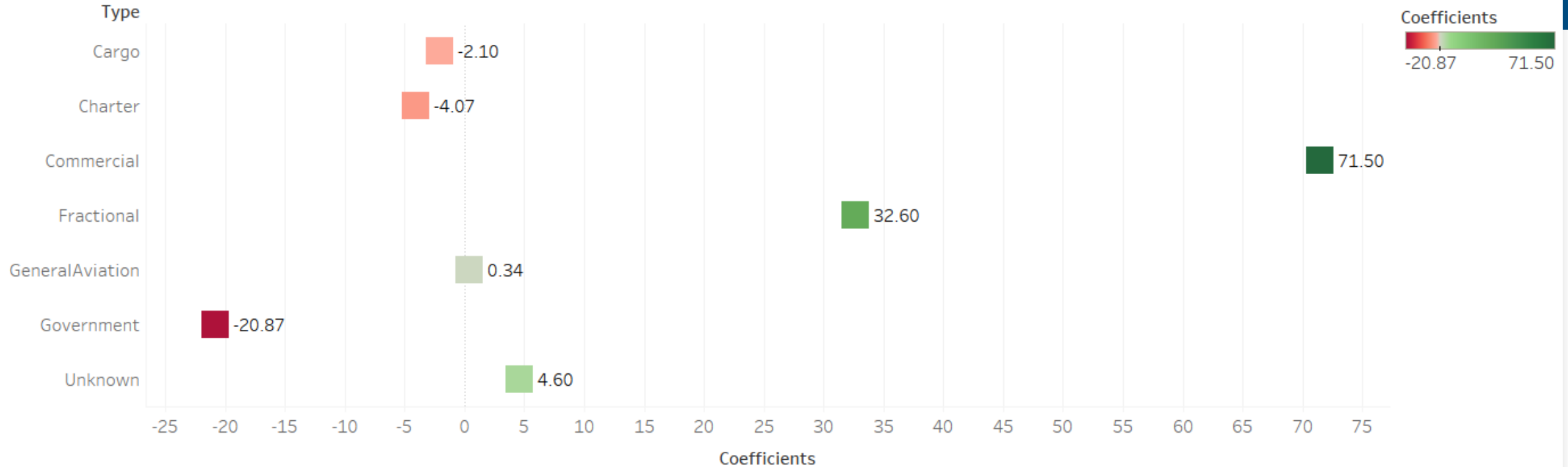
Data Modeling

Model Data Preparation



- A 2-week lag on sales
- Week level aggregation
- Removal of outliers

Duration By Operation Type



Model Insights

1 minute increase in
flight times in week T
= \$3 increase in part
sales in week T+2

\$ [REDACTED]
projected average
weekly sales in June
2022

Commercial flight
times have most
impact on part sales

Landing

Flight
Activity

- Creation of an ETL process to track activity of each flight

Data
Modeling

- Implement the sales prediction model utilizing competitor's sales data

Q&A?