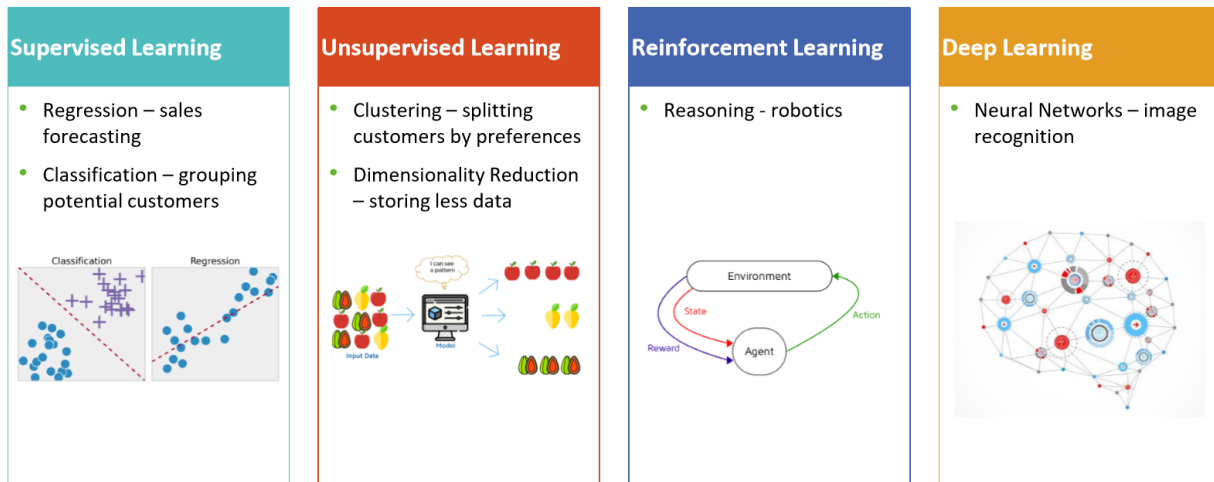# Social or Business Impact

The social and business impact of flight delay prediction using machine learning (ML) can be significant

From a social perspective, flight delay prediction can help improve the travel experience for passengers. By providing accurate and timely predictions of flight delays, passengers can make more informed decisions about their travel plans and potentially avoid delays or missed connections. This can lead to a reduction in travel-related stress and inconvenience.

From a business perspective, flight delay prediction can help airlines and airports improve their operations and reduce costs. By identifying and addressing the factors that contribute to flight delays, airlines and airports can take proactive measures to mitigate the impact of delays. This can lead to improved on-time performance, which can help airlines and airports attract and retain customers and increase revenue. Additionally, flight delay prediction can help airlines and airports optimize their staffing and resource allocation, resulting in cost savings.

Flight delays can't be helped. They are a by-product of global trade and tourism. The more we all travel the greater the demand and pressures on infrastructure and, ultimately, the risk of human error.

Equally, passive acceptance of delays is nothing more than an act of denial when knowledge of disruptions are not only immediate but also available for use by all parts of the aviation supply chain.

Every one of those 4.6 million delays represents a challenge or an inconvenience and reaches beyond the hassled passenger. but delays also offer a significant opportunity for effective, personal customer communication, service recovery and relationship development. In some cases delays can generate additional revenue and improve yield.

All of which might explain why increased data sharing and use of flight status across the broader aviation industry has been a growing trend in the last few years.

Accurate, timely delivery of flight status data cuts across both B2B and B2C users in a way that few other aviation data sets do.