Report

Alaska Airlines



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**Introduction**

Top 3 factors that impact airline brand perception

On-time performance (75%)

Aircraft quality and interior (66%)

Customer interaction (54%)

**Analysis Factors:**

Departure Delay by Airports()

National Air Services Delay for week

National Air Services Delay for Airports States

Load Factor between 2013-2015

Revenue Passenger Miles

Customer Rating

**Data:**

Schedule January

Data about the Schedule of the month January of different airports and airlines

Load Factor

Load factor is an indicator that measures the percentage of available seating capacity that is filled with passengers.

RPM (Revenue Passengers Miles)

A revenue passenger mile (RPM) is a transportation industry metric that shows the number of miles traveled by paying passengers and is typically an airline traffic statistic.

Customer Rating

Data collected from 17131 passengers upon 5 star rating.

**Analysis**

Top Airports (Figure 1.1 and 1.2)

Figure shows that more than 50% of business in January 2015 was operated on 13 airports which are listed as follows:

* Seattle Airport
* Portland
* Ted Steven Anchorage Intl
* Los Angeles
* San Francisco
* San Diego
* Norman Y Mineta San Joes
* MacCaran
* Junia
* Kahului
* John Wayne
* Slat Lake CITY
* Phoenix Sky Harbour

Departure Delay by Airports(Fig 6.1 and 6.2 )

About 75% of flights are maintained by above mentioned airports, we calculated percentage of delayed flights with total flights.

Delayed flights are taken to be which are delayed more than 15 minutes.

We observed that OGG had highest percentage of flight delay.

National Air Services Delay for week(Fig 2.1)

We calculated NAS Delay for 7 days of week to observe pattern .

Day 5th which is Friday observed the highest number of NAS delay all over month.

This may be because of weekends that lie ahead which makes holiday travel higher.

National Air Services Delay for Airports States(Fig 2.2)

We plotted NAS delay for states to observe which route between states observe highest NAS delay.

And we observed that for Washington and Utah had highest number.

Load Factor between 2013-2015 (Fig 3 )

We plotted load factor data for past three years and observed that number of passengers decreased in 4th quarter.

And were highest in 3rd quarter.

Revenue Passenger Miles (Fig 4)

We plotted data for three year 2013,2014 and 2015 for RPM and observed that it was at lowest in 4th quarter and highest in 3rd quarter.

Customer Rating (Fig 5)

We collected reviews of about 17131

Out of which 41.9% passenger rated 5 star

and 1 start were given by 4.2% passenger