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# AIRPLANE EXPANSION

Scarlett Valentin  
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# OUTLINE

01

BUSINESS  
PROBLEM

02

DATA &  
METHODS

03

CONCLUSIONS

04

NEXT STEPS





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# BUSINESS PROBLEM

- Expand into the aviation industry

Factor: **Safety**



# SUMMARY

Bombardier

**Make**

2

**Engines**

South  
Region

**Location**





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# DATA & METHODS

Approx. 89,000 accident/incident records from the *National Transportation Safety Board* narrowed down to:

- Top 4 Manufacturers:

The Airbus logo, featuring the word "AIRBUS" in a bold, blue, sans-serif font.The Bombardier logo, featuring the word "BOMBARDIER" in a bold, black, sans-serif font.

- Flights within the **U.S.**



# DATA & METHODS

Measurements of Safety →

- Fatality Rate
- Uninjured Rate
- Number of Injuries







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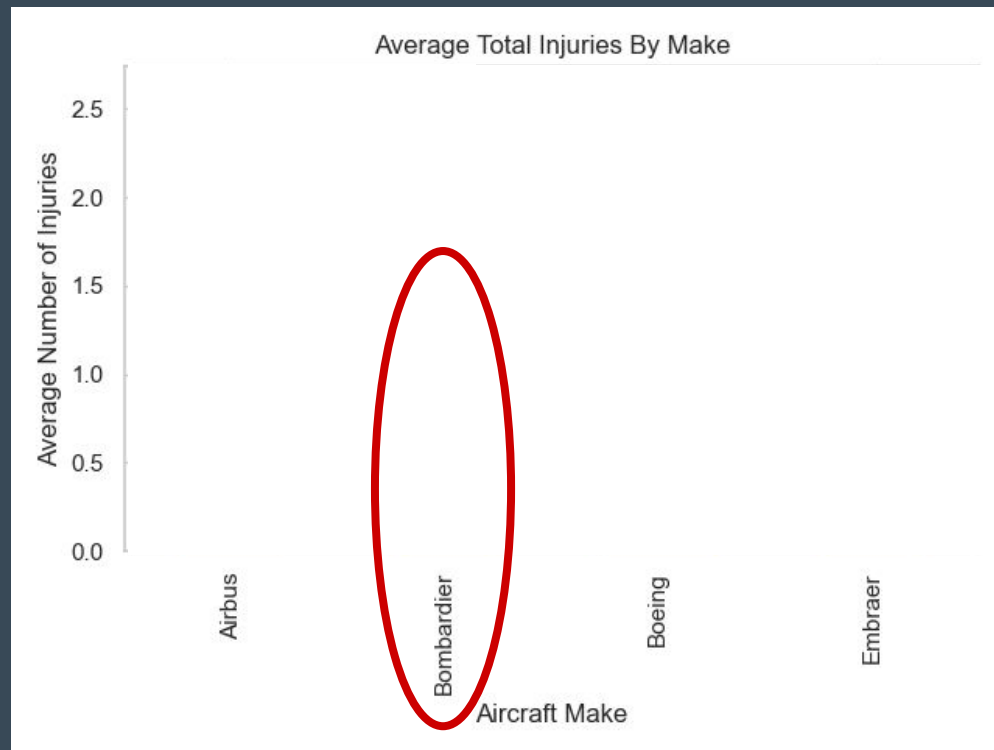
CONCLUSIONS

04

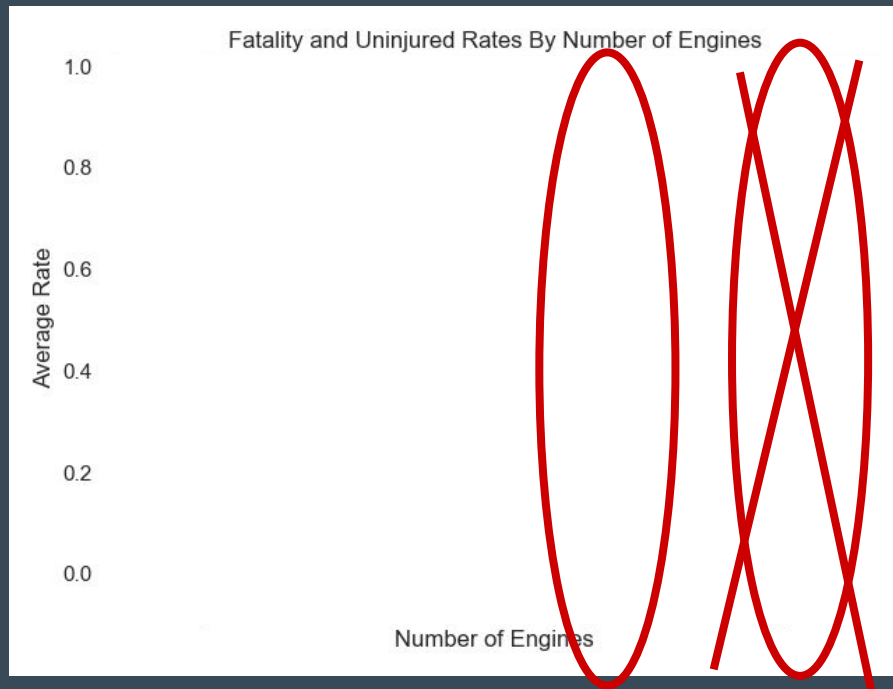
NEXT STEPS



# RESULTS



# RESULTS



# RESULTS – Top 4 Makes



# RESULTS – Bombardier



# RECOMMENDATIONS

Measurement of Safety → Fatality Rate, Uninjured Rate, # of Injuries

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NEXT STEPS



# NEXT STEPS

- What **flight schedule** will provide greatest profits?
- **How many aircrafts** should we initially purchase?
- Which **city** should we operate out of?







# THANK YOU

## QUESTIONS?

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