



Airline Industry Analysis & Data Visualization

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WHO YOU ARE:

- Airline Carriers
- Airline Services Providers
- Investors
- Travel Agency
- Airport Developers

Our Focus:

**We want to help you make
informed decisions as air travel
regenerates after the pandemic.**



Data Sources:

Bureau of Transportation Statistics

- Delay Table
- Table 5

U.S. City-Pairs, <750 miles



Airline Categories:

| | Legacy | Low-Cost | Extra Low-Cost |
|-----------------------------------|--------------------------------------|---|--|
| Airlines | American Delta United | Alaska Jetblue Southwest | Allegiant Frontier Spirit |
| Average Fare Range | \$200+ | \$120-150 | \$70-\$100 |

**How has the pandemic affected
the airline industry?**

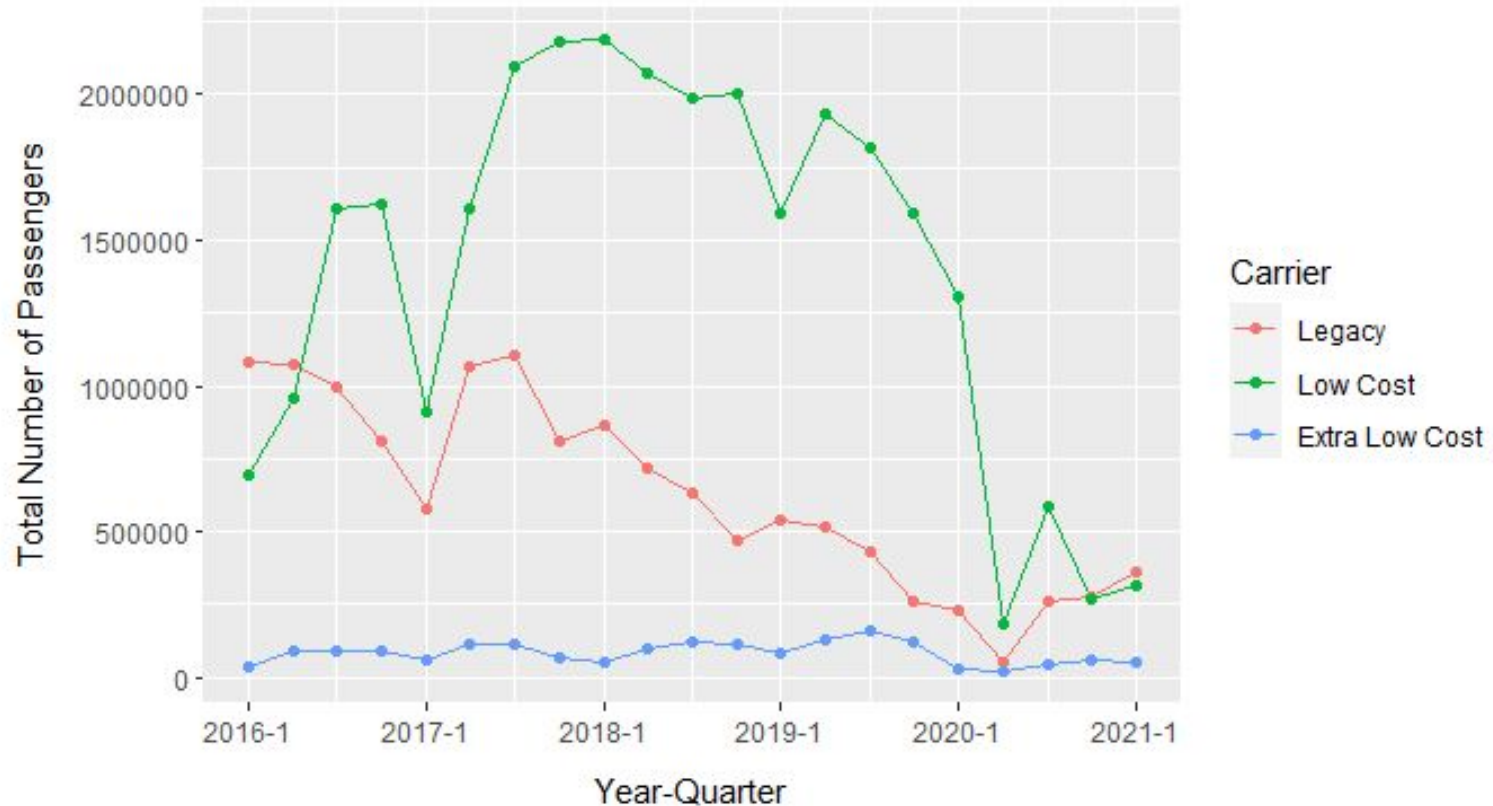
\$120 Billion

Lost in Revenue for Domestic Flights alone.

Over 7% decrease in number of industry
employees from Dec 2019 to Dec 2020.

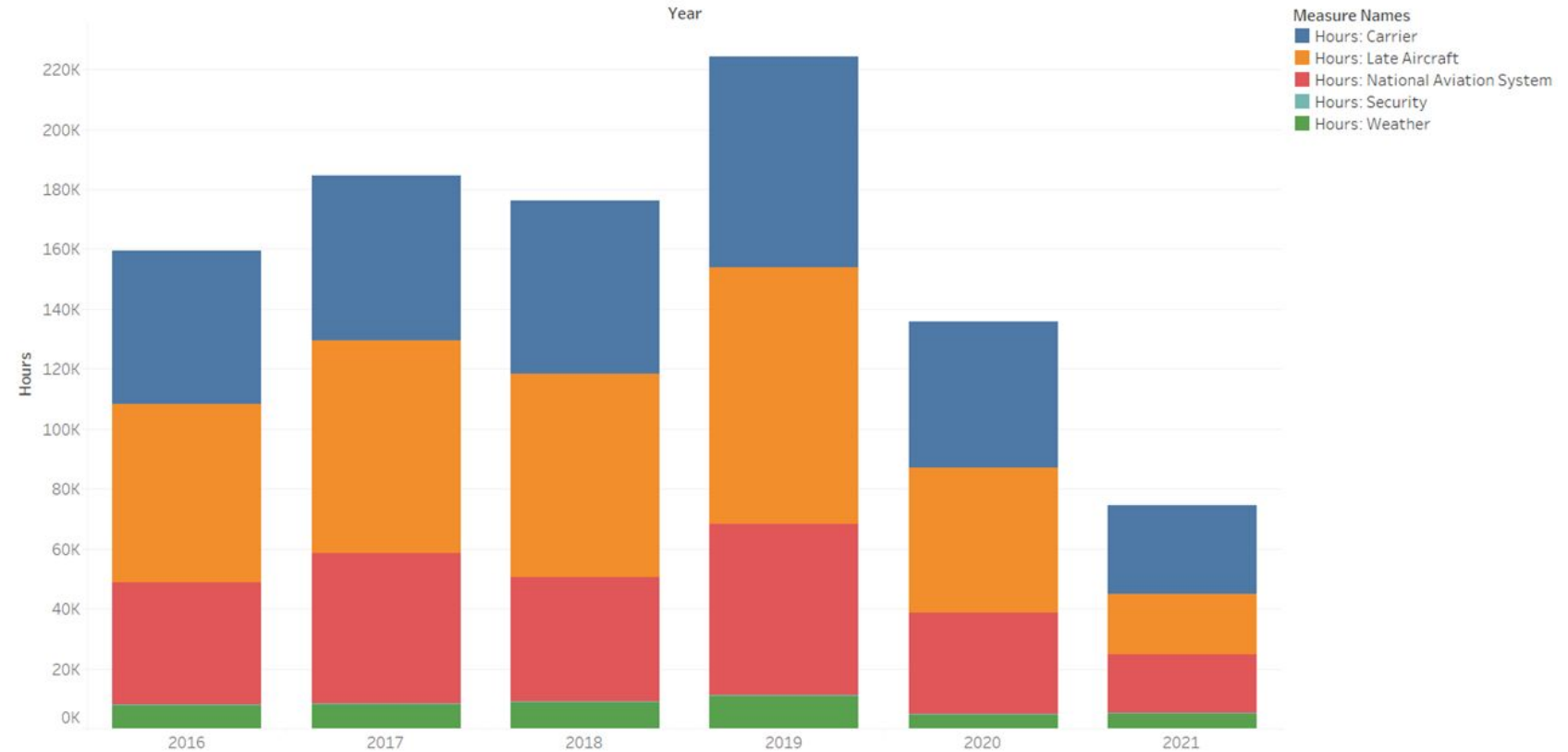
Airline Ridership 2016-2021

by Carrier Category



Overall ridership has been trending downward since before the pandemic...

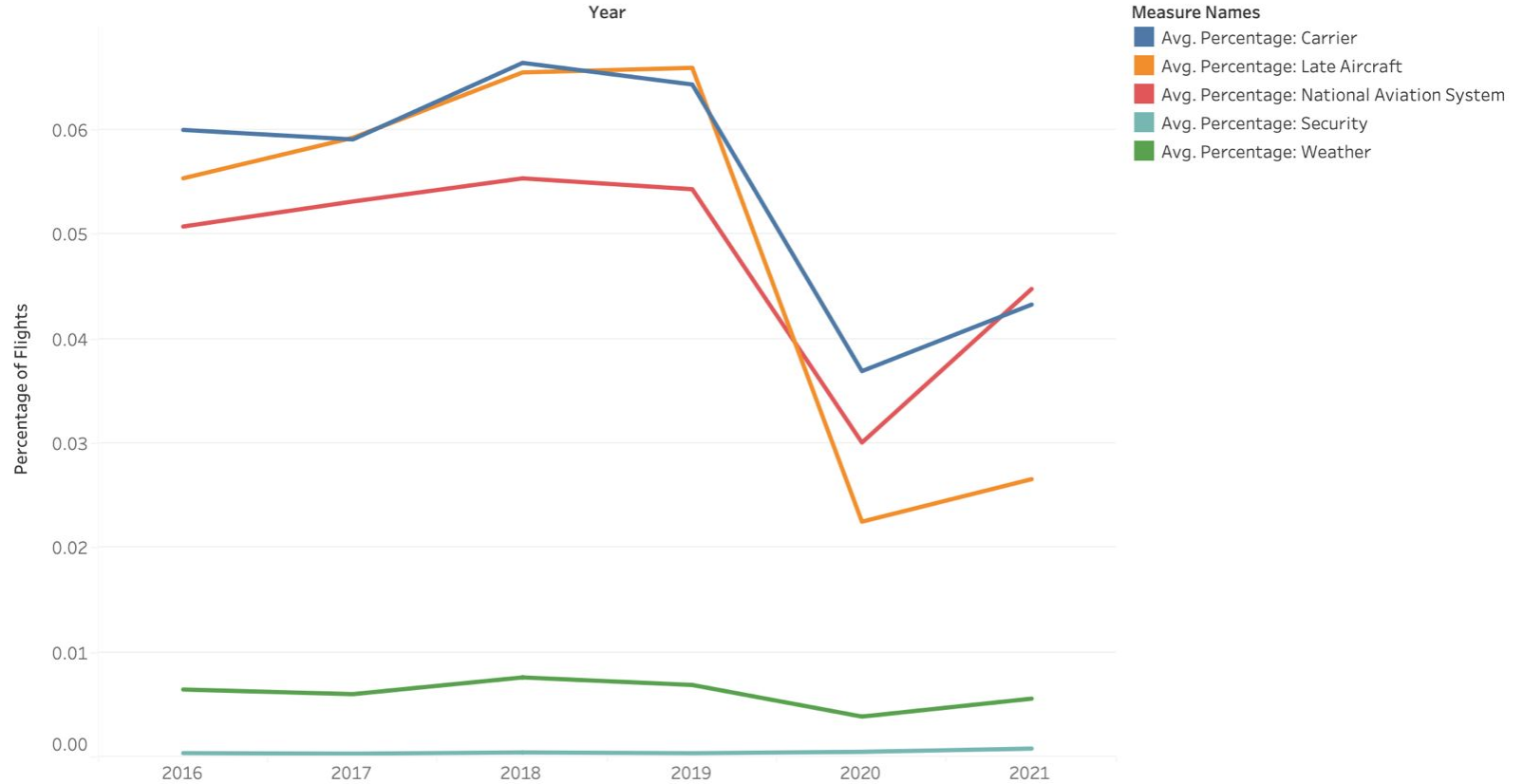
Time of Delay (Quarter 1)



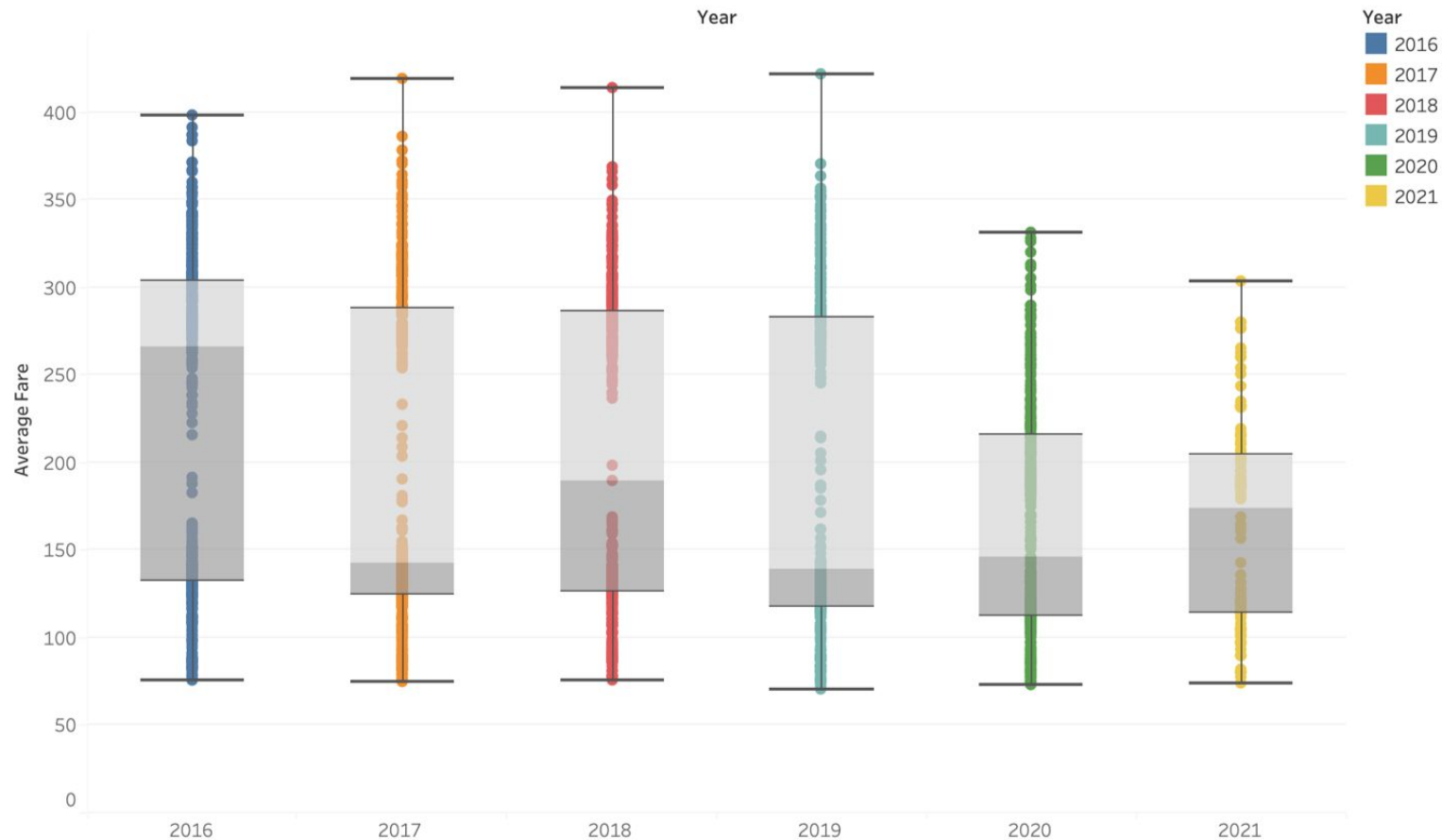
Hours: Carrier, Hours: Late Aircraft, Hours: National Aviation System, Hours: Security and Hours: Weather for each Year. Color shows details about Hours: Carrier, Hours: Late Aircraft, Hours: National Aviation System, Hours: Security and Hours: Weather. The data is filtered on Quarter, which keeps 1.

Delay reasons and the opportunity cost of time

The percentage of flights delayed due to specific reason

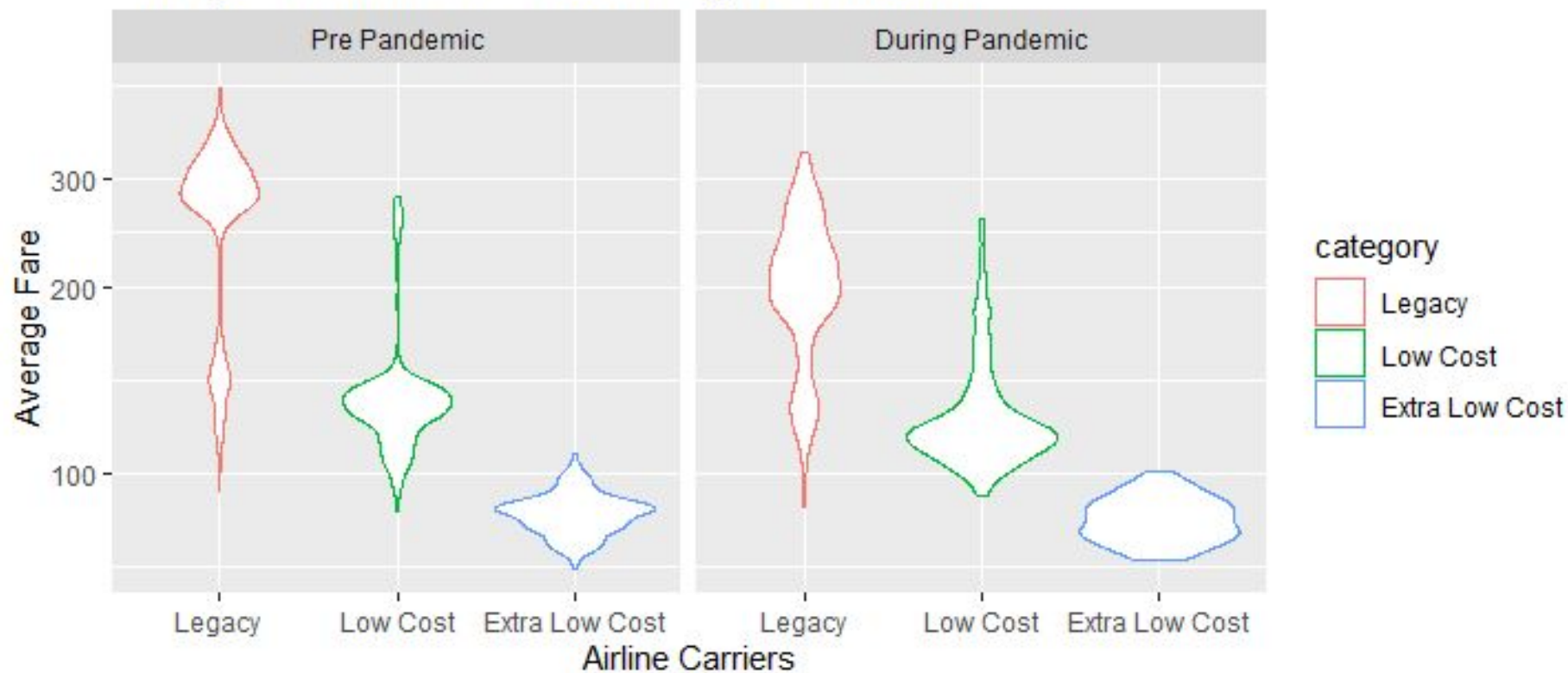


The percentage of flights being delayed has decreased after the pandemic.



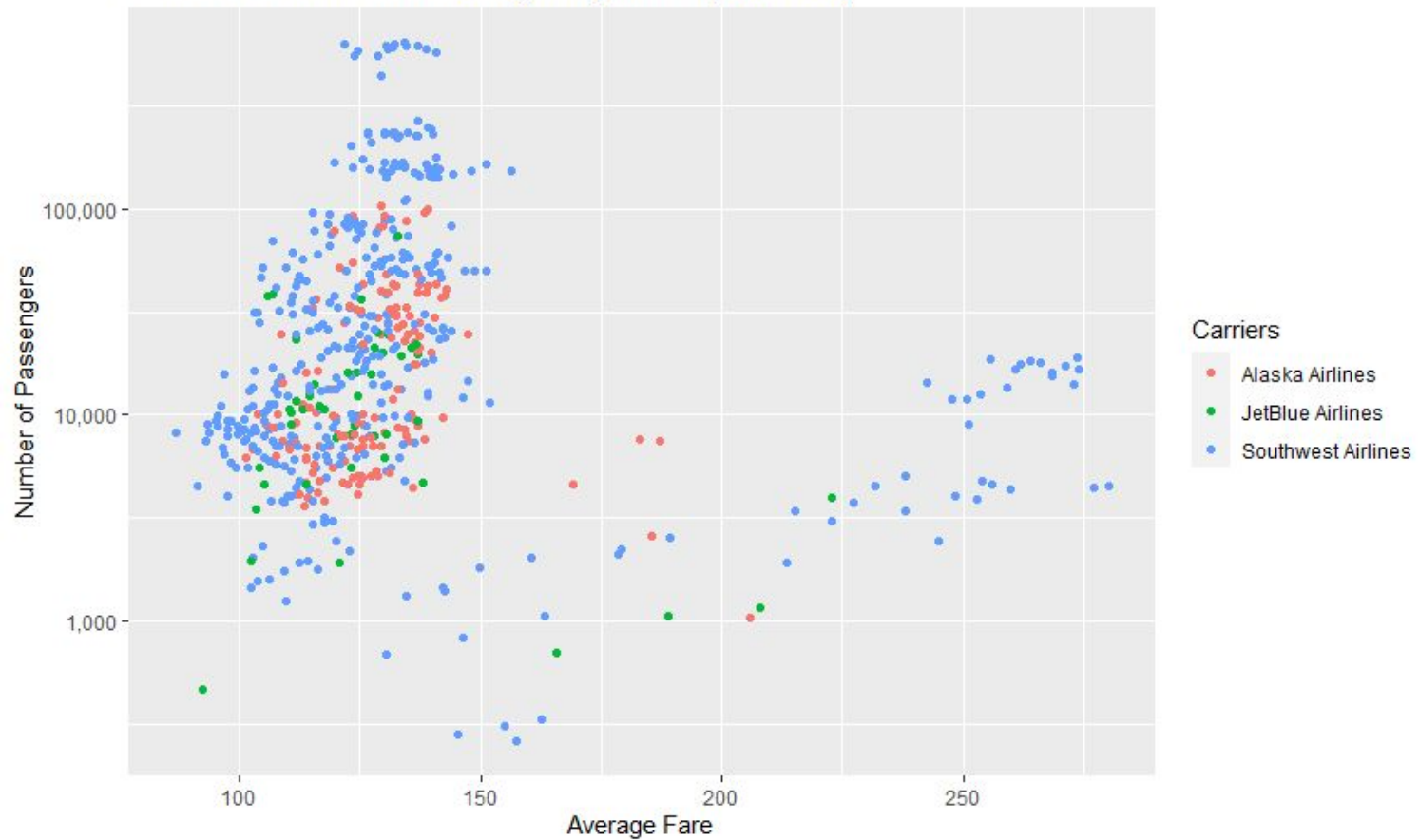
Since the pandemic, the range of average airfares has decreased across all airlines.

Change in Price Distribution during the Pandemic



Legacy and Low Cost were able to adjust... But Extra Low Cost couldn't.

Price and Number of Passengers by Airline (Low Cost)



Southwest notably has the most number of flights, and the most outliers.



Strategy & Suggestions

- Airlines should prepare for **innovation** and **competition**.
- Airlines should pay attention to their **target market**.
- Expect new marketing **strategies**



Going Forward:

- Investigate relationship between airfare and demand
- Gauging customer satisfaction
- Research factors affecting labor
- Gathering data from neighboring sectors

Questions?



Thank You!

Team TEN Consulting