



JetBlue v. Delta: Battle of the Baggage

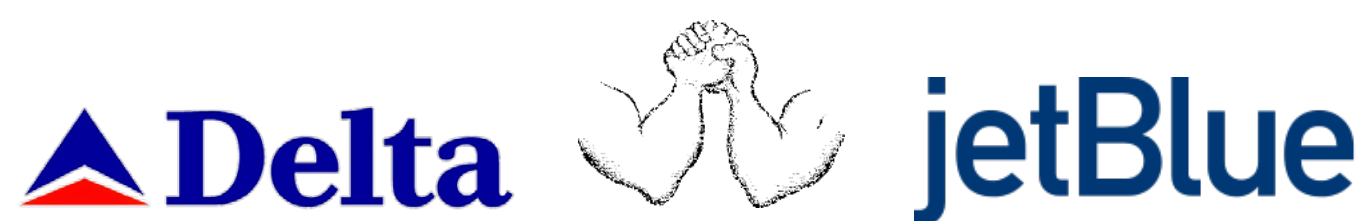
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Abstract

Lost and damaged luggage has always been an issue for millions of travelers. Of those millions of travel claims, what is the likelihood of being reimbursed for lost or damaged luggage? This research examined travel claims data reported to the Transportation Security Association (TSA) from the Department of Homeland Security. The data was used to measure how effective airlines, more specifically JetBlue and Delta, are at responding to and resolving customer claims. The goal of this research was to help travelers select an airline with a higher probability of solving their travel claims in the event their luggage does become lost or damaged.

Research Question

“Which airline is better at resolving travel claims, Jet Blue or Delta?”



Methodology

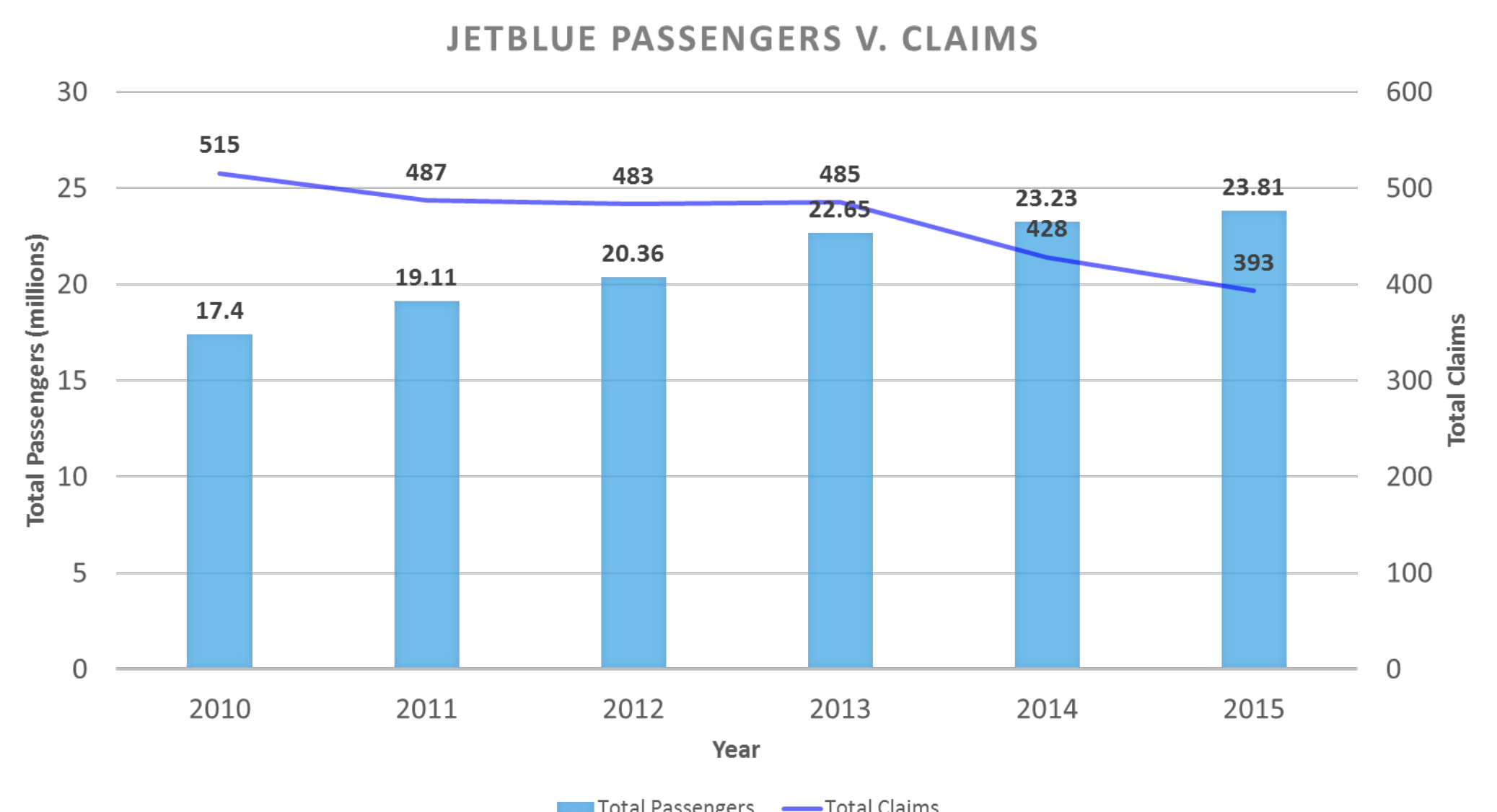
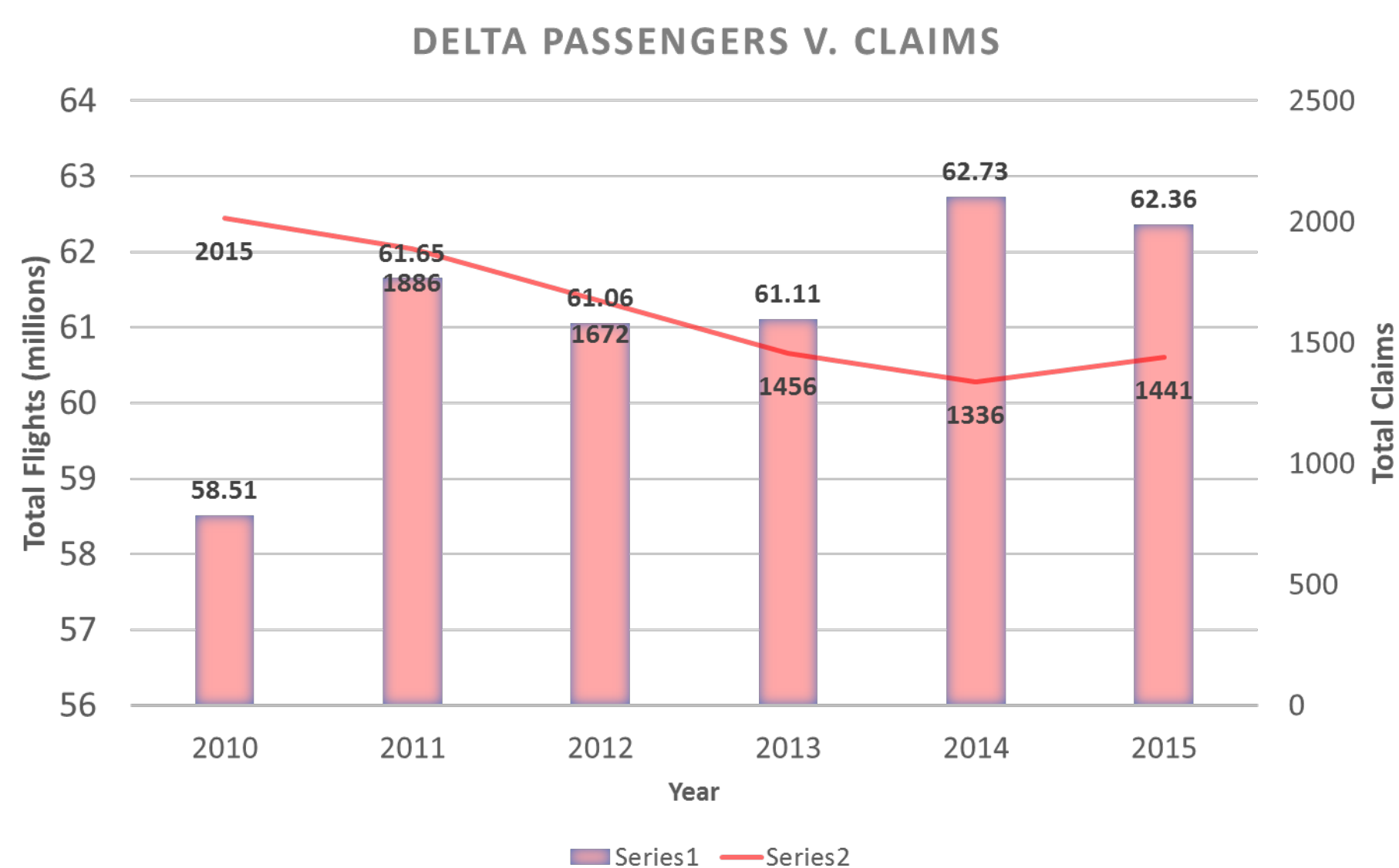
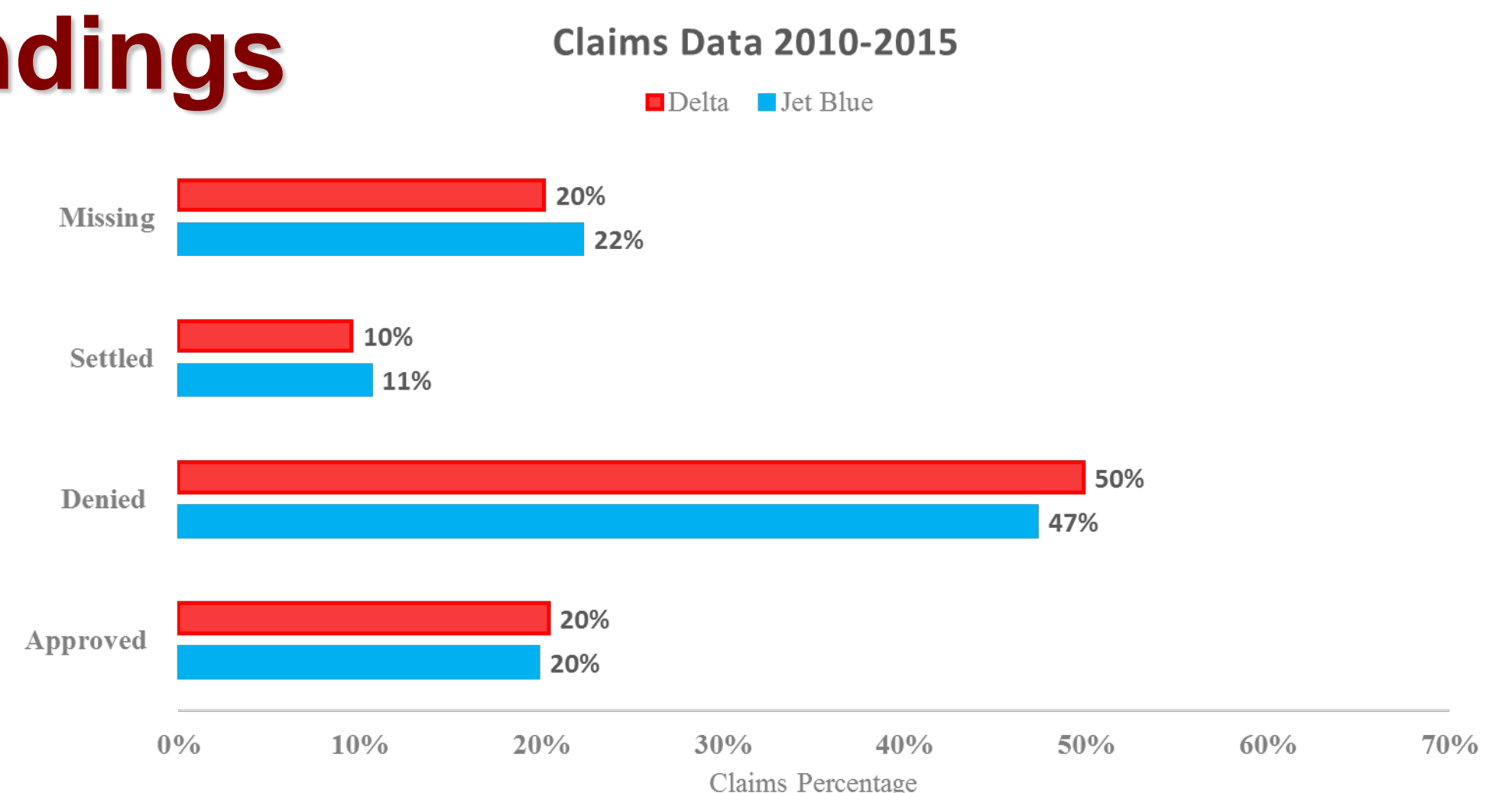
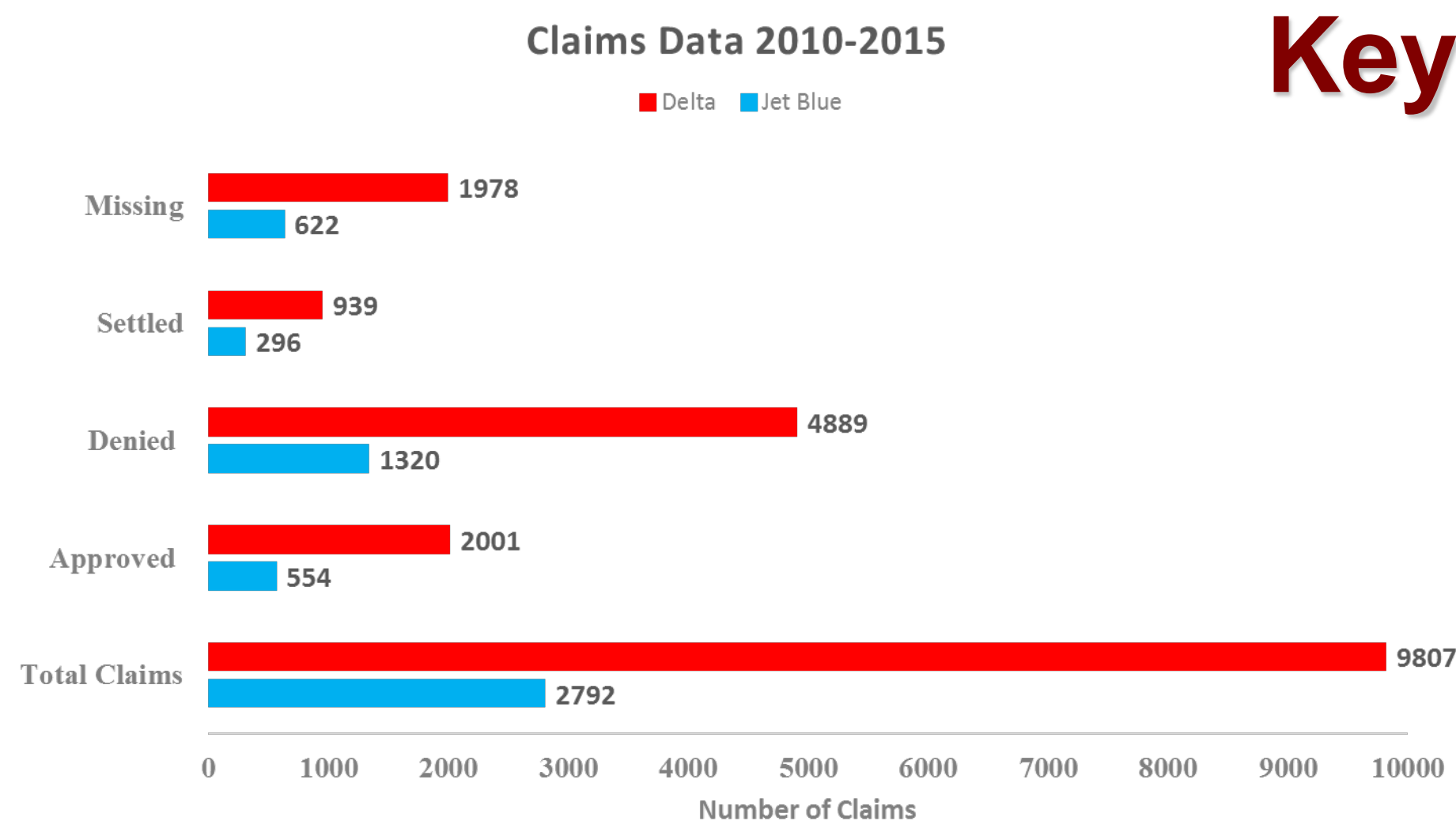
This data was extracted from The Department of Homeland Security, the data set came from an online database of TSA claims from years 2010-2015. The data was then imported into excel, organized, and analyzed in various ways. I analyzed the data as a percentage and numerically to get different perspectives. The graphs and charts on the right are visualizations of the extracted data.

Regression Analysis

$$R^2 = .9747$$

	Coefficients	Standard Error	t Stat	P-value
Intercept	297090.8	85185.82	3.488	0.008
Year	-148.967	43.372	-3.435	0.009
Passengers	0.000	0.000	1.824	0.106
Dummy JB	1675.588	1561.018	1.073	0.314

Key Findings



Conclusion

It is important to look at this data from different perspectives as the answer to the research question may vary depending on graphic representation. When looking at the raw numbers JetBlue automatically seems to be better at resolving travel claims because their numbers look a lot less than Delta. However, when the data is put into percentages there is not much of a difference. Given the fact that Delta is a much larger airline and their numbers are almost identical to a significantly smaller airline, Delta is the better airline at resolving travel claims.