

TAP

Industry: Transportation & Logistics | **Client:** Air Carrier

Our client is a commercial aviation company, having emerged in 1945, from the lack of a connection between Portugal and the world. The company bets on a strategy of sustained growth, which combines economic performance with the responsibility it assumes towards society, customers and employees. Its mission is to overcome all challenges to become a global reference, promoting customer satisfaction, the pride of employees and the development of the country.

Problems and Challenges:

The problems and challenges of this project had to do with the absence of models that allow an accurate evaluation of the benefits of the projects, according to their dimension and complexity. In addition, it was also necessary to ensure support in justifying the budget request to the Administration for new projects.

Thus, this project with us aimed at **developing a macro model for project estimation, based on multiple nonlinear regression analysis.**

Methodologies used:

The methodology followed for the implementation of the project was in line with the continuous improvement cycle PDCA:

1. identification of a sample of Projects and their Project Managers;
2. Elaboration of Interviews to Project Managers;
3. Information Compilation and Data Modeling;
4. Development of the Macro Estimation model;
5. Recalibration of the Model.



Value Elements:

With this project several value-creating elements were created, namely decision makers can make better decisions about the projects to be developed and the allocation of resources, in a more predictable and rigorous way.

Transformational Vectors:

The implementation of this project resulted in lasting transformational effects for TAP. In concrete:

1. Development of the Macro model estimation of benefits of the projects, at corporate level;
2. Preparation and presentation to Business Case Management of each project, to support decision making.