

---

# S&P TEST

SWOT & PESTLE.com

---

## DELTA AIR LINES SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Delta Air Lines

**Company Sector :** Aviation

**Operating Geography :** United States, North America, Global

**About the Company :**

Delta Air Lines is one of the major American airlines, founded in 1924, currently operating over 5400 flights daily either through its subsidiaries or regional affiliation and serves an extensive national and international network covering around 323 destinations across 52 countries and six continents. The business of Delta Air Lines, Inc. entails offering regular air service for both passengers and cargo. It functions via the segments of Airlines and Refineries. The airline segment offers regular air service for both passengers and cargo. It is one of the oldest airlines, headquartered in Atlanta, Georgia. It employs over 83,000 people globally as of 31 December 2021. For the 2020 KAYAK Travel Awards, Delta ranked first for Best Airline Entertainment and Best WiFi Connection in North America. The judges of the Decade of Airline Excellence Awards named Delta the top North American airline and the best-performing airline in the world over the previous ten years. In June 2022, Delta Air Lines and Kenya Airways PLC increased the number of flights within Africa and added new markets to their codeshare partnership. The new agreement expands customers' travel options to 25 cities across the United States and Canada and 19 cities in Africa.

The USP of Delta Airlines is that it is the second-largest airline in the world in terms of fleet size, revenue passenger miles, and scheduled passenger miles. The mission statement of Delta reads, "Connect the world. Reflect the world. Respect the world. Our purpose is beyond flight."

**Revenue :**

US \$ 29,899 million - FY ending 31st Dec 2021

US \$ 17,095 million - FY ending 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Delta Air Lines is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Expansion of products with diversified revenue streams.</li> <li>2.Good labor relations and loyalty</li> <li>3.Strong global network and alliances.</li> <li>4.Leading in operational reliability and among industry's best performers.</li> <li>5.Greater customer loyalty and satisfaction.</li> </ul>	<ul style="list-style-type: none"> <li>1.Increased pressure from fixed obligation and new debt due to Covid19.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.More investment in technology to improve efficiency.</li> <li>2.Expanding revenue ecosystem for future growth.</li> </ul>	<ul style="list-style-type: none"> <li>1.High fuel price and frequent changes in the fuel price can affect the company.</li> <li>2.High competition from other airlines with more resources and alliances.</li> <li>3.Huge threats from cybersecurity risks and unauthorized access to third parties.</li> <li>4.Security risks including terrorist attacks and geopolitical conflicts can affect its operations.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Delta Air Lines is given below:

Political	Economical
1.The ongoing political turmoil in Europe can affect the company.	1.Uncertain economic condition post covid 19 can impact the company. 2.Increased inflation in the US can have serious implications on Delta.
Social	Technological
1.Increased consumer preference towards travel post covid19 will positively impact the company.	1.Implementation of innovative technologies for operational optimization 2.Digitisation to improve customer experience
Legal	Environmental
1.Compliance of extensive government regulations in areas under company's jurisdiction. 2.Several lawsuits filed may impact reputation and lead to financial obligations.	1.Emission regulations by ICAO and United States EPA. 2.Working towards sustainable environment and carbon neutrality.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
The complete report for **Delta Air Lines** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**