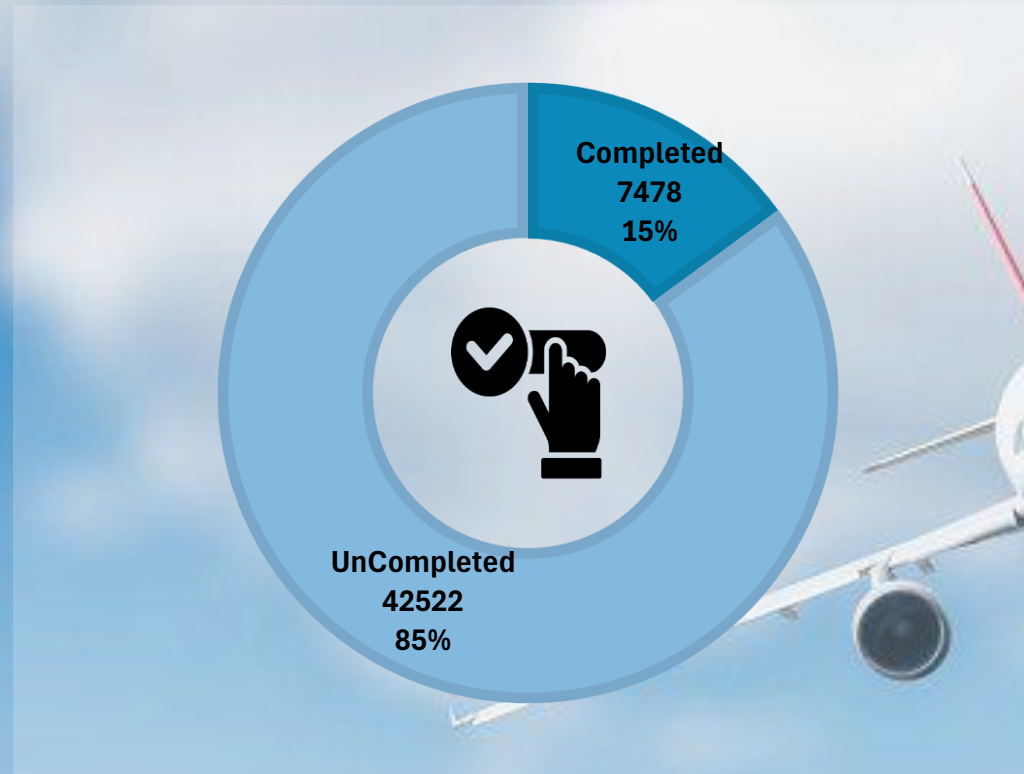# Airline Booking
Data Analysis
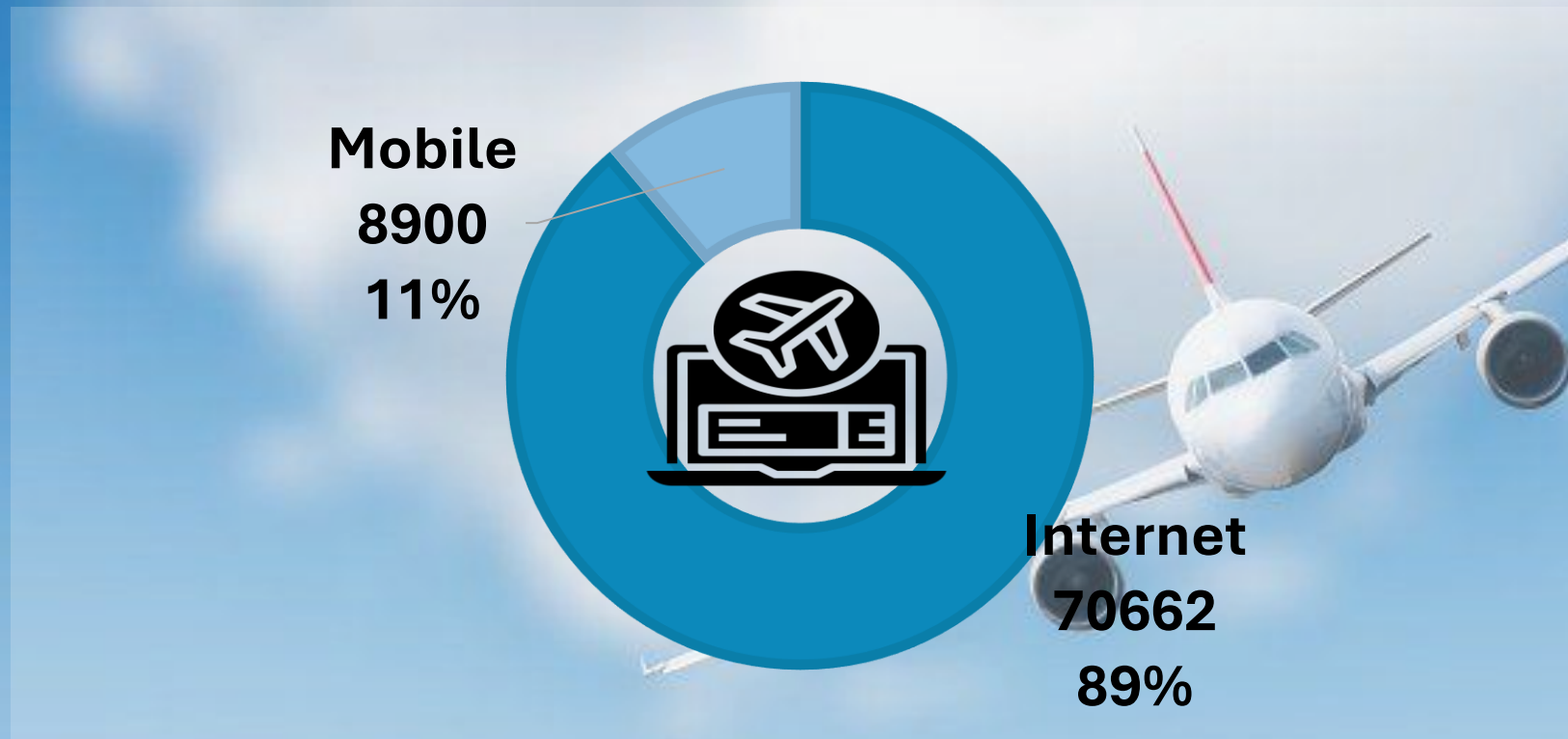
Business Questions:

- What percentage of bookings were completed vs abandoned?

  Only 15 % of booking Completed their book
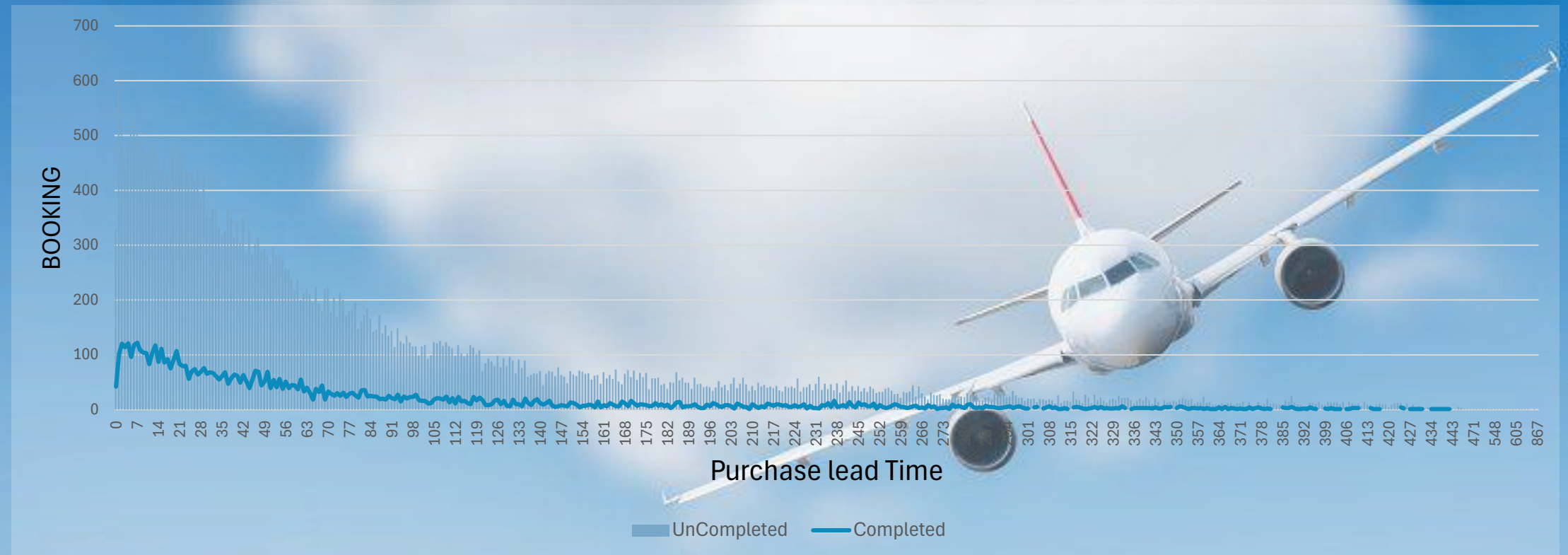
Business Questions:

- Which sales channel had the highest conversion rate?

  Internet is The Most Conversion Rate By 89%

Business Questions:

- Do purchase lead times affect booking completion?

  However Purchase Lead Nearest Booking Completion Get Higher

Business Questions:

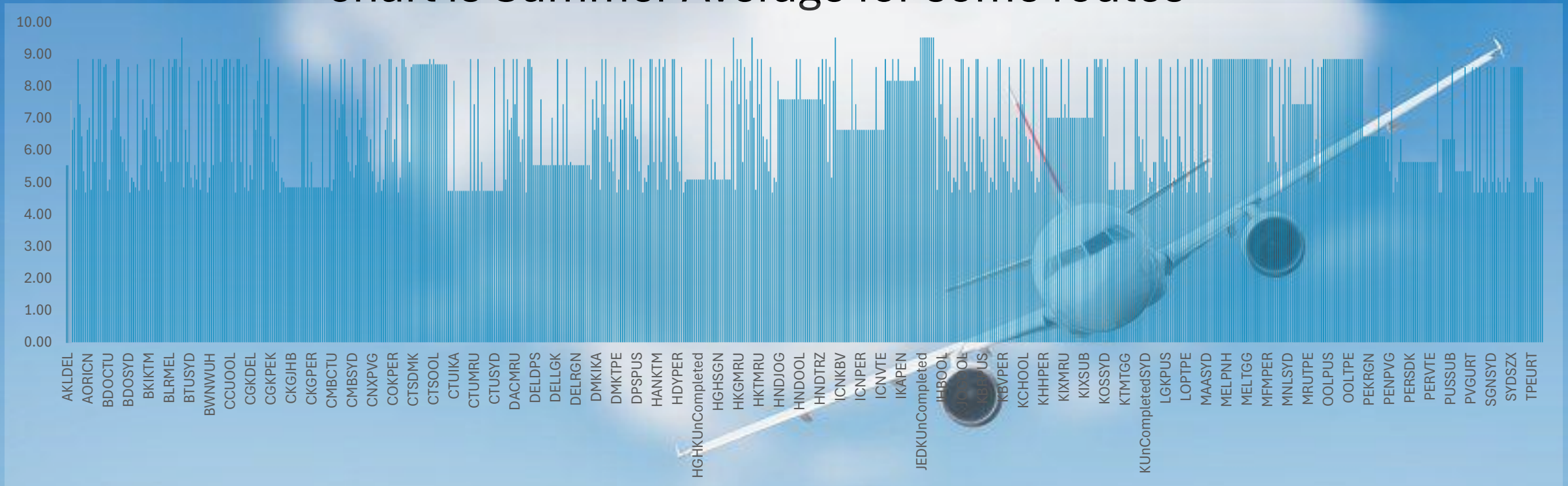- What's the average flight duration for each route?

  The All route Duration average is 7.28 Hour and the follow chart is Summer Average for some routes

Business Questions:

- What's the average number of passengers per booking?
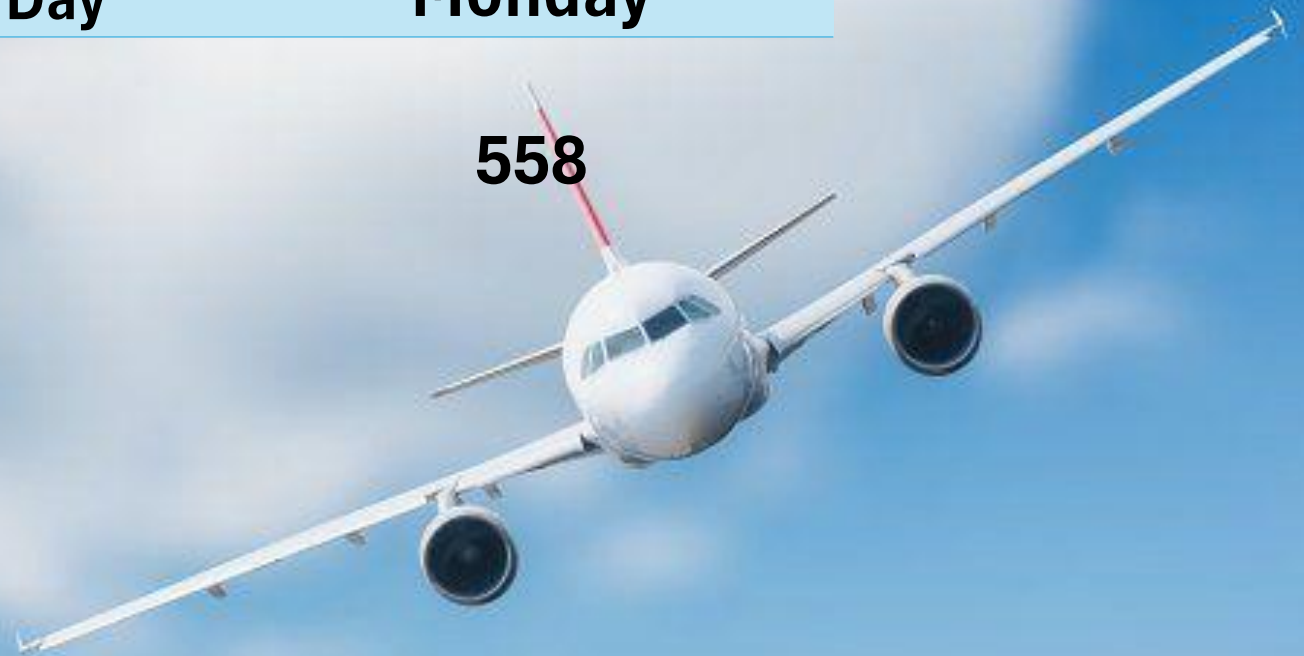
Average Of Passengers Per Booking
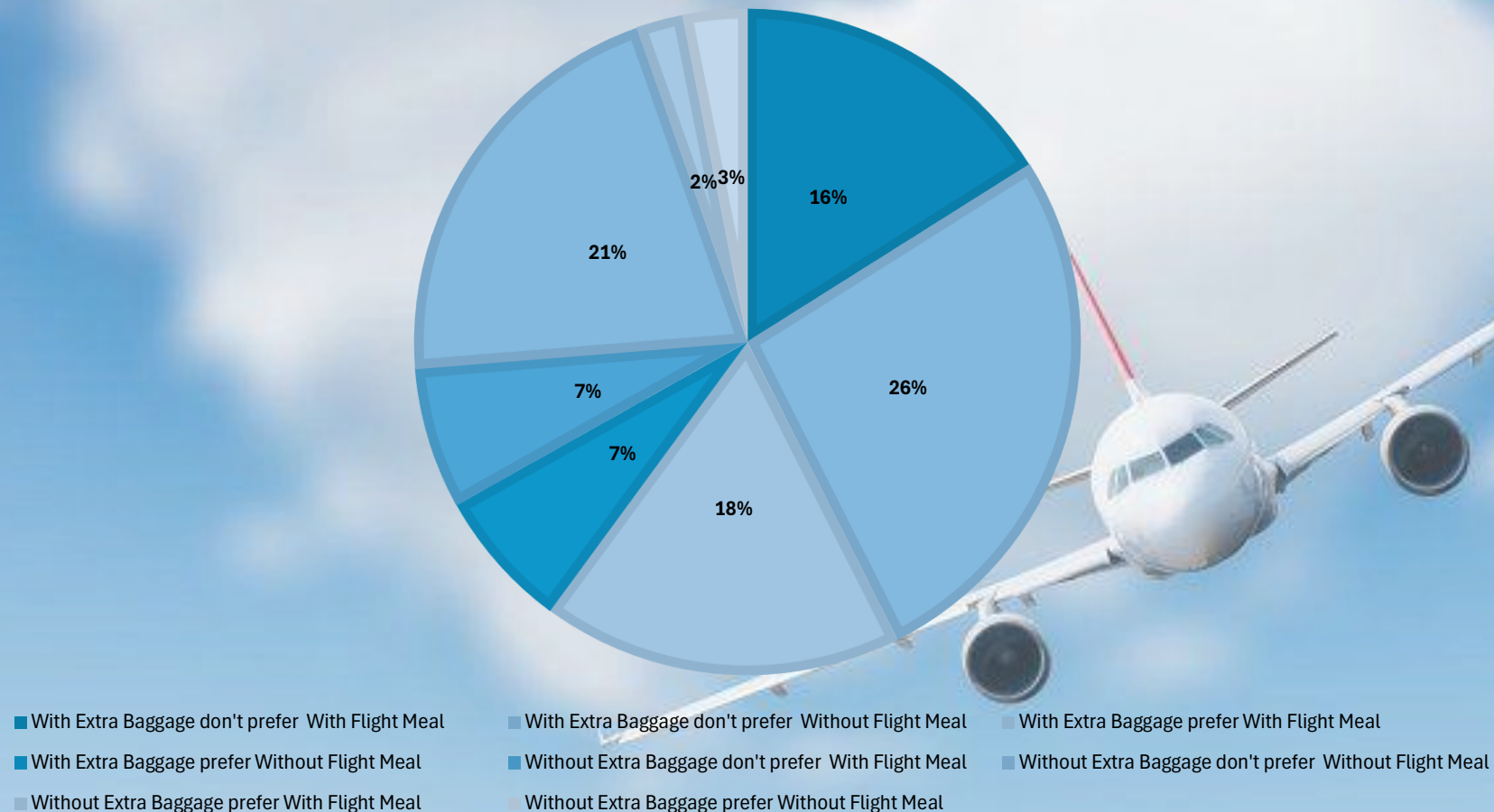
2

Business Questions:

- Which flight day and hour have the highest booking rates?

Flight Hour & Day	Monday
8 am	558

Business Questions:

- What proportion of customers request extra services ?

Pie chart segments:
- 16% — With Extra Baggage don't prefer With Flight Meal
- 26% — With Extra Baggage don't prefer Without Flight Meal
- 18% — With Extra Baggage prefer With Flight Meal
- 7% — With Extra Baggage prefer Without Flight Meal
- 7% — Without Extra Baggage don't prefer With Flight Meal
- 21% — Without Extra Baggage don't prefer Without Flight Meal
- 2% — Without Extra Baggage prefer With Flight Meal
- 3% — Without Extra Baggage prefer Without Flight Meal

Legend:
- ■ With Extra Baggage don't prefer With Flight Meal
- ■ With Extra Baggage don't prefer Without Flight Meal
- ■ With Extra Baggage prefer With Flight Meal
- ■ With Extra Baggage prefer Without Flight Meal
- ■ Without Extra Baggage don't prefer With Flight Meal
- ■ Without Extra Baggage don't prefer Without Flight Meal
- ■ Without Extra Baggage prefer With Flight Meal
- ■ Without Extra Baggage prefer Without Flight Meal

Key Insights

- **Sales Channels:** The majority of bookings (89%) are made through the internet, with mobile contributing only 11%.
- **Passenger Preferences:** 75% of passengers request extra baggage, 43% opt for flight meals, and 32% prefer specific seats.
- **Trip & Purchase Behavior:** Most trips are **one-way** with the longest purchase lead time (92 days), while round trips and circle trips have shorter lead times (~85 days).
- **Booking Patterns:** Bookings peak on weekends and Tuesdays, with strong passenger demand from regions like India and surrounding countries.