Airline Booking Dashboard

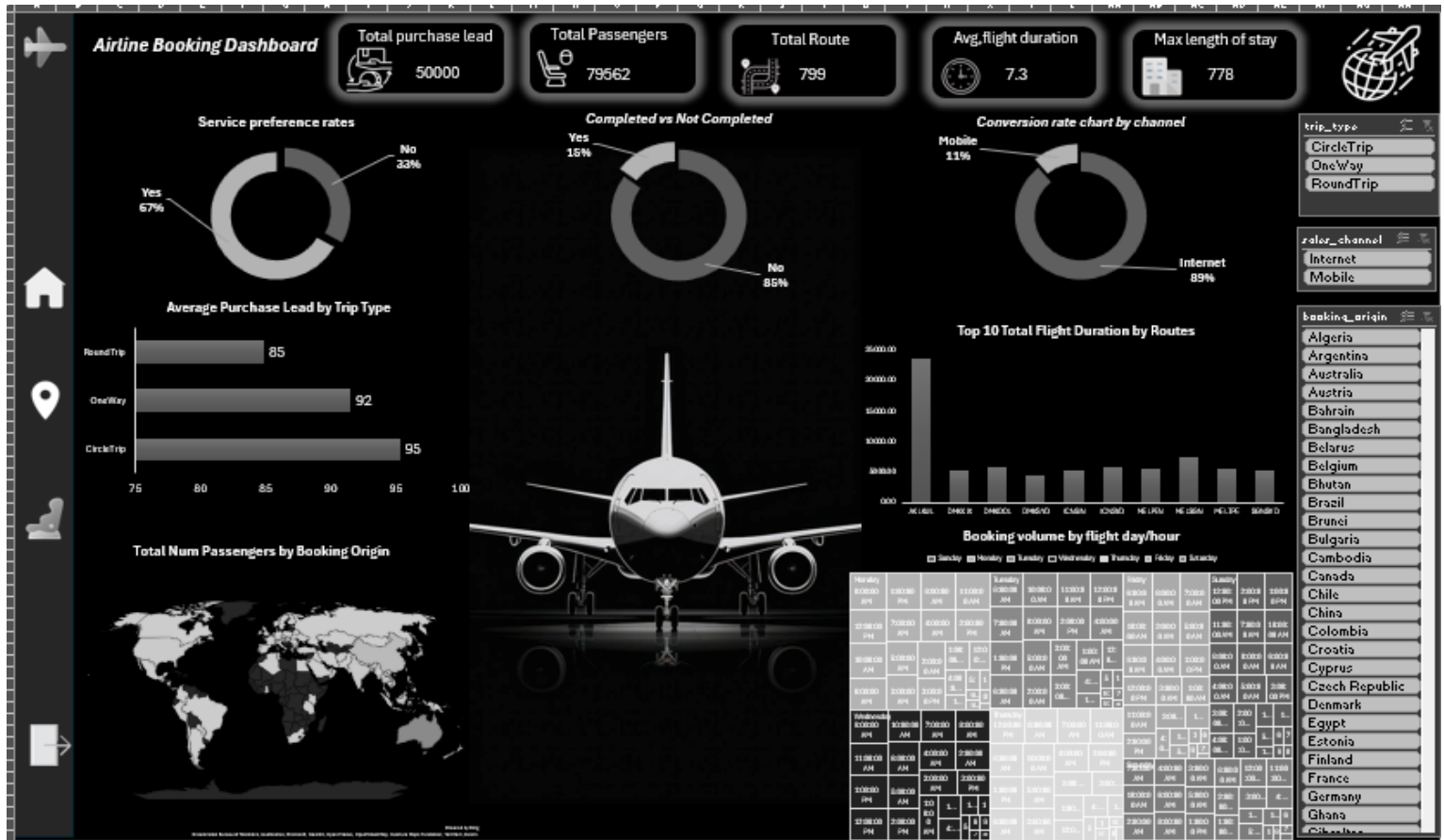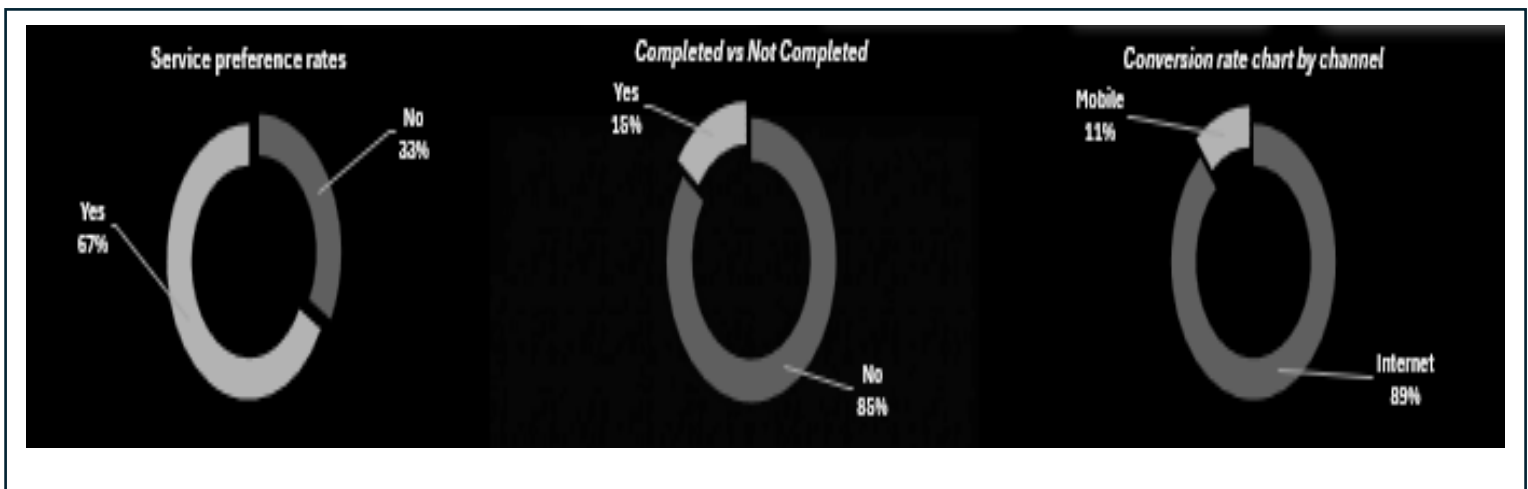| Total purchase lead	Total Passengers	Total Route	Avg. flight duration	Max length of stay
50000	79562	799	7.3	778

➤ **Total Purchase Lead = 50,000**
  → **Total sum of days between booking date and flight date (purchase lead). It shows how early customers usually book.**

➤ **Total Passengers = 79,562**
  → **Total number of passengers booked.**

➤ **Total Route = 799**
  → **Number of unique flight routes.**

➤ **Avg Flight Duration = 7.3**
  → **Average flight time in hours.**

➤ **Max Length of Stay = 778**
  → **Maximum trip length (days between departure and return).**

Service preference rates	Completed vs Not Completed	Conversion rate chart by channel
No 33% / Yes 67%	Yes 15% / No 85%	Mobile 11% / Internet 89%

Service Preference Rates:

➤ **Yes: 67%**
➤ **No: 33%**

Completed vs. Not Completed:

➤ **Yes: 15% (completed bookings)**
➤ **No: 85% (not**

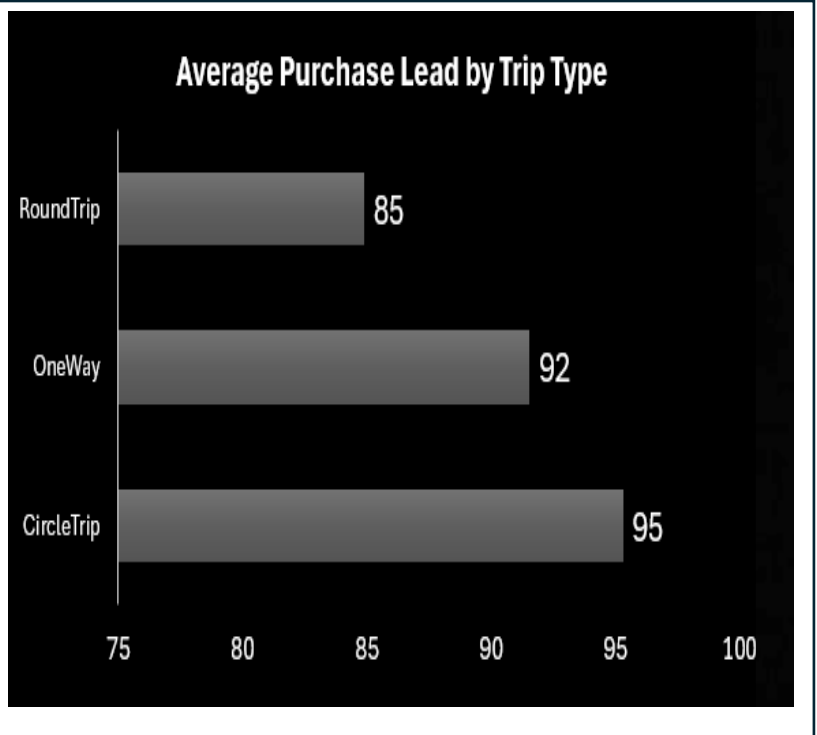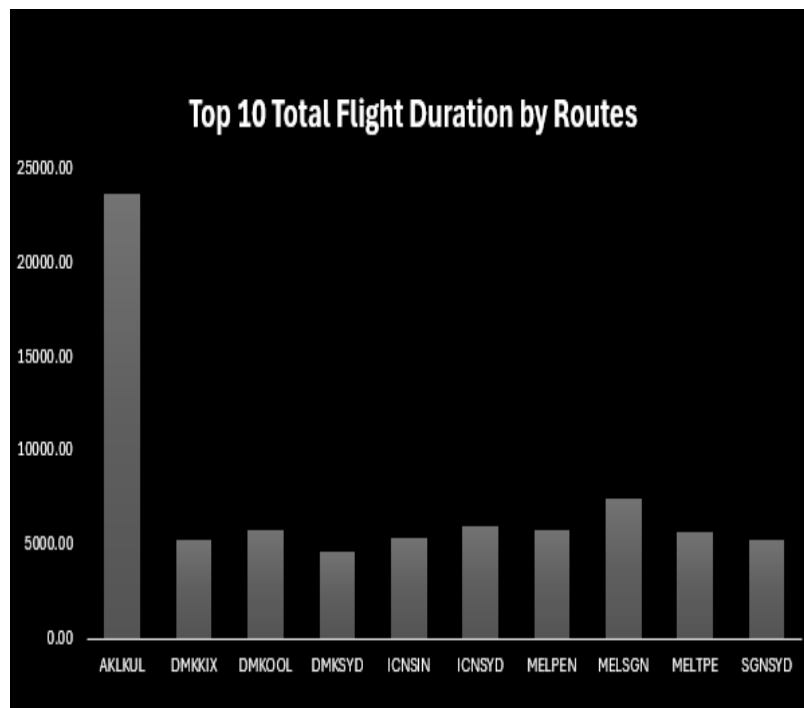**Average Purchase Lead by Trip Type:**

Horizontal bar chart showing average days in advance people book:

- ➤ **Round Trip** → 85 days
- ➤ **One Way** → 92 days
- ➤ **Circle Trip** → 95 days

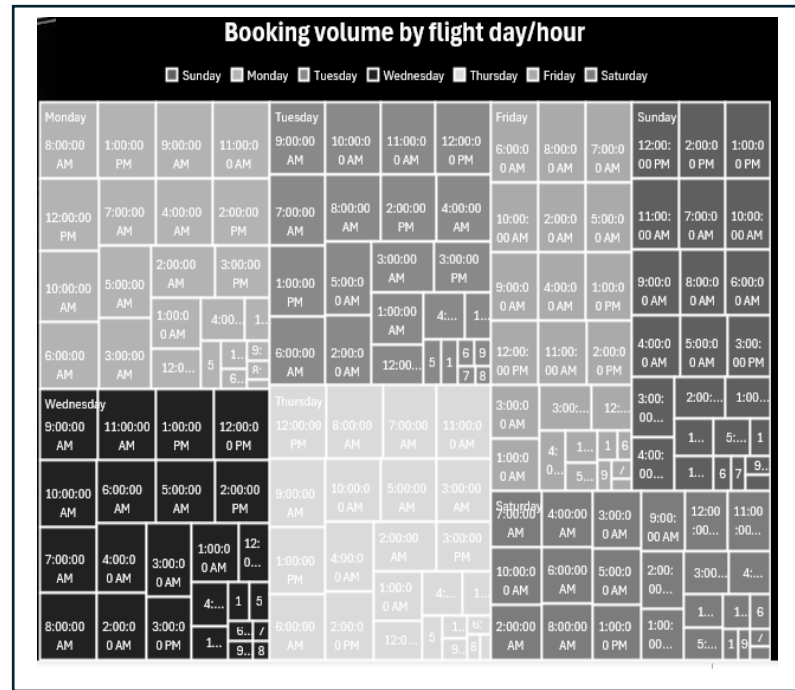**Top 10 Flight Durations by Routes :**
→ **Bar chart showing the longest average flight durations (top 10 routes).**

Booking Volume by Flight Day/Hour

Heatmap showing number of bookings across days of the week and hours of the day.

Darker squares = higher booking activity.

The map uses a grayscale shading to represent different passenger volumes from various countries.

- ➢ **No:** 85% of bookings are not completed.
- ➢ **Yes:** 15% of bookings are completed.
- ➢ **Grand Total:** 100%

showing that a significant majority of booking attempts are not completed.

Row Labels ▾	Count of booking_complete
No	85%
Yes	15%
Grand Total	100%

- ➢ **Internet:** 44,382 sales were made through the internet channel.
- ➢ **Mobile:** 5,618 sales were made through the mobile channel.
- ➢ **Grand Total:** A total of 50,000 sales were recorded.

This data indicates that the vast majority of sales, specifically 44,382 out of 50,000, or 88.76%, came from the internet channel, while the mobile channel accounted for the remaining 11.24%.

Row Labels ▾	Count of sales_channel
Internet	44382
Mobile	5618
Grand Total	50000

the data shows the sum of "purchase lead" categorized by a "Yes" or "No" label. This likely represents whether a purchase was completed.

Here is a breakdown of the numbers:

- ➢ **No:** The sum of purchase leads for uncompleted transactions is **3,647,534**.
- ➢ **Yes:** The sum of purchase leads for completed transactions is **599,490**.
- ➢ **Grand Total:** The total sum of all purchase leads is **4,247,024**.

This indicates that a vast majority of the purchase leads did not result in a completed transaction

Row Labels ▾	Sum of purchase_lead
No	3647534
Yes	599490
Grand Total	4247024

Panel 1

"Average of flight duration" in hours.

Row Labels	Average of flight_duration
AKLDEL	5.52
AKLHGH	5.07
AKLHND	7.57
AKLICN	6.62
AKLKIX	7.00
AKLKTM	4.75
AKLKUL	8.83
AKLMRU	7.42
AKLPEK	6.42
AKLPVG	5.33
AKLTPE	4.67
AORICN	6.62
AORKIX	7.00
AORKTM	4.75
AORMEL	8.83
AORPER	5.62
AORPUS	6.33
BBIMEL	8.83
BBIOOL	8.83
BBIPER	5.62
BBISYD	8.58
BDOCTS	8.67

Panel 2

the average number of passengers per booking is **2**.

Average of num_passengers
2

Panel 3

This data shows the sales channel transactions for Monday, broken down by hour.

The total number of transactions for Monday is 8,102.

The hour with the highest number of transactions on Monday is 8:00 AM, with 558 transactions.

The data also shows that 1:00 PM and 9:00 AM are also busy, with 543 and 541 transactions respectively.

Row Labels	Count of sales_channel
Monday	8102
8:00:00 AM	558
1:00:00 PM	543
9:00:00 AM	541
11:00:00 AM	534
12:00:00 PM	531
10:00:00 AM	517
6:00:00 AM	492
7:00:00 AM	467
4:00:00 AM	464
2:00:00 PM	463
5:00:00 AM	454
3:00:00 AM	447
2:00:00 AM	418
3:00:00 PM	354
1:00:00 AM	306
12:00:00 AM	248
4:00:00 PM	231
11:00:00 PM	127
5:00:00 PM	121

the counts of customers requesting specific extra services:

Extra Baggage: 33,439 customers

Preferred Seat:14,848 customers

In-flight Meals: 21,357 customers

the most requested service is extra baggage, followed by in-flight meals, and then preferred seat.

Count wants_extra_baggage	Count wants_preferred_seat	Count wants_in_flight_meals
33439	14848	21357

This heat map table shows the most frequent flight routes based on the number of bookings. The "Row Labels" are flight route codes, and the "Count of booking origin" represents the number of bookings for each route. The color coding visually highlights the frequency, with green being the highest and red being the lowest.

The most frequent route is AKLKUL with 2,680 bookings.

* The second most frequent is PENTPE with 924 bookings.

* The total count for all listed routes is 9,335.

The data indicates that the AKLKUL route is significantly more popular than all the others listed.

Row Labels	Count of booking_origin
AKLKUL	2680
PENTPE	924
MELSGN	842
ICNSIN	801
DMKKIX	744
ICNSYD	695
DMKPER	679
DPSICN	666
DMKOOL	655
MELPEN	649
Grand Total	9335