Highcloud Airlines

Load Factor Analysis(2008-2013)

Seat utilization is stuck - here's the real reason why.

Key Metrics at a Glance (2008–2013)

👥 **Total Passengers**
18.7 Crore

📉 **Average Load Factor**
15–17%

Total passengers carried between 2008–2013.

Seat utilization remains consistently low.
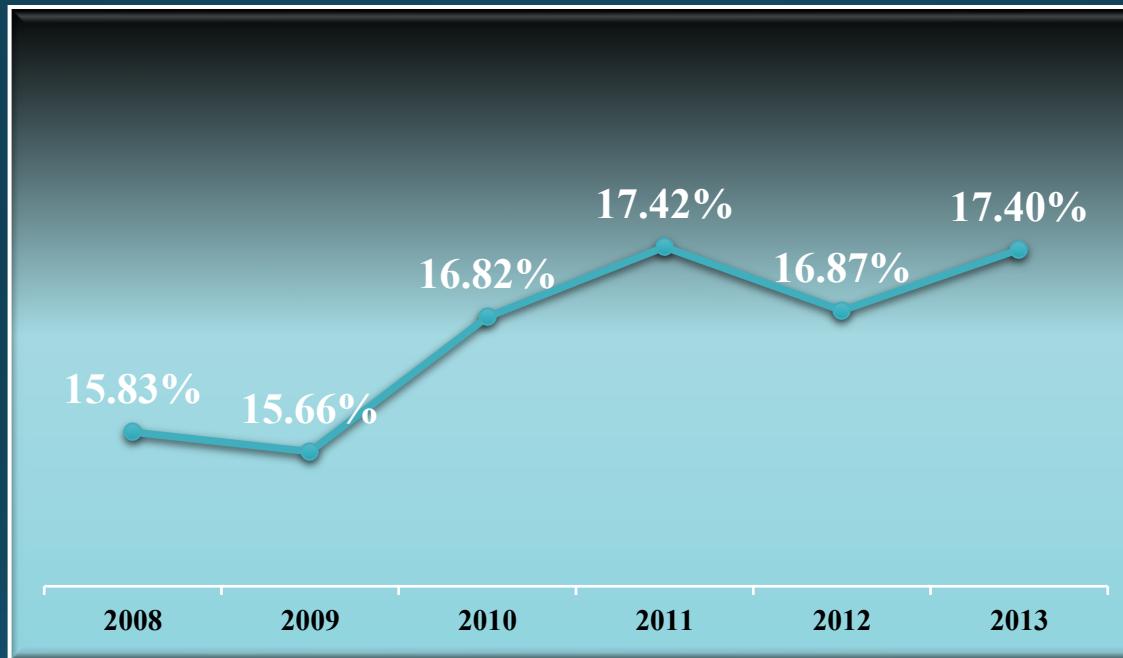
📅 **Weekday Share**
71% of all flights

✈️ **Top Carriers**
Southwest & Delta

Business travel dominates the demand.

Lead in passenger volume & frequency.

Route & Segment Insights

Top Route	Flights	Insight
Chicago – Detroit	95	High frequency
Washington – NYC	88	High frequency
Washington – Atlanta	86	High
Charlotte – Atlanta	83	High
Chicago – Atlanta	82	High

- **Short-haul routes** dominate the flight network.

- High-frequency routes mostly connect major hubs

- Opportunity: **balance capacity between short- and long-haul routes**.

Strategic Roadmap

(Next 6–9 Months)

📊 Forecasting & Analytics

- Build route-level demand models
- Track load factor weekly
- Identify underperforming routes
- Improve peak vs off-peak visibility

✈️ Network & Fleet Optimization

- Right-size aircraft on low-LF routes
- Reduce duplicate short-haul frequencies
- Strengthen long-haul corridors
- Explore code-share partnerships

🎟️ Marketing & Passenger Experience

- Weekend & leisure travel offers
- Dynamic pricing for off-peak slots
- Strengthen loyalty programs
- Improve on-time performance

Goal: Improve load factor beyond 20% via data-driven decisions.

DM me for dashboards or full dataset insights.