

The percentage of completed bookings (NO) is 85% while the percentage of abandoned bookings (YES) is 15%.

booking_complete	Count of booking_complete
NO2	85%
YES2	15%
Grand Total	100%

The Internet has 43917 conversions, while the mobile has 5364 Therefore, the Internet channel has the highest conversion rate

sales_channel	Count of sales_channel
Internet	43917
Mobile	5364
Grand Total	49281

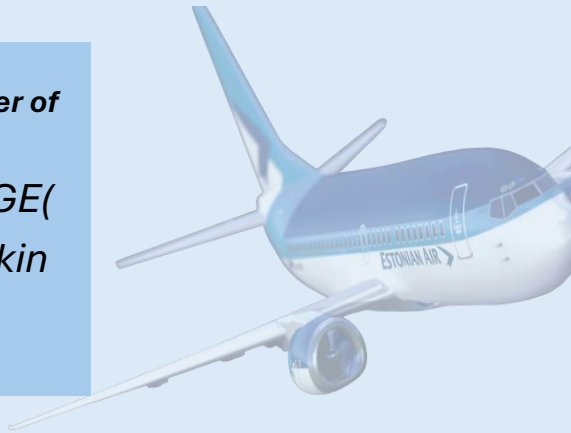
Purchase lead times do not affect booking completion, as (NO) 3584266 and (YES) 590982 yet completion rates remain consistent.

booking_complete	Sum of purchase_lead
NO2	3584266
YES2	590982
Grand Total	4175248

the average flight duration for each route

Route	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
BDOCTU	4.72
BDOHGH	5.07
BDOICN	6.62
BDOIKA	8.15
BDOKIX	7.00
BDOMEL	8.83
BDOOOL	8.83
BDOPEK	6.42

the average number of passengers per booking=AVERAGE(customer_booking2!A2:A49282)



Average of num_passengers

2

The highest booking rates occur on Monday at 8, with a total of 552 completed bookings



flight_day	flight_hour	Count of booking_complete
Monday	8	552
Monday	9	532
Monday	11	530
Monday	13	527
Monday	12	527
Monday	10	514
Monday	6	485
Monday	7	464
Monday	14	457
Monday	4	457
Monday	5	452
Monday	3	443
Monday	2	410
Monday	15	347
Monday	1	302
Monday	0	239
Monday	16	228
Monday	23	127
Monday	17	121
Monday	22	86
Monday	21	56

Around 32913 of customers request extra baggage 21025 request inflight meals, and 14569 request a preferred seat



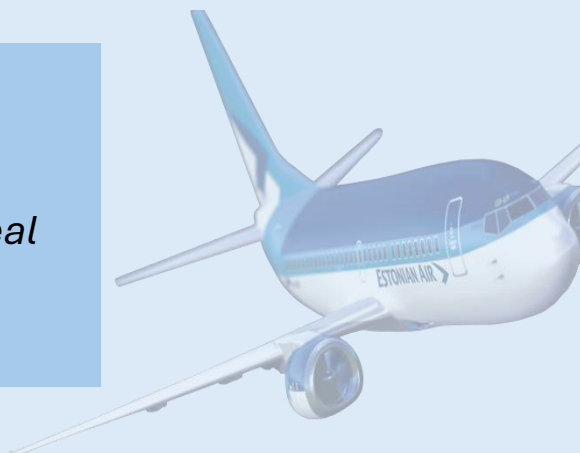
Count of num_passengers	Sum of wants_extra_baggage	Sum of wants_in_flight_meals	Sum of wants_preferred_seat
49281	32931	21025	14569

Heat map of most frequent routes



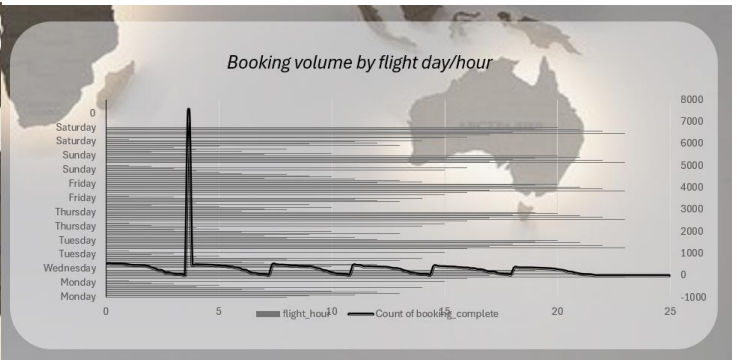
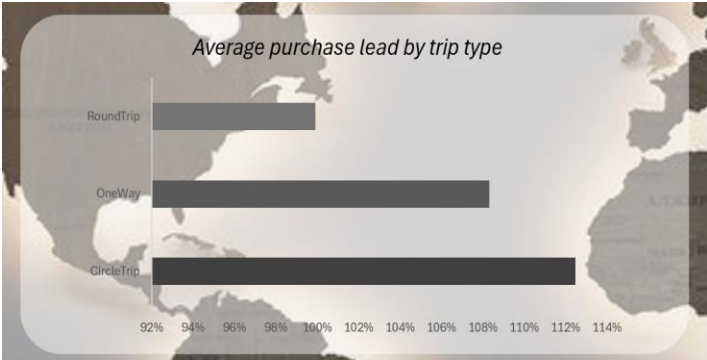
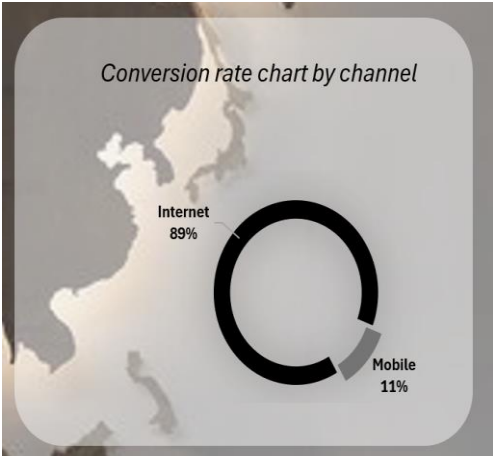
booking_complete	Count of route
AKLKUL	2620
PENTPE	912
MELSGN	833
ICNSIN	793
DMKKIX	729
ICNSYD	683
DMKPER	677
DPSICN	658
DMKOOL	652
MELTPE	637
Grand Total	9194

Correlation analysis flight hour affect meal preference



wants_in_flight_meals	YES
booking_complete	Sum of num_passengers
12	2325
10	2190
8	2170
11	2146
9	2134
13	2085
7	2034
6	2012
14	1979
5	1850
2	1827
4	1773
3	1705
15	1541
1	1512
0	1005
16	1002
23	736
17	643
22	410
18	269

Airline Booking Data Analysis Dashboard





8613

Count of wants_preferred_seat



8613

Count of wants_in_flight_meals



2

Average of num_passengers



8613

Count of wants_extra_baggage