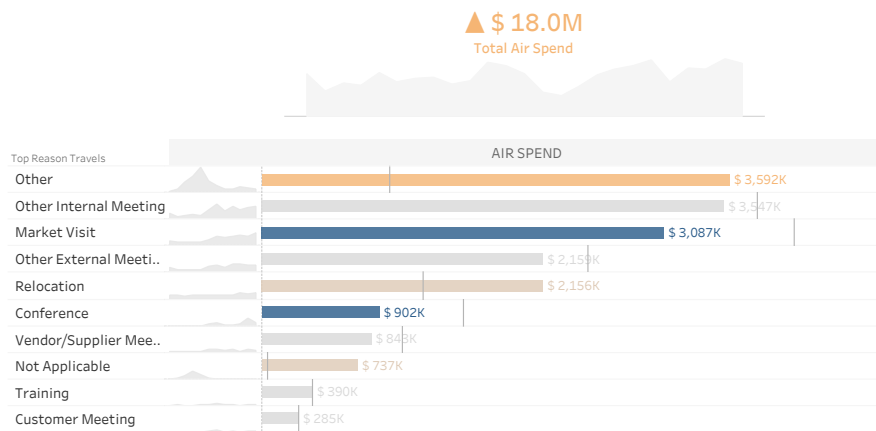




Business Travel (Air)

Salesforce



I want to:

Assess

Total Booking Volume

Deep-dive

Travelers Behavior

Audit improvements

Online Booking Adoption

Appraise

Advance Booking Window

Start >>

Executive Summary

Current Month
Dec

Current Year
2022

Booking Class
All

Airline
All

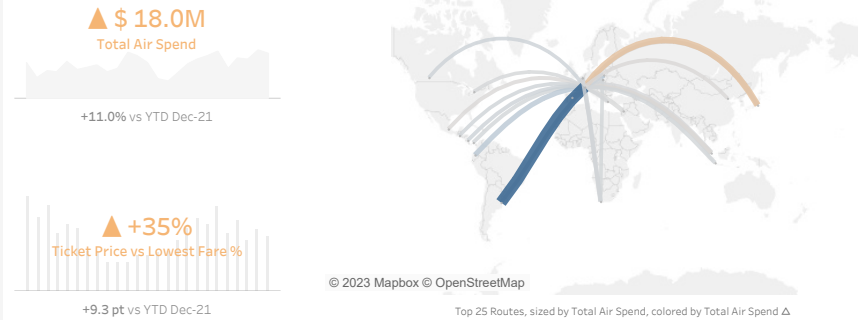
Current Period vs Reference Period
Year-to-Date: Current Year vs Previous Year

Destination Country
All

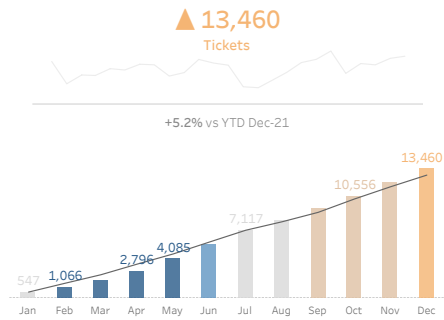
Filter 4
All

YTD Dec-22 compared to YTD Dec-21

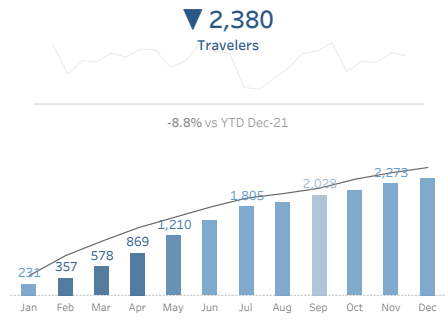
What is our volume of Air Spend?



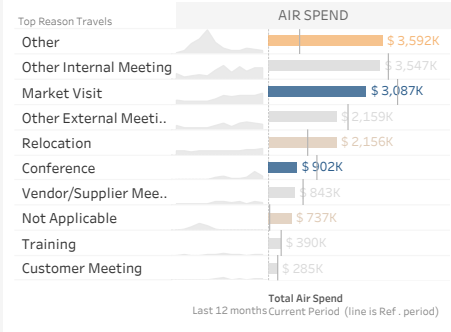
How many tickets do we buy?



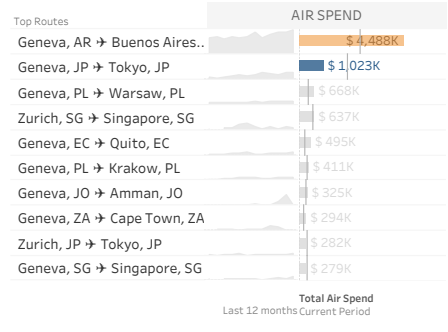
How many travelers do we have?



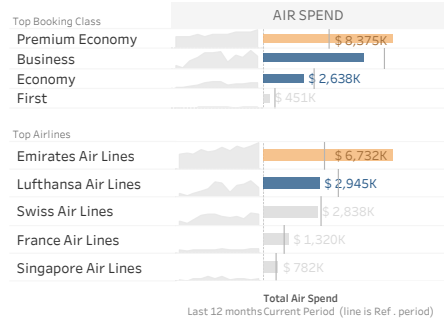
WHY do our employees travel?



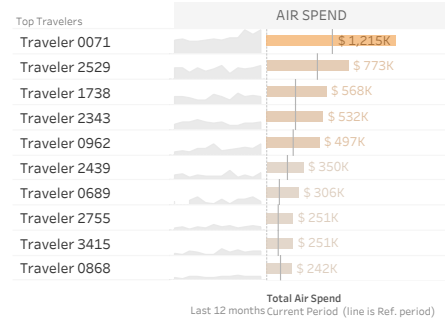
WHERE do they travel?



HOW do they fly?



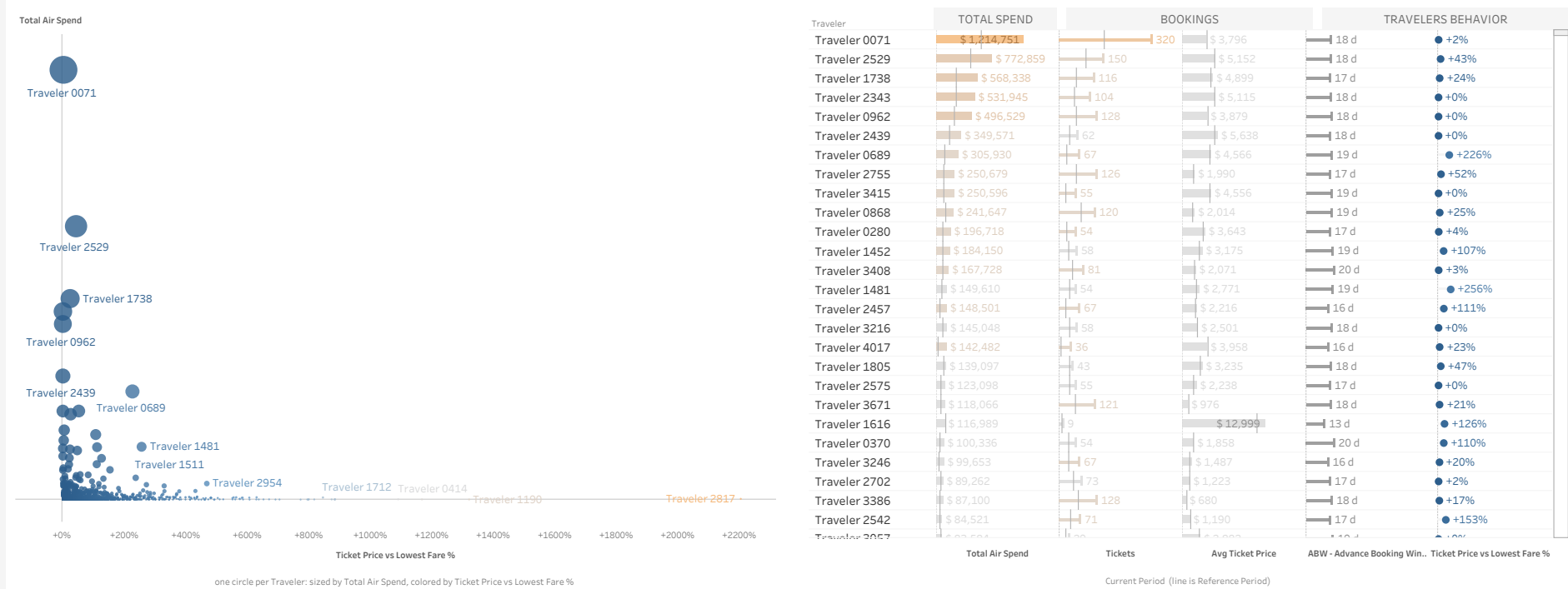
WHO spend the most?



Travelers Behavior

YTD Dec-22 compared to YTD Dec-21

What is the booking behavior of travelers?

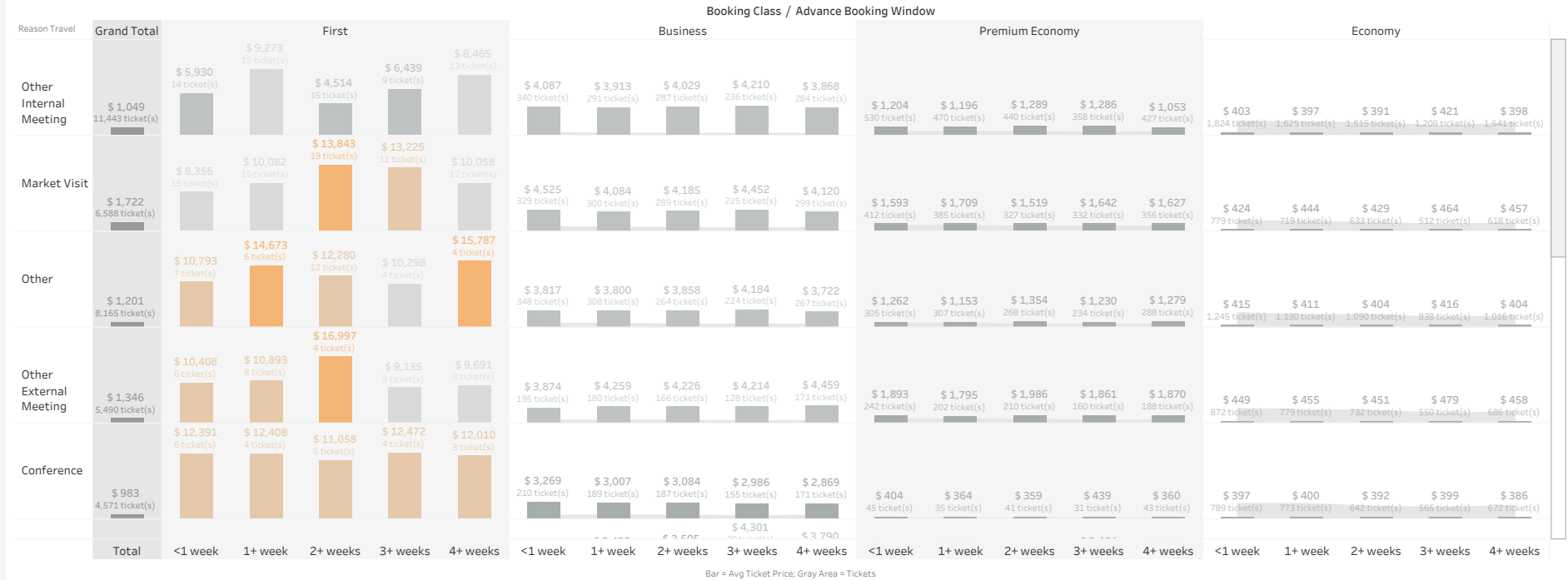


Advance Booking Window

Invoice Date
1/1/2014 to 12/31/2023Booking Class
AllAirline
AllDestination Country
AllFilter 4
All

Split by Reason Travel

What is the optimal Advance Booking Window to get the best price?



OAR - Online Adoption Rate

Invoice Date
1/1/2014 to 12/31/2023

Booking Class
All

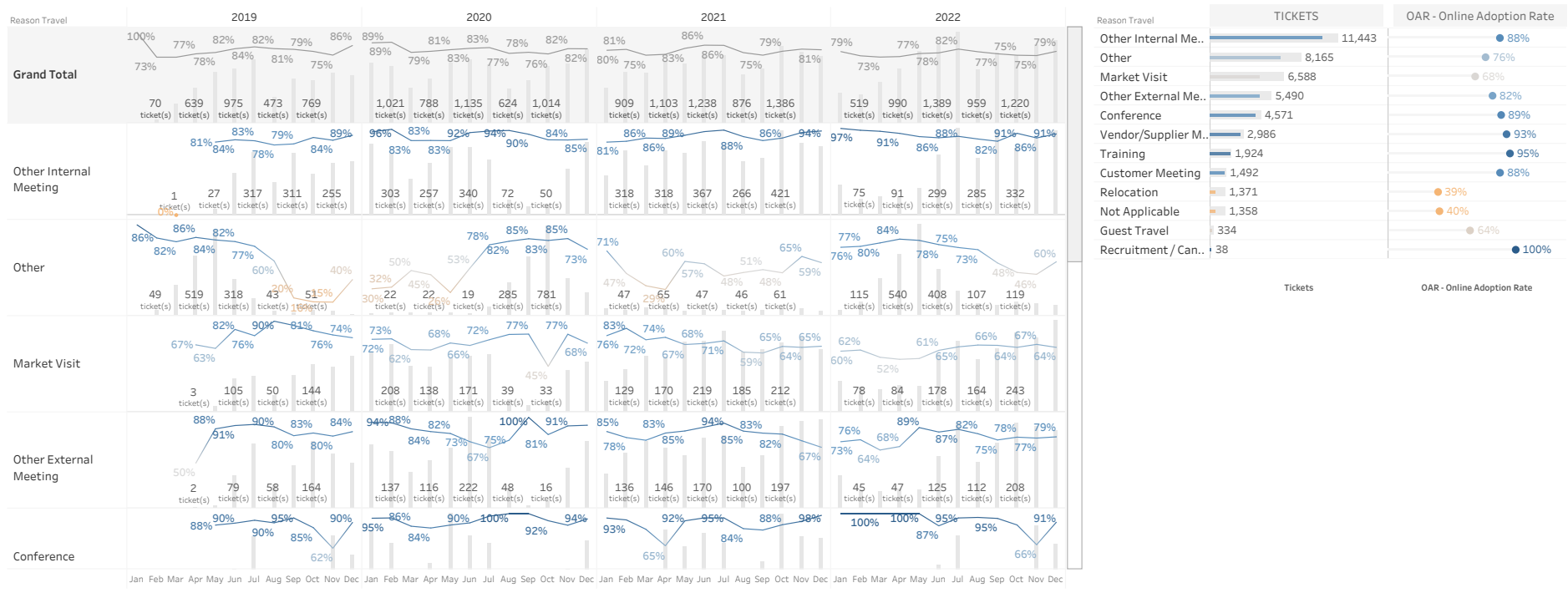
Airline
All

Destination Country
All

Filter 4
All

Split by Reason Travel

By Reason Travel, how does the OAR - Online Adoption Rate evolve?



Top Performers

Current Month
DecCurrent Year
2022Booking Class
AllAirline
AllCurrent Period vs Reference Period defines color coding
Year-to-Date: Current Year vs Previous YearDestination Country
AllFilter 4
All

YTD Dec-22 compared to YTD Dec-21

Performance by Reason Travel

▲ \$ 18.0M
Total Air Spend

+11.0% vs YTD Dec-21

▲ 13,460
Tickets

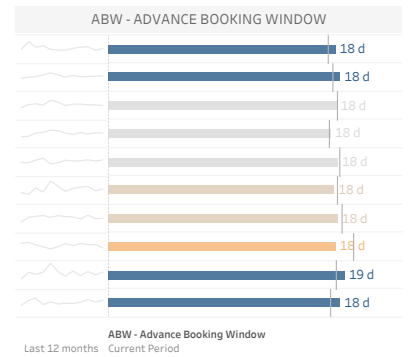
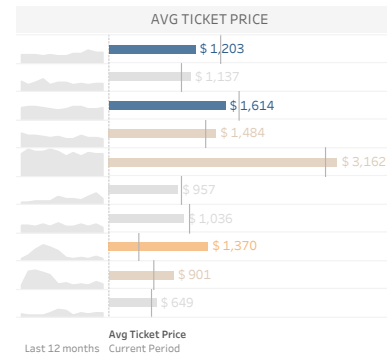
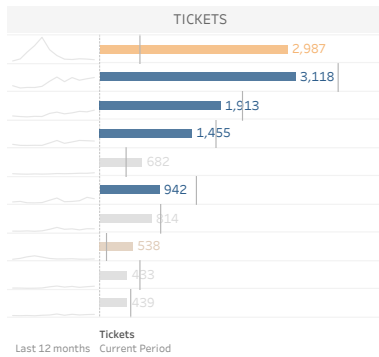
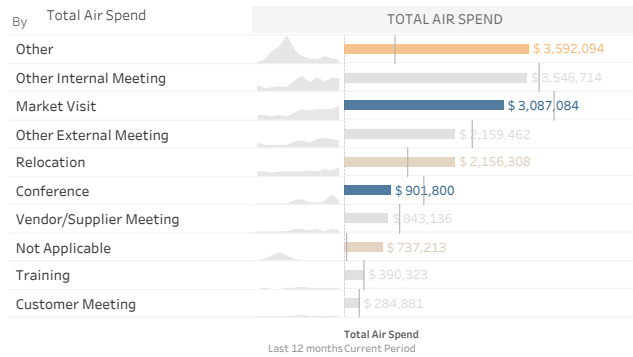
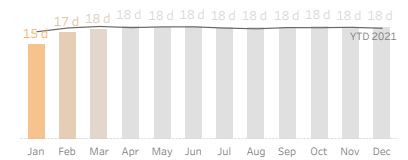
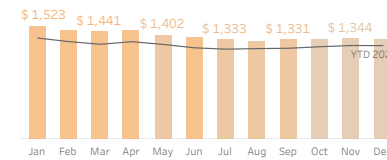
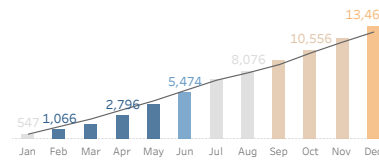
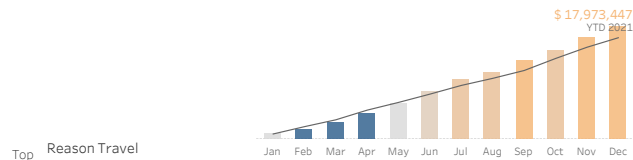
+5.2% vs YTD Dec-21

▲ \$ 1,335
Avg Ticket Price

+5.6% vs YTD Dec-21

▲ 18 d
ABW - Advance Booking Window

+0.9% vs YTD Dec-21



Adhoc Analysis

Invoice Date
1/1/2014 to 12/31/2023

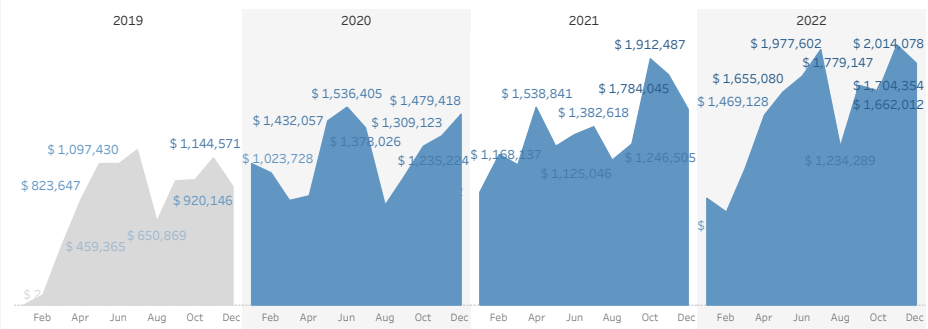
Booking Class
All

Airline
All

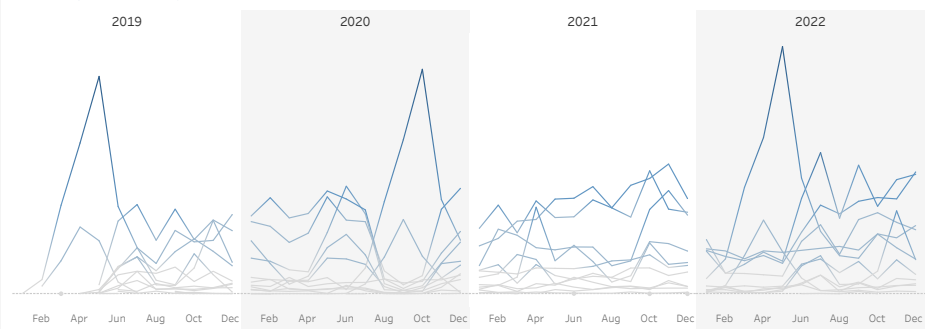
Destination Country
All

Filter 4
All

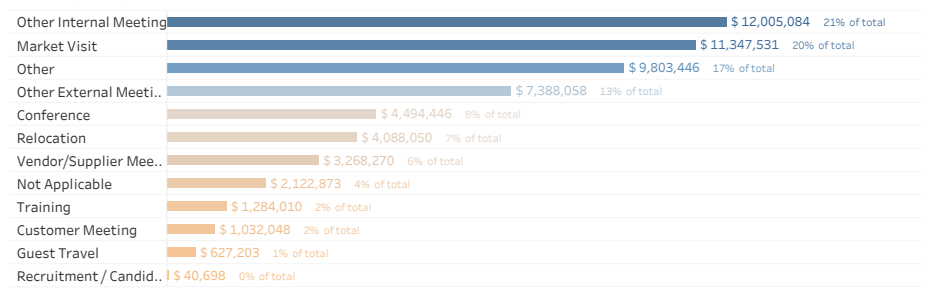
Total Air Spend Trends



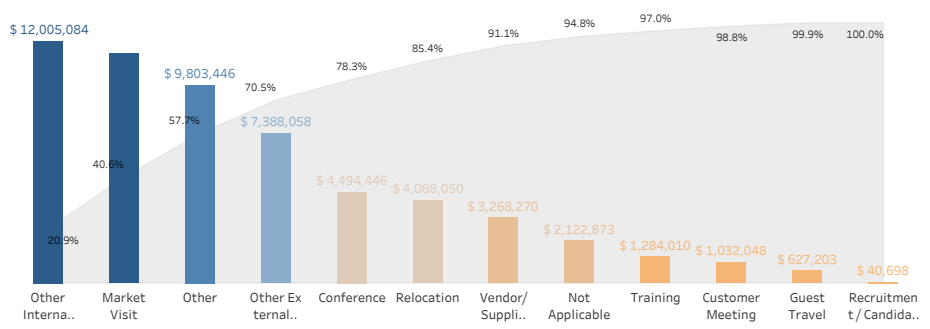
Total Air Spend Trends by Reason Travel



Total Air Spend by Reason Travel



Pareto Analysis - A small percentage of causes can have an outsized effect



Destination City Analysis

Invoice Date
1/1/2014 to 12/31/2023

Booking Class
All

Destination Country
All

Airline
All

Filter 4
All

Show Total Air Spend

Total Air Spend



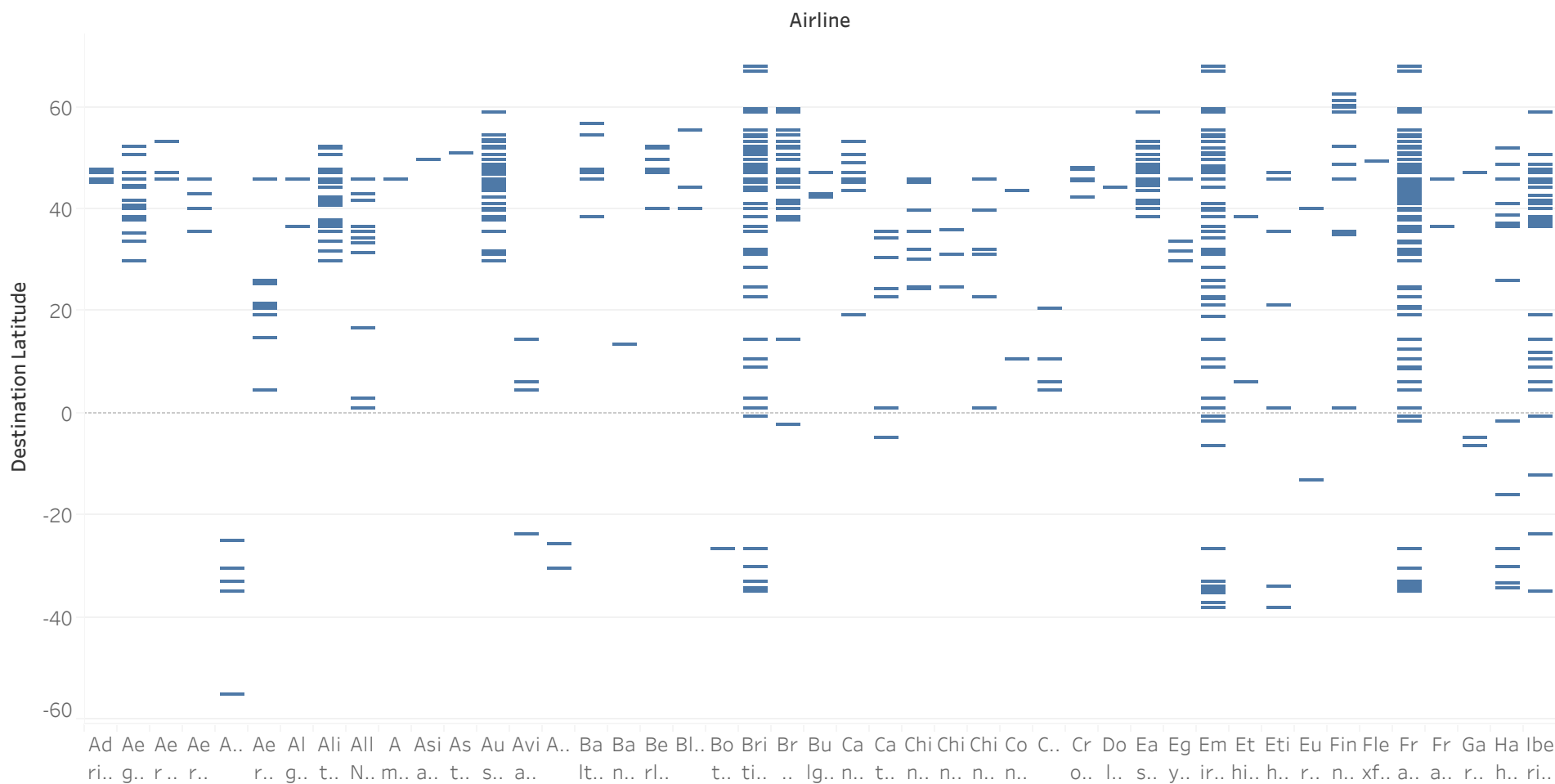
Total Air Spend per Destination City

Buenos Aires	AR	\$8,952,823	15.6% of total
Tokyo	JP	\$7,563,311	13.2% of total
Geneva	CH	\$4,987,273	8.7% of total
Singapore	SG	\$4,027,998	7.0% of total
Krakow	PL	\$1,875,605	3.3% of total
Cape Town	ZA	\$1,796,254	3.1% of total
Warsaw	PL	\$1,542,080	2.7% of total
Munich	DE	\$1,249,542	2.2% of total
Amman	JO	\$1,140,010	2.0% of total
Jakarta	ID	\$1,135,043	2.0% of total
Zurich	CH	\$1,036,096	1.8% of total
Mexico City	MX	\$974,436	1.7% of total
Brussels	BE	\$923,308	1.6% of total

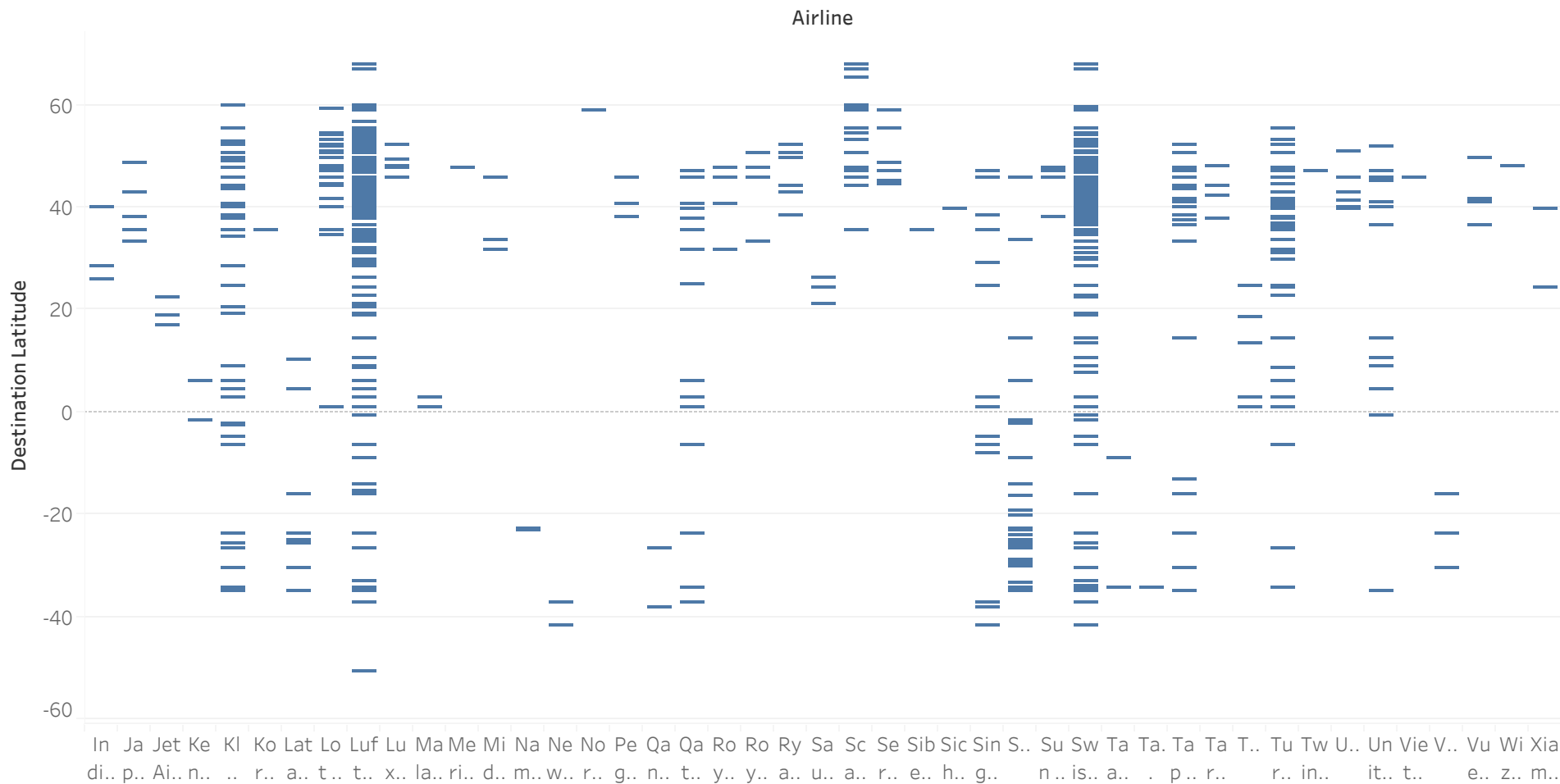
Total Air Spend per Destination Country

AR	\$8,997,744	15.6% of total
JP	\$7,957,447	13.8% of total
CH	\$6,023,369	10.5% of total
SG	\$4,027,998	7.0% of total
PL	\$3,484,774	6.1% of total
DE	\$3,133,213	5.4% of total
ZA	\$2,691,958	4.7% of total
ID	\$1,651,528	2.9% of total
CN	\$1,499,796	2.6% of total
MX	\$1,202,374	2.1% of total
JO	\$1,140,010	2.0% of total
CA	\$995,987	1.7% of total
BE	\$923,308	1.6% of total



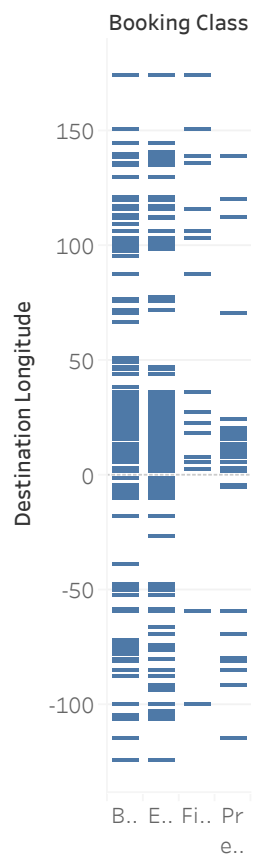


Destination Latitude for each Airline. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.

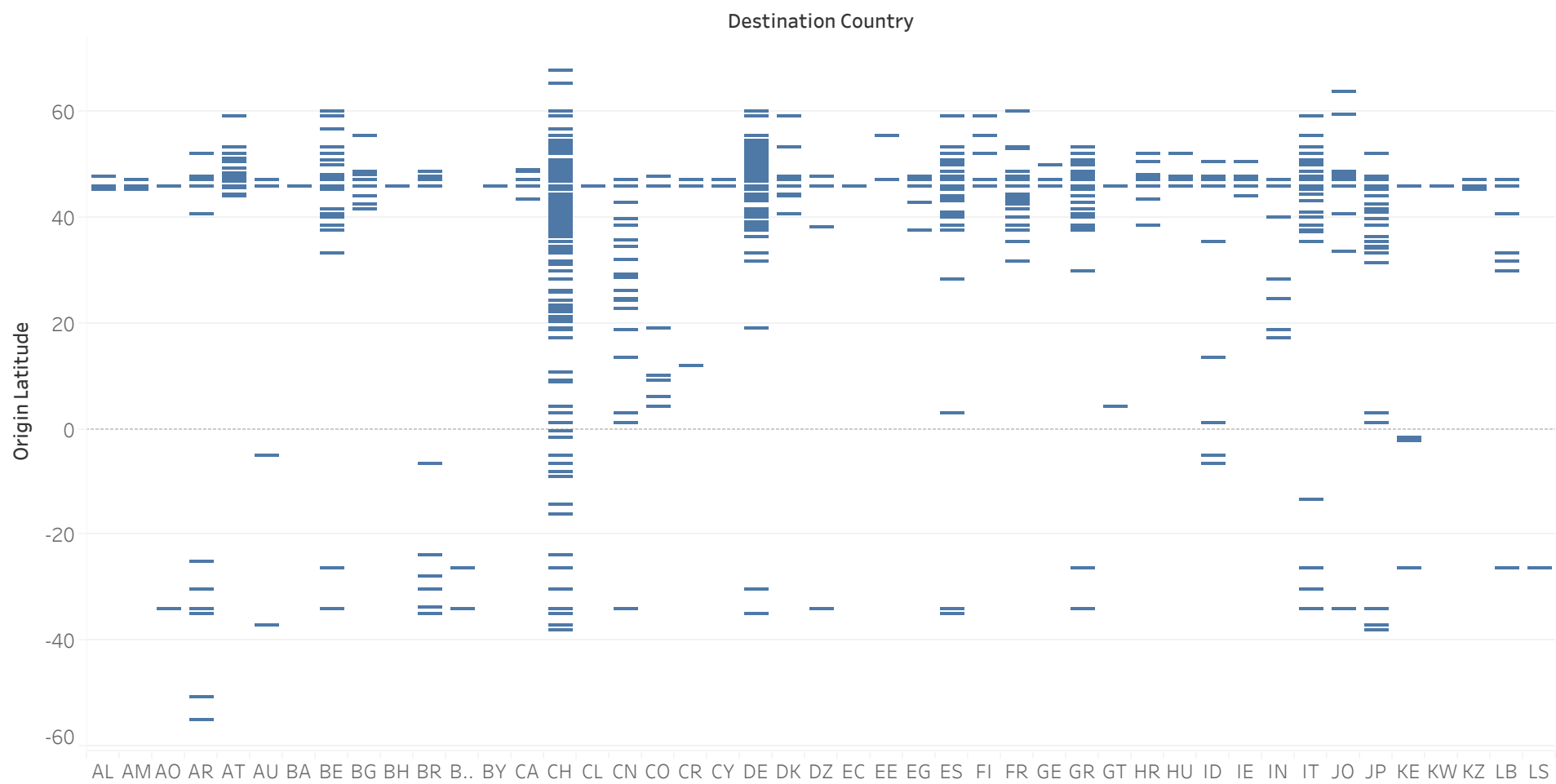


Destination Latitude for each Airline. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.

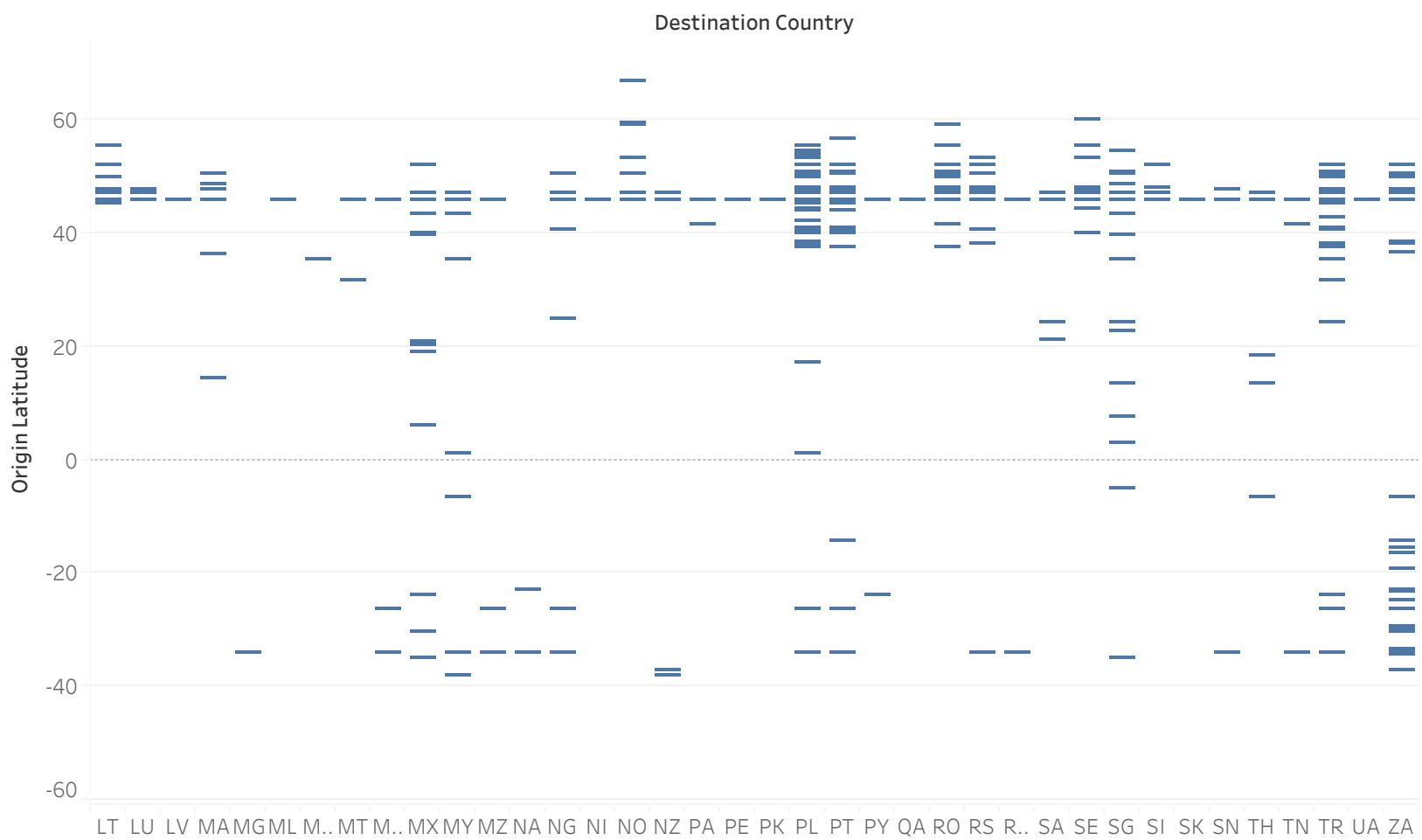
Sheet 51



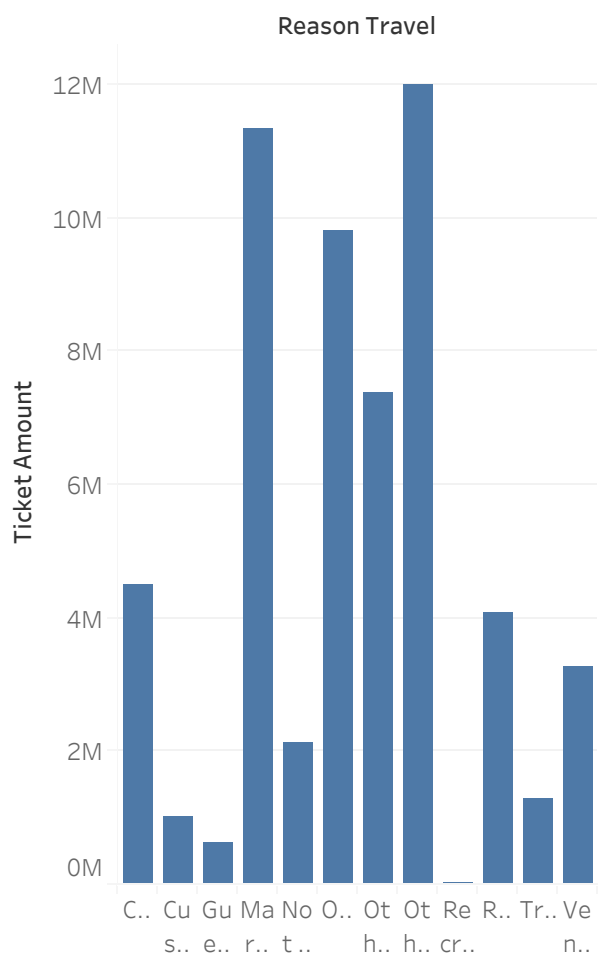
Destination Longitude for each Booking Class. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



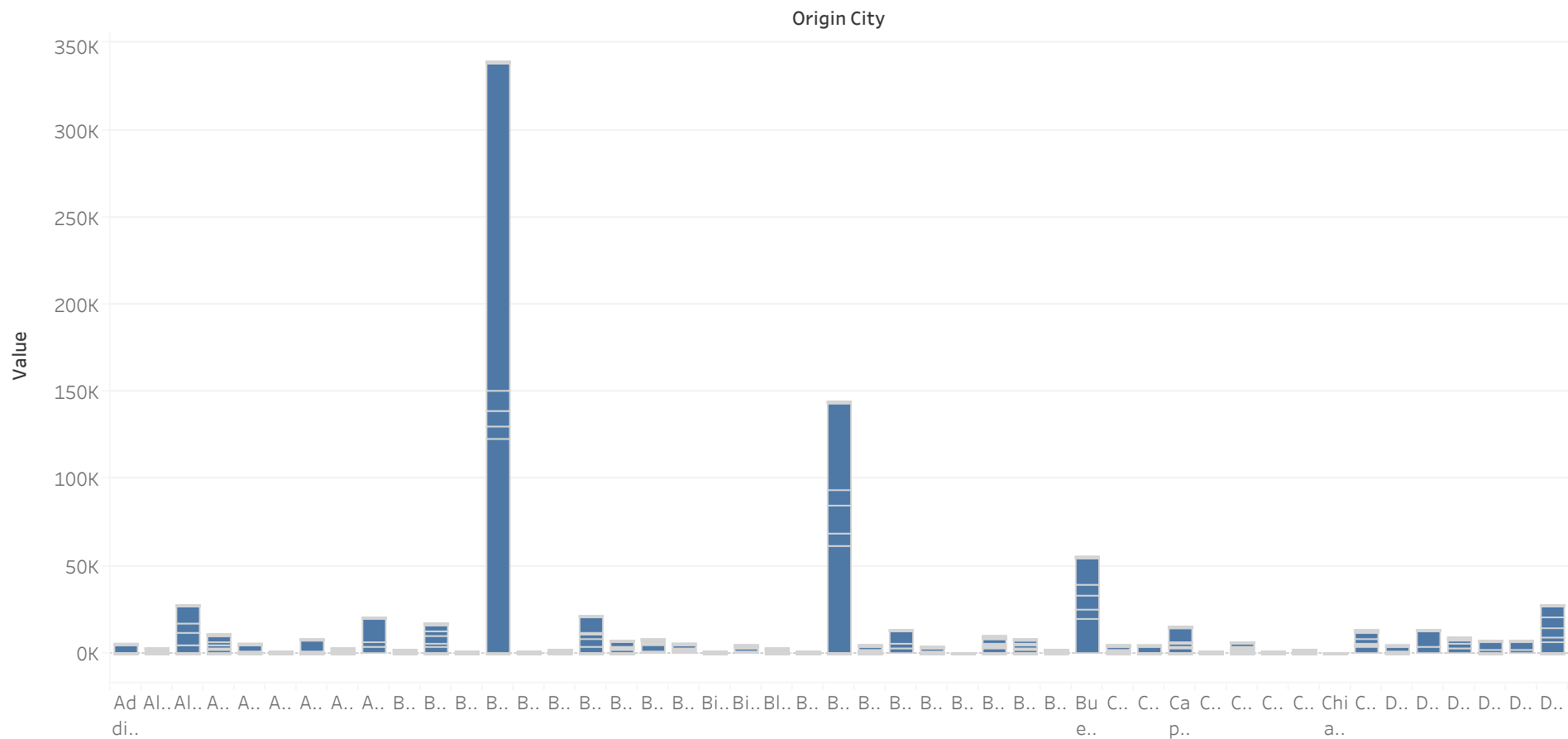
Origin Latitude for each Destination Country. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



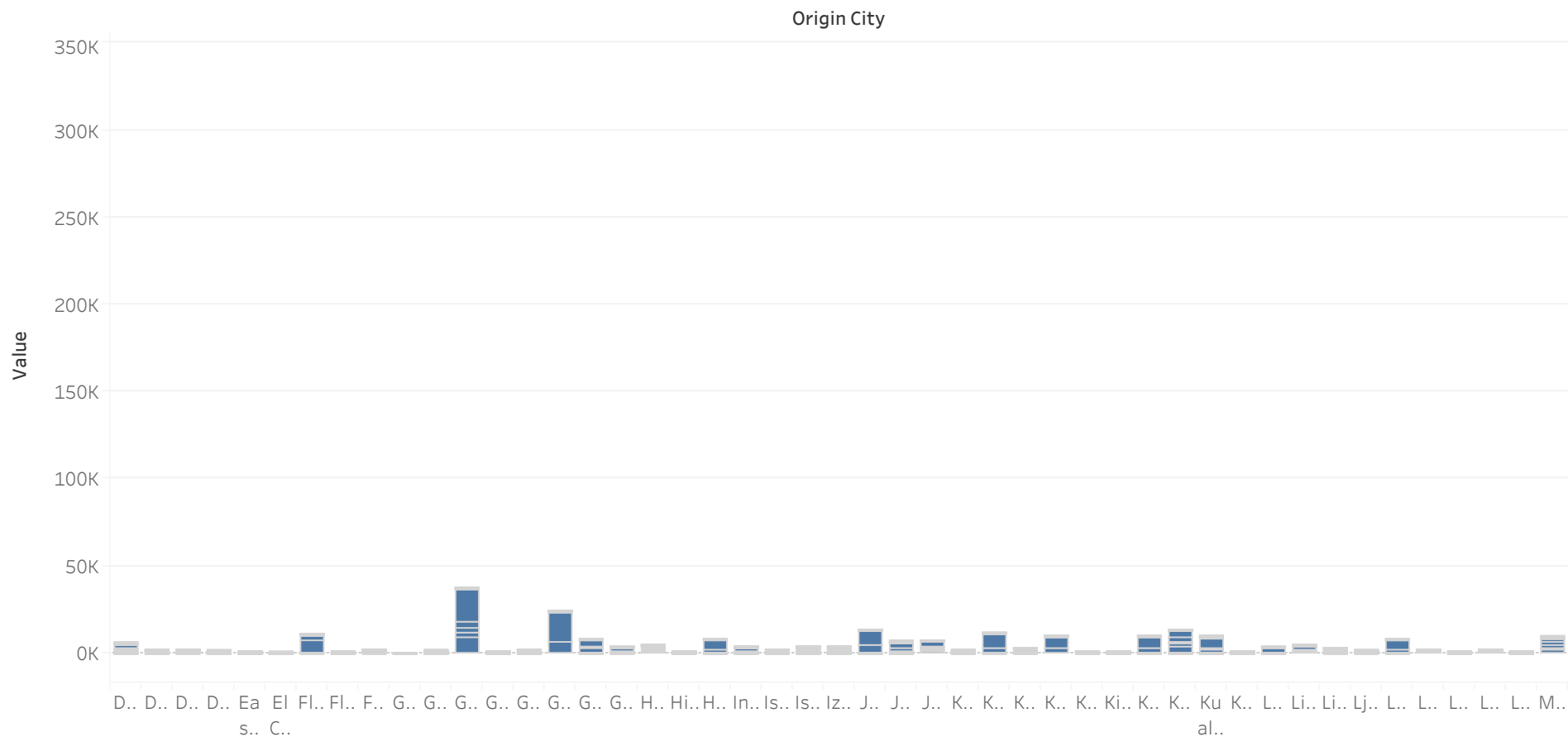
Origin Latitude for each Destination Country. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



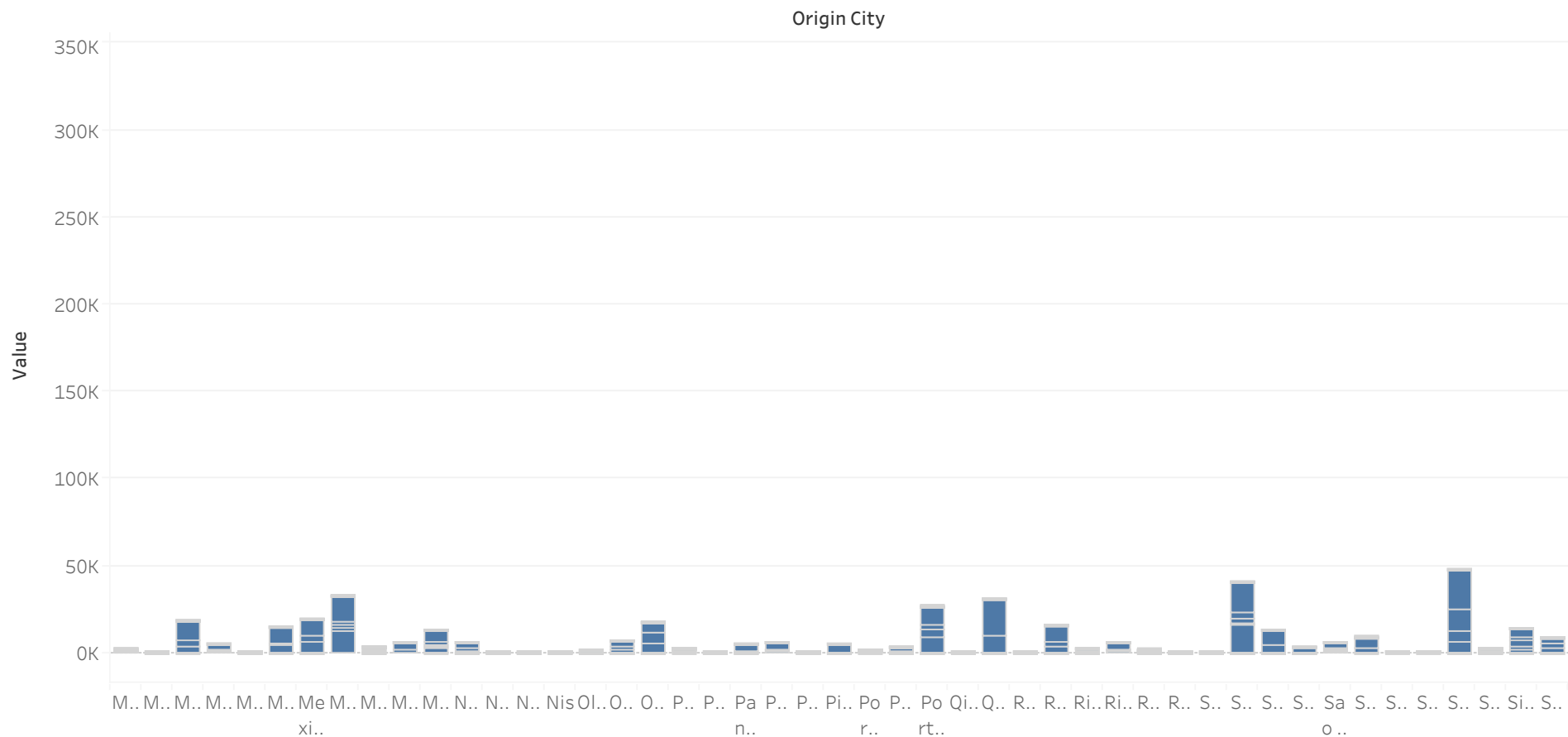
Sum of Ticket Amount for each Reason Travel. The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



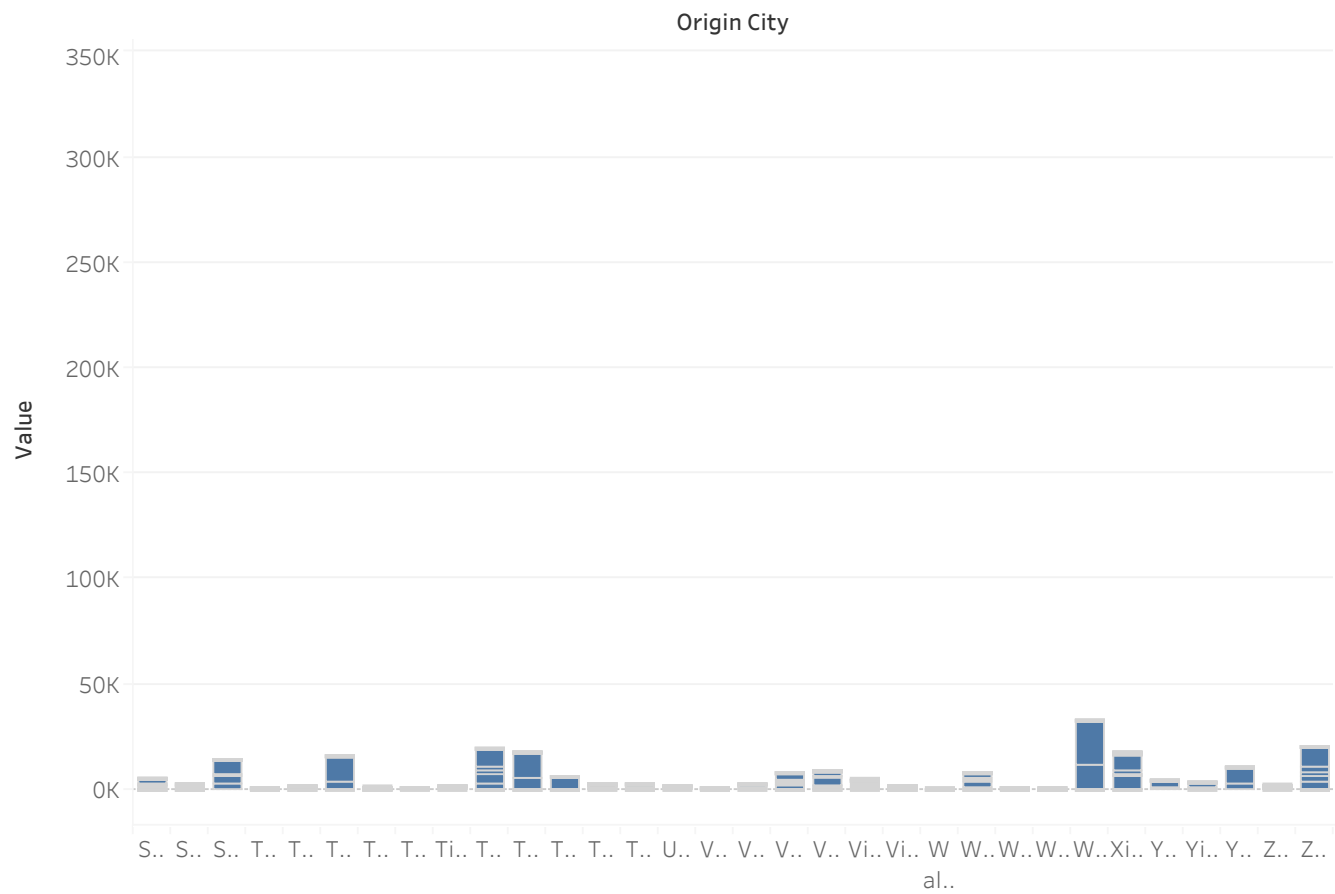
ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year) for each Origin City. Details are shown for ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year). The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



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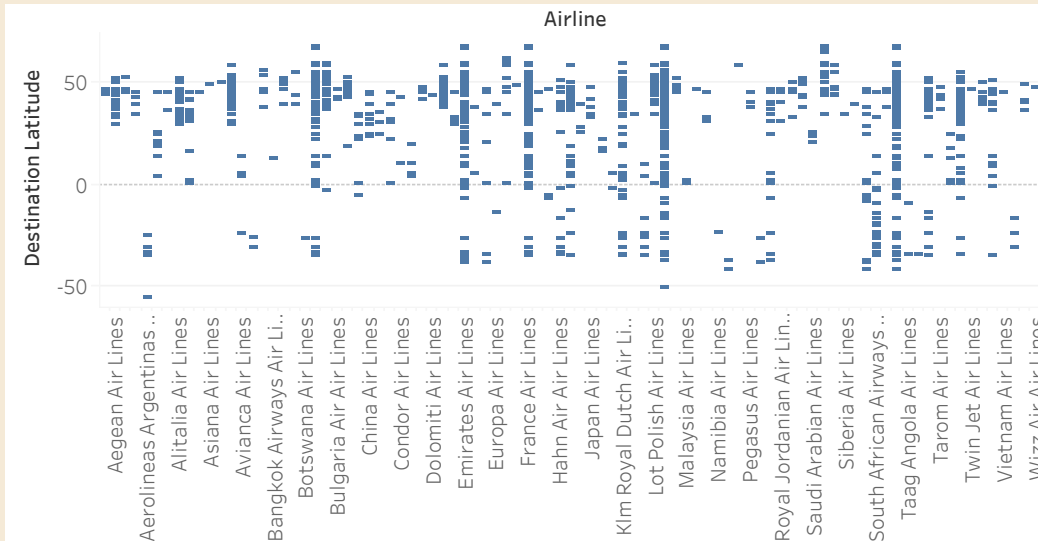
ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year) for each Origin City. Details are shown for ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year). The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.



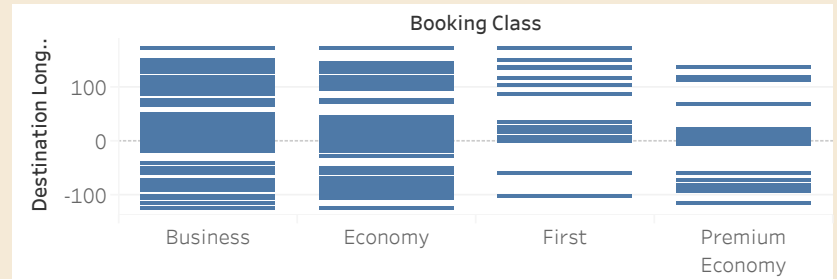
ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year) for each Origin City. Details are shown for ABW - Advance Booking Window, ABW - Advance Booking Window MTD (Current Month), ABW - Advance Booking Window MTD (Previous Month), ABW - Advance Booking Window MTD (Previous Year), ABW - Advance Booking Window YTD (Current Year), ABW - Advance Booking Window YTD (Previous Year), ABW - Advance Booking Window Growth from Previous Period %, ABW - Advance Booking Window Perf. - Value, ABW - Advance Booking Window Perf. - Value (for trends), ABW - Advance Booking Window Perf. - Reference, ABW - Advance Booking Window Perf. - Reference (for trends), ABW - Advance Booking Window Perf. - Value vs Reference, ABW - Advance Booking Window Perf. - Value vs Reference %, ABW - Advance Booking Window Perf. - Value vs Reference % (for trends), ABW - Advance Booking Window Perf. - Value vs Reference (for trends), Air Spend per Traveler, Air Spend per Traveler MTD (Current Month), Air Spend per Traveler MTD (Previous Month), Air Spend per Traveler MTD (Previous Year) and Air Spend per Traveler YTD (Current Year). The context is filtered on Airline, Booking Class, Destination Country and Filter 4. The Airline filter keeps 90 of 90 members. The Booking Class filter keeps Business, Economy, First and Premium Economy. The Destination Country filter keeps 83 of 83 members. The Filter 4 filter keeps Placeholder 4.

DASHBOARD

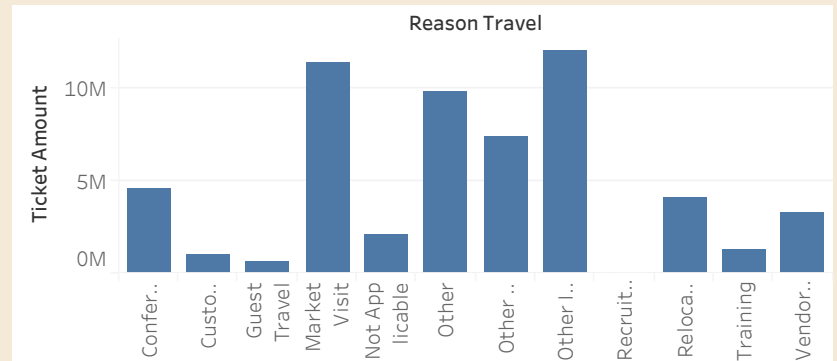
Sheet 50



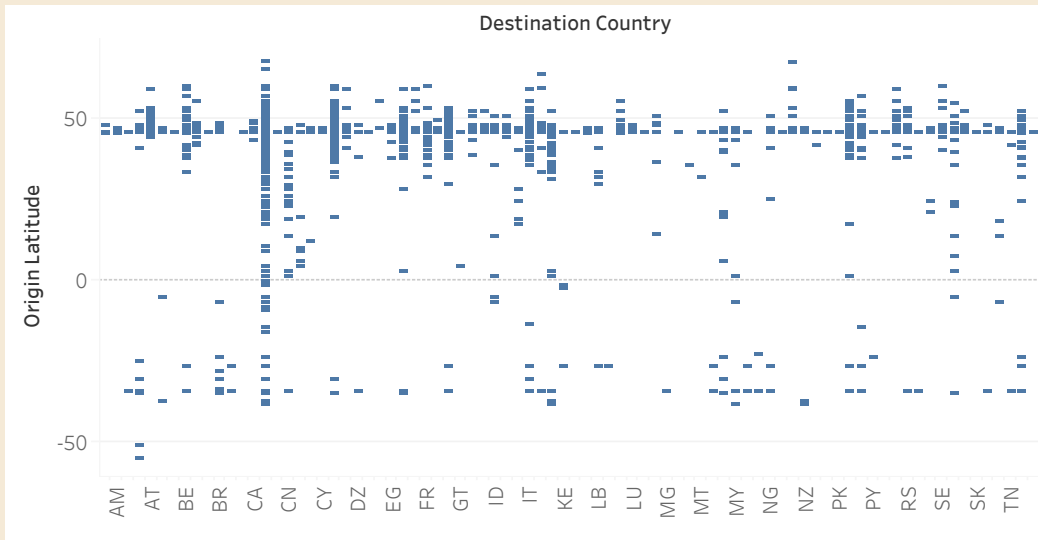
Sheet 51



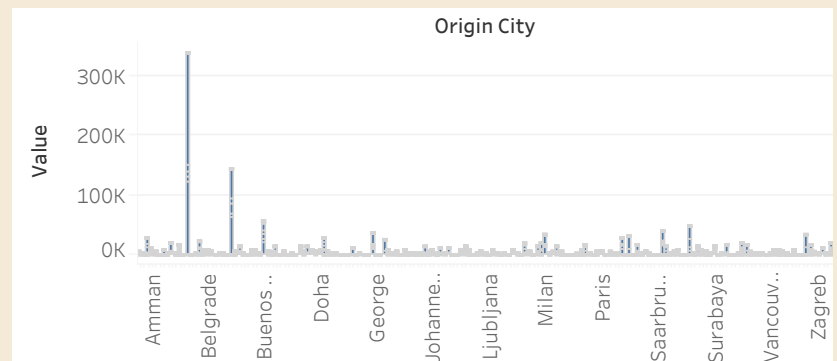
Sheet 53



Sheet 52

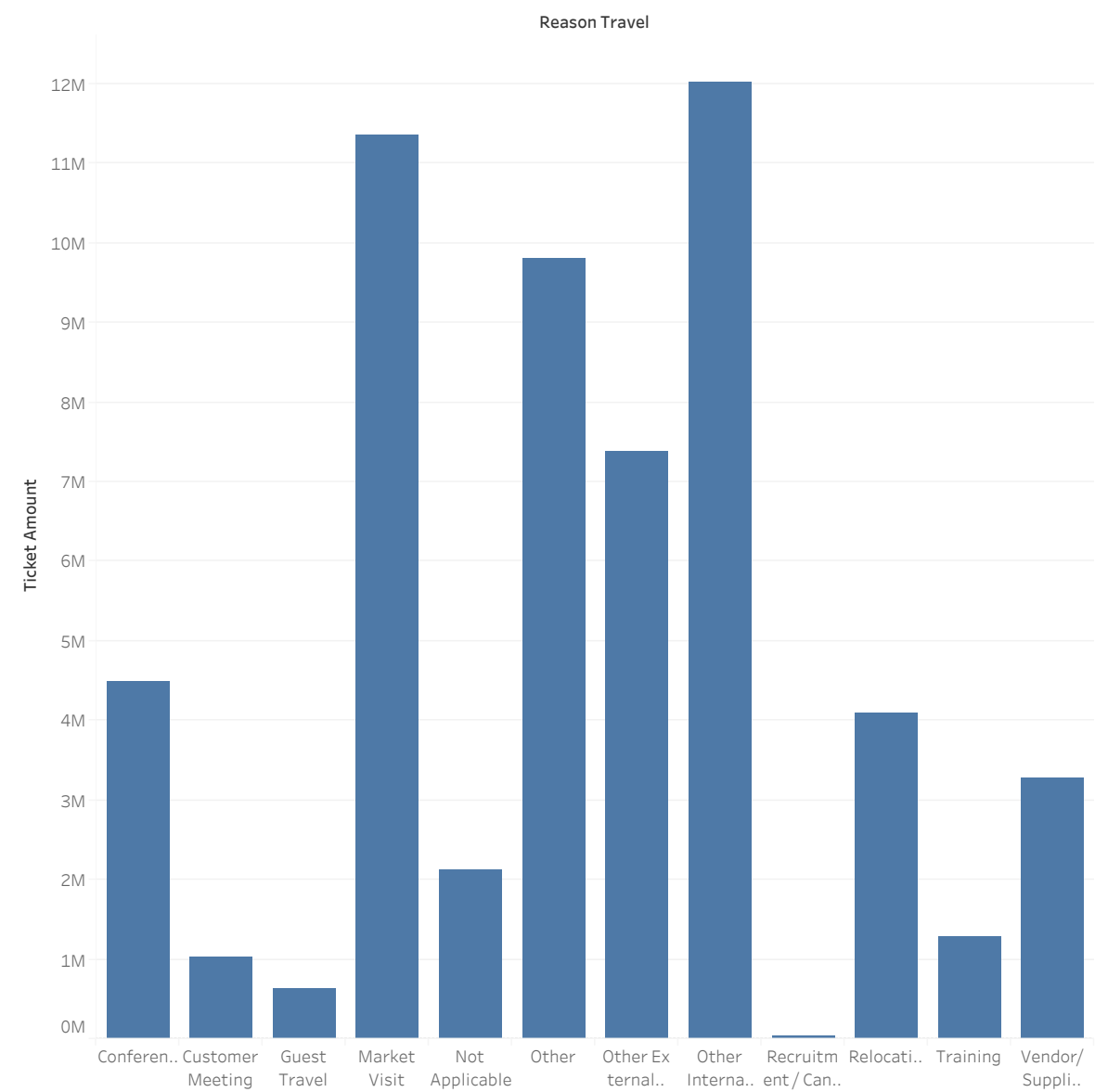


Sheet 54



Story 1

The Cost of Upgrading Your Airplane Ticket And Exploring The Allure of Air Travel



DASHBOARD

Sheet 50

Sheet 51

