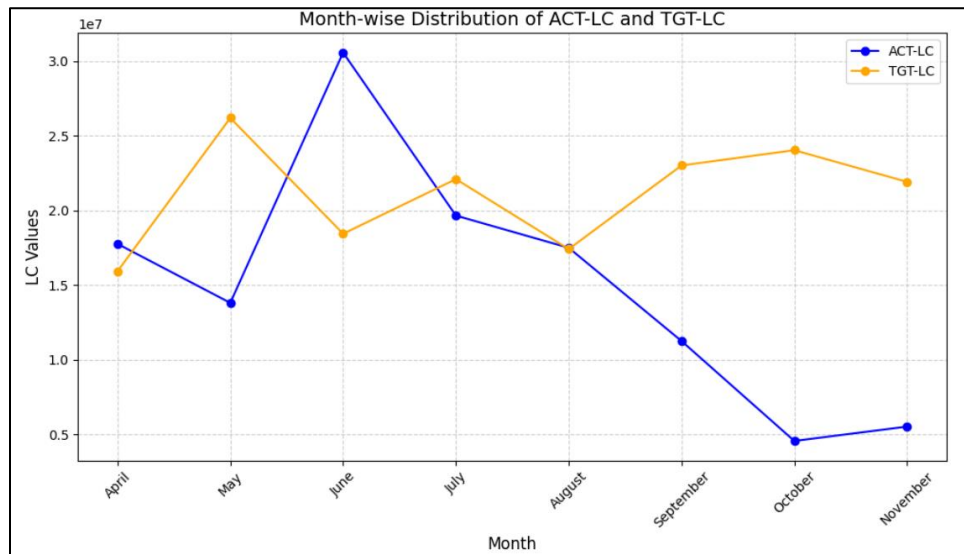


Station Performances

In the context of airlines, **Station performances** refer to the financial and operational performance of sales and operations conducted from fixed locations or offices, such as airline ticketing offices, regional sales points, or corporate offices.

Local currency month-wise distributions of actual and target

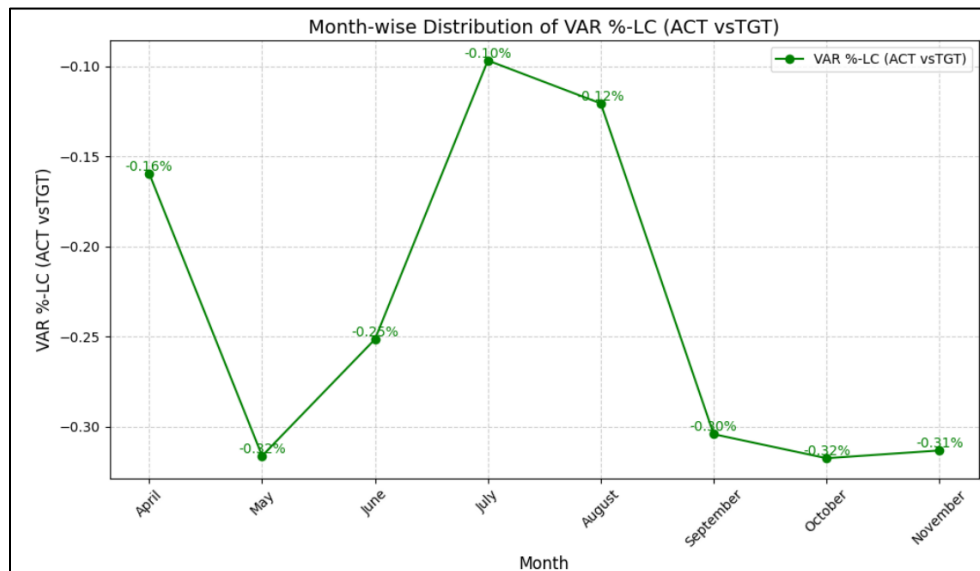


The graph compares the actual local currency (ACT-LC) distribution with the target local currency (TGT-LC) month by month.

In June, actual sales are significantly higher than in other months, surpassing the target values. However, in the later months of the year, particularly towards November and October, the actual sales drop considerably, showing much lower values compared to the target sales.

The variations in actual and target local currency distributions may be due to seasonal demand, external market factors, or operational challenges. June's high sales could result from a peak demand period or promotions, while the decline in October and November may reflect off-peak seasons, economic challenges, or overestimated targets. Further analysis of market trends and operational data is needed for a precise explanation.

Variation between the actual and target values

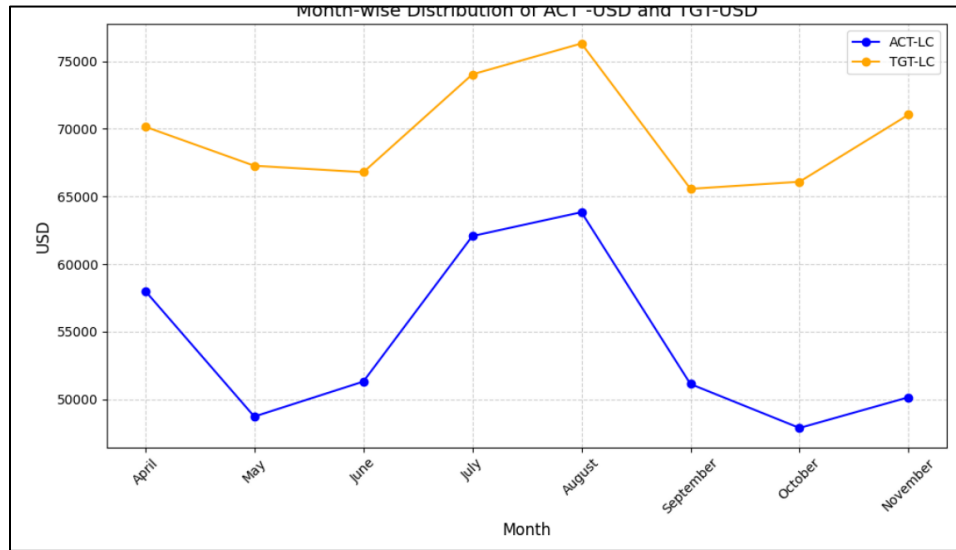


The variation between target and actual sales reflects the level of target achievement:

- **Low variation** indicates the target was achieved or closely met.
- **Negative variation** implies the target was not achieved, as actual sales were below the target.
- **Positive variation** means the target was exceeded, with actual sales surpassing expectations.

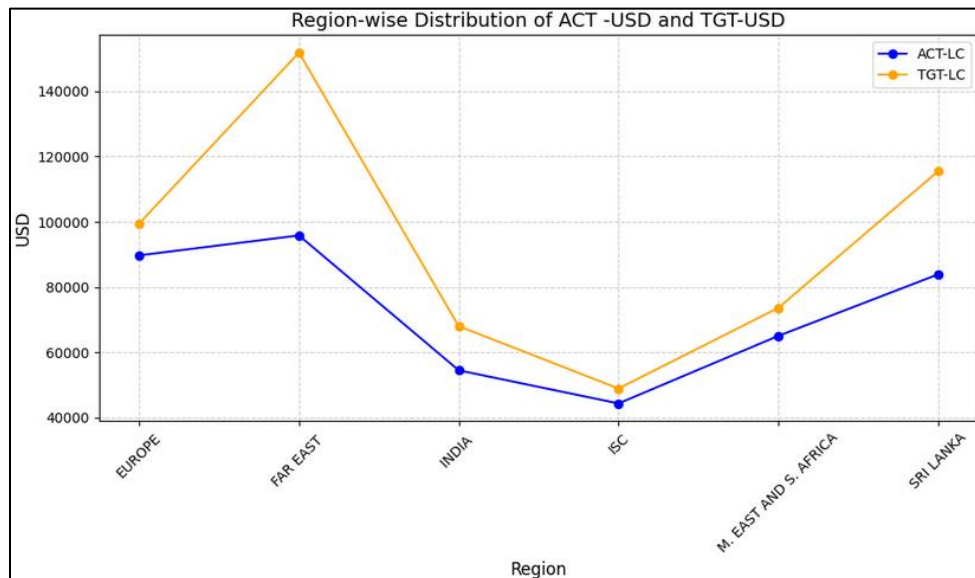
The analysis reveals that **July** has a small negative percentage value, indicating that the target was nearly achieved during this month. However, for most of the other months, the percentage variations were significantly negative, suggesting that the target sales were not achieved in those months. This highlights a consistent underperformance in meeting sales targets throughout the year, except for July.

Dollar's month-wise distributions of actual and target



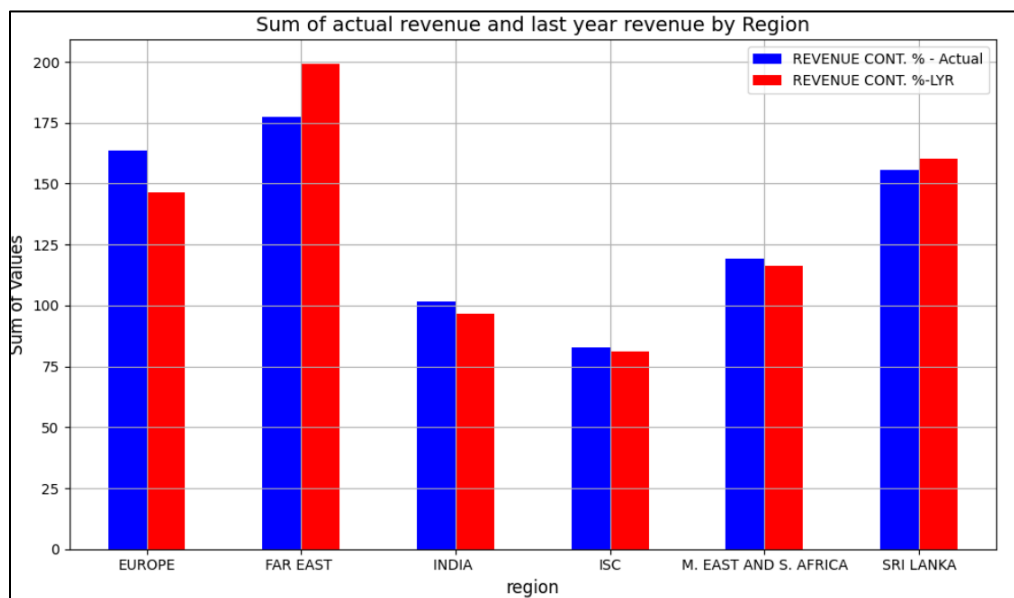
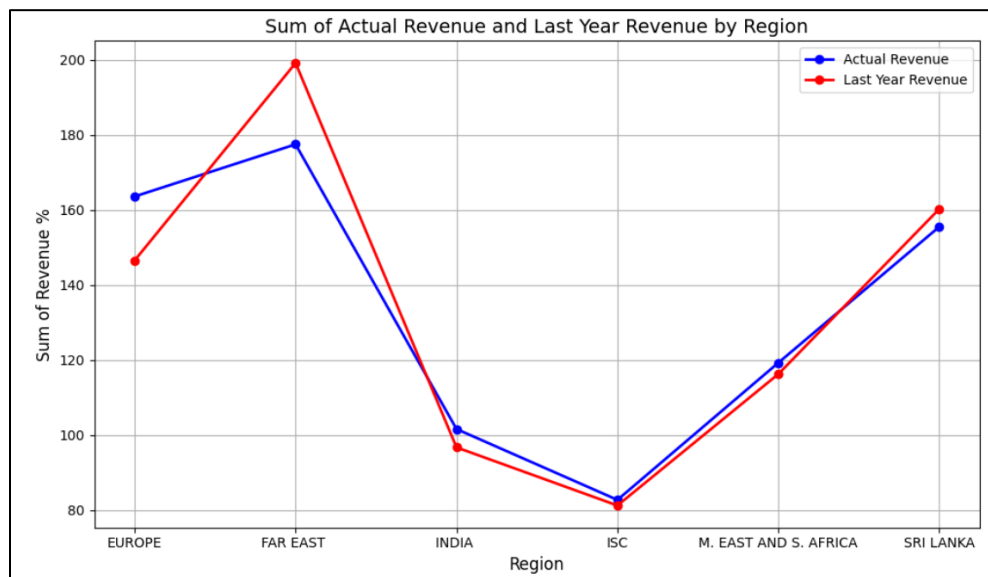
In the dollar rate analysis, it is observed that neither of the months met the sales target in dollar terms. This indicates a consistent shortfall in achieving the target dollar sales throughout the analyzed period. The inability to meet the target in any month points to potential challenges such as currency fluctuations, market conditions, or other operational factors that may have impacted dollar-based revenue.

Dollar's region-wise distributions of actual and target



In the region-wise distribution analysis, the **FAR EAST region** shows the **highest difference** between the target and actual sales. This indicates that the FAR EAST region experienced significant underperformance compared to its sales targets, highlighting it as a key area requiring attention to improve target achievement.

Actual and last year's revenue by region



In the revenue analysis, the **Sri Lanka** and **Far East** regions have **lower revenues** compared to last year. Conversely, **all other regions** have achieved **higher revenues** than last year's figures, indicating better performance in those regions. This suggests a need to investigate and address the factors contributing to the revenue decline in Sri Lanka and the Far East regions.

Try this App and get an idea of the Station data

<https://github.com/GaneshiUmayangana/Station-Data>

First download the Excel file- “Station_Perf.xlsx”

<https://Station-data.streamlit.app/> - Try this app