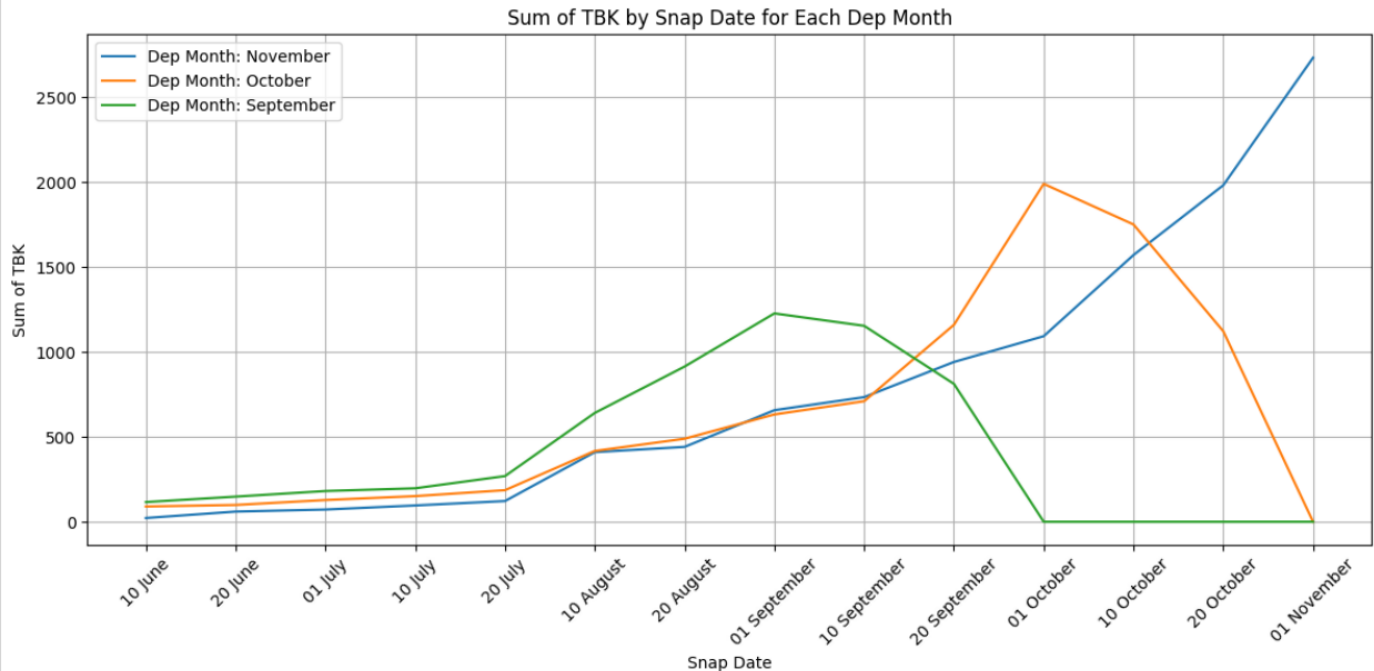


## Forward Booking Data Analysis

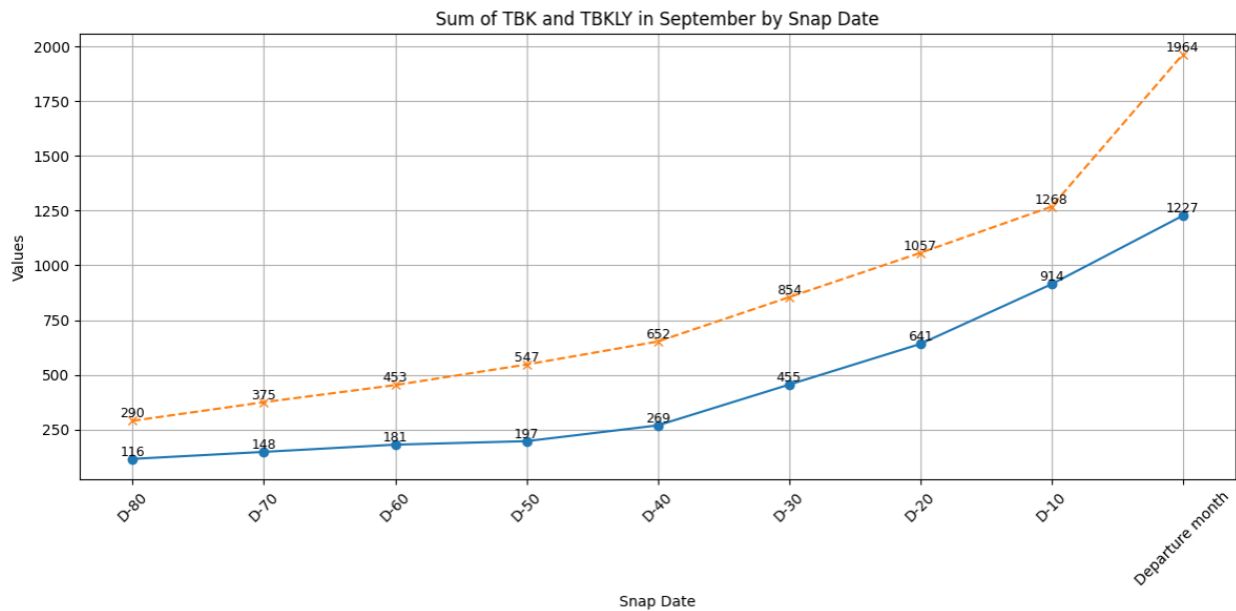
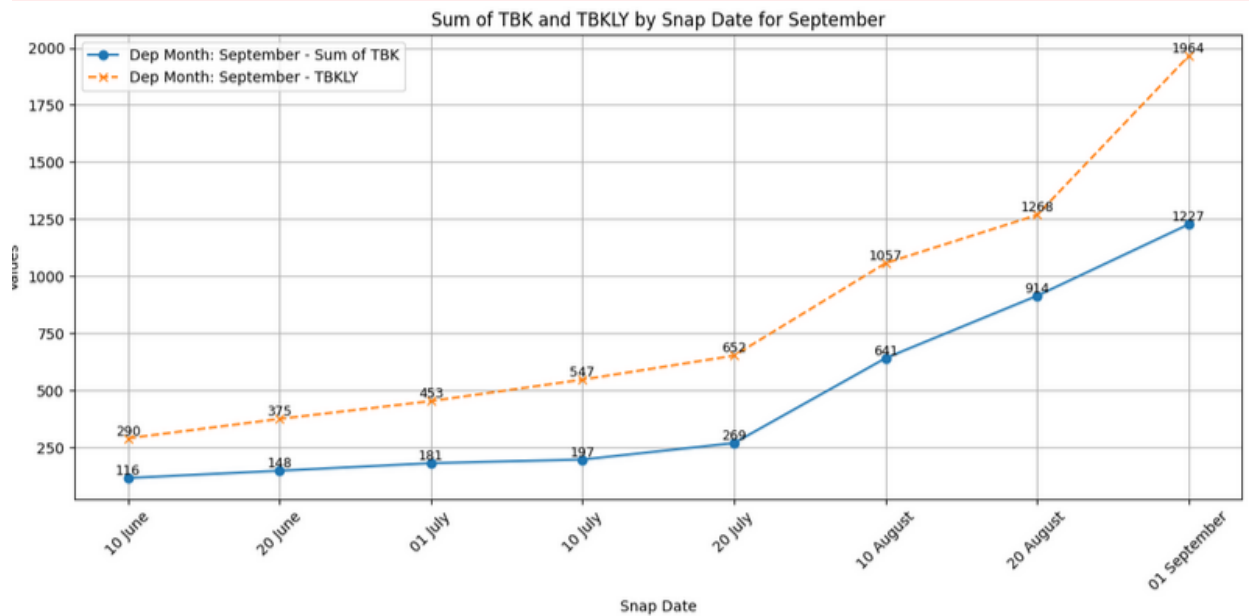
### DXBCMB

This dataset includes seat booking data for Dubai flights in September, October, and November.



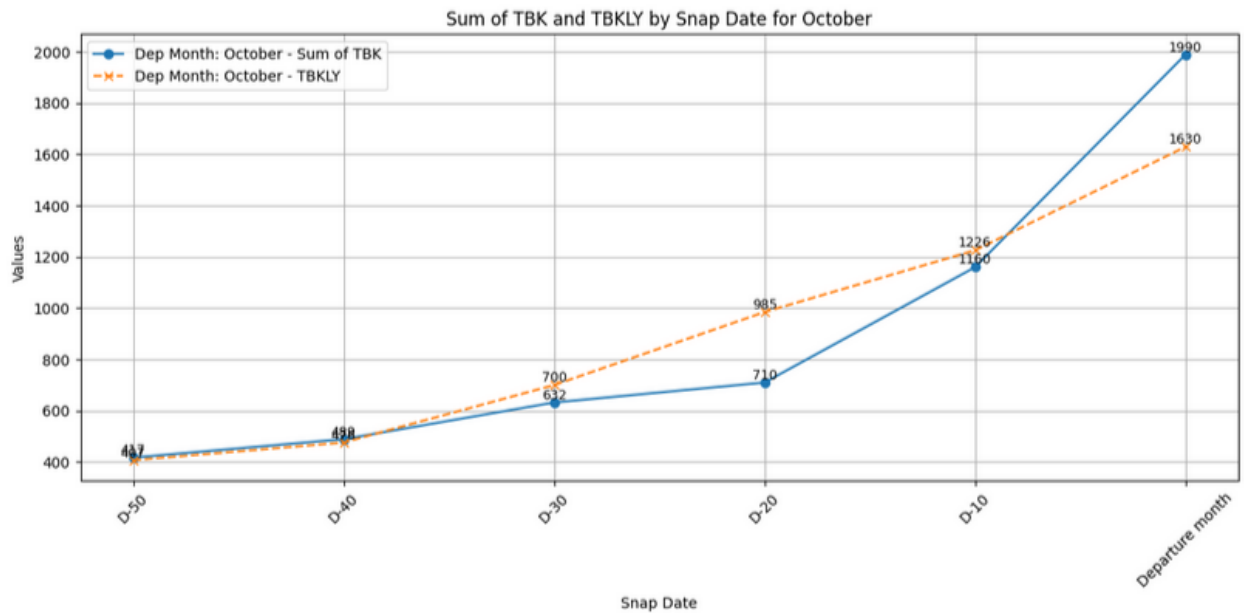
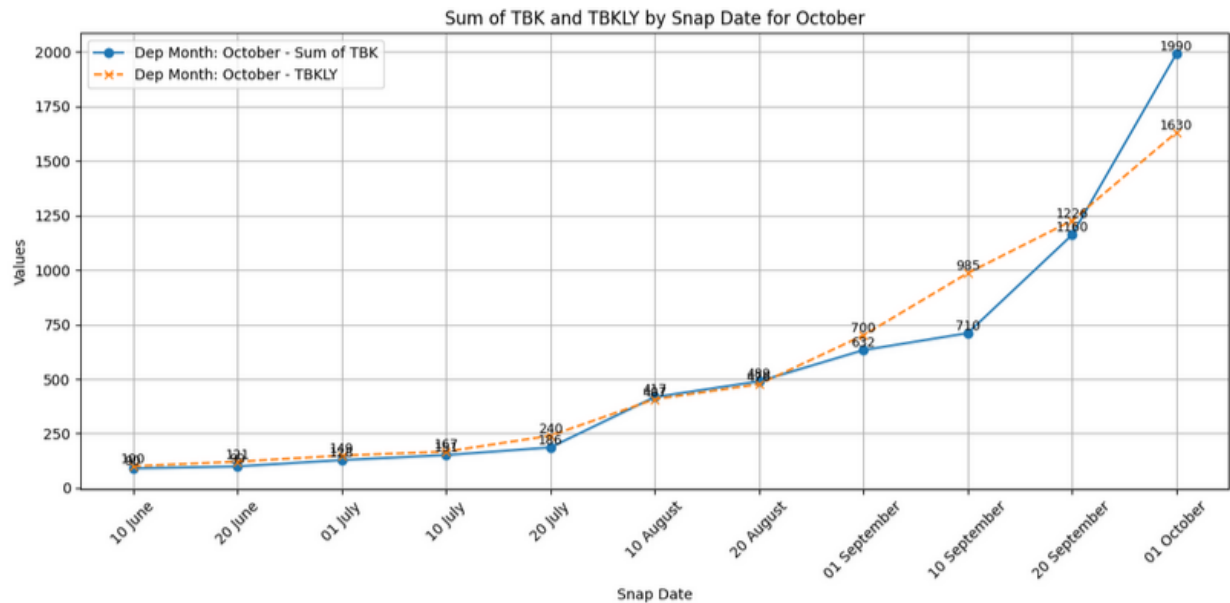
- The graph shows flight booking trends for September, October, and November, increasing as the departure dates approach.
- After July, there is a noticeable increase in flight bookings for September, October, and November.
- September bookings peak just before September 1, October peaks in early October, and November bookings rise sharply in late October and early November, reflecting high last-minute demand.
- The graph shows that November flights experience the highest seat bookings compared to September and October.

## Dubai September flights



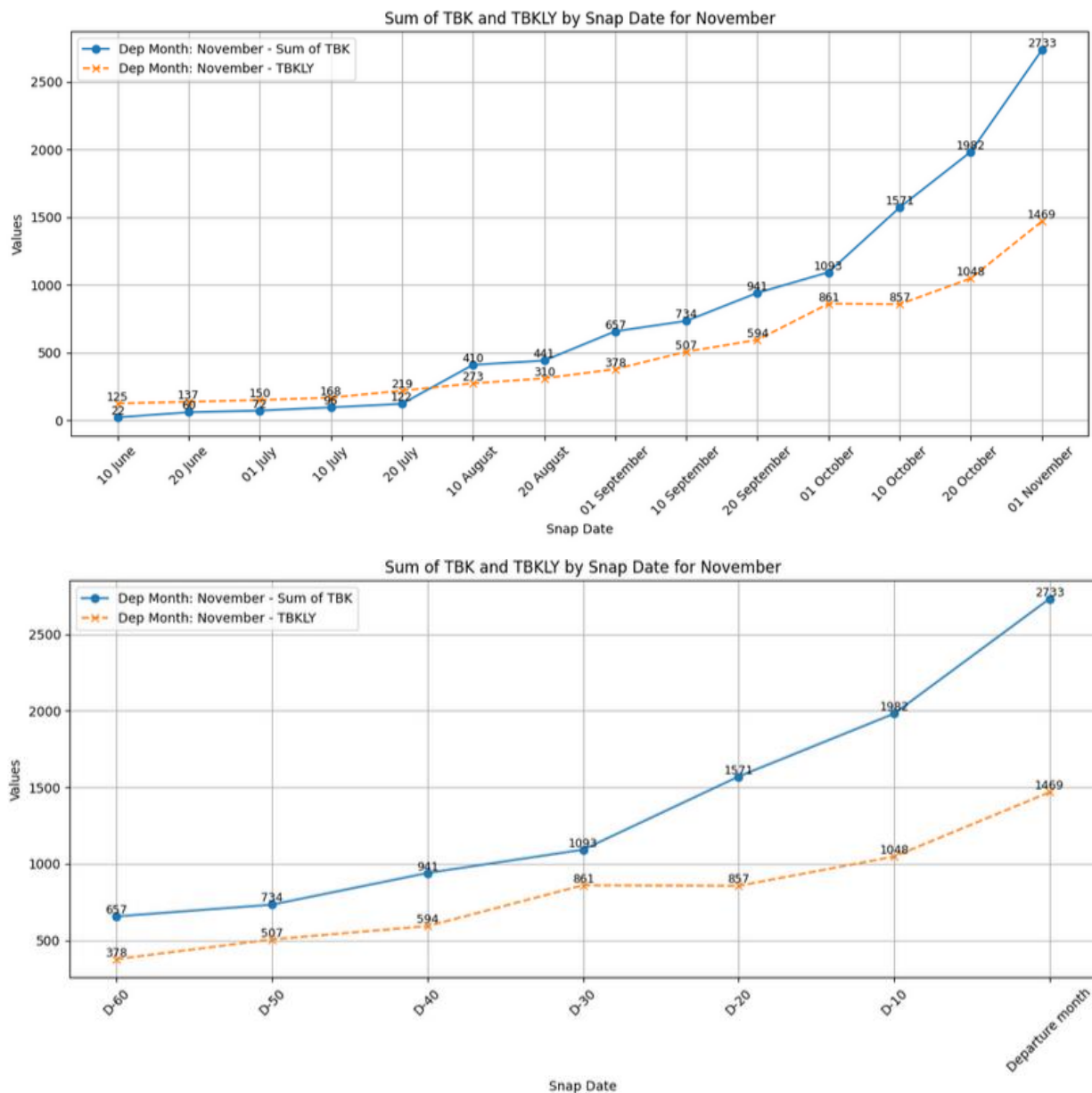
- The graphs compare seat bookings for September flights this year and last year by snap date.
- Last year's bookings were consistently higher than this year's, with a difference of over 150 bookings in each month leading up to the peak point.
- As the departure date approaches, the number of seat bookings tends to increase significantly.

## Dubai October flights



- The graph shows seat bookings for October flights this year and last year by snap date.
- Both years show low demand far from the departure date, with bookings steadily increasing after July.
- This trend reflects typical last-minute booking behavior closer to departure.

## Dubai November flights



- For November flights, both years show low seat booking demand far from the departure date.
- However, starting from July, seat bookings for November flights this year are higher compared to last year.
- As the departure date approaches, seat booking demand increases, reaching its peak at the beginning of November.
- This year's peak seat bookings are over 1,000 higher than last year's, indicating significantly better performance in bookings this year.

## Point of Sales

### September

#### D-10

POS	Sum of TBK
Sri Lanka	440
Dubai & Rest	249
Israel	47
Canada	41
Switzerland	31

#### D-20

POS	Sum of TBK
Sri Lanka	260
Dubai & Rest	184
Israel	44
Canada	36
Switzerland	28

#### D-50

POS	Sum of TBK
Sri Lanka	83
Dubai & Rest	26
Canada	20
Israel	16
United States of America	12

In the September D-10, D-20, and D-50 departure periods, Sri Lanka is the highly demanded point of sale. Dubai and the Rest are the second highest points of sale.

Using that, you can also get an idea about the total bookings for the departure dates. Also, here, when the departure date is closer, the total bookings increase.

### October

#### D-10

POS	Sum of TBK
Dubai & Rest	495
Sri Lanka	447
Israel	95
Canada	31
Switzerland	22

#### D-20

POS	Sum of TBK
Sri Lanka	313
Dubai & Rest	209
Israel	86
Canada	29
Switzerland	21

#### D-50

POS	Sum of TBK
Sri Lanka	194
Dubai & Rest	115
Israel	48
Canada	21
Switzerland	14

In October flights D-10 highly demanded points of sale in Dubai and Rest. But in D-20 and D-50 some far to departure highly demanded point of sale is the Sri Lanka.

But in all departure periods, Sri Lanka and Dubai & Rest aren't much different.

## November

D-10

POS	Sum of TBK
Dubai & Rest	949
Sri Lanka	643
Israel	206
United States of America	40
Canada	39

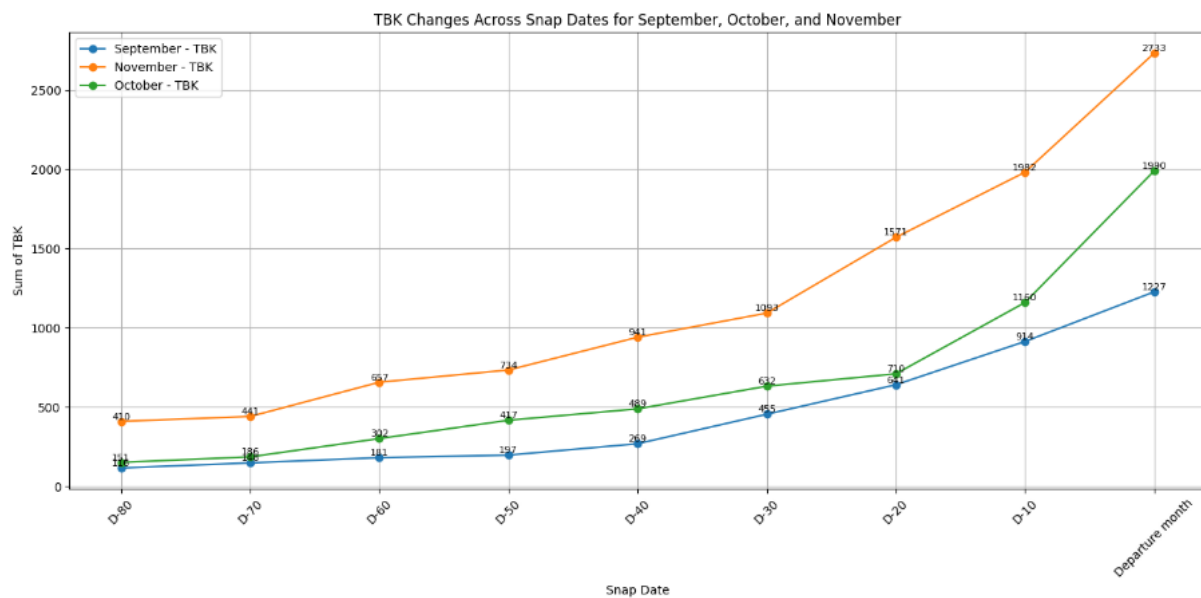
D-20

POS	Sum of TBK
Dubai & Rest	719
Sri Lanka	550
Israel	170
United States of America	33
Canada	28

D-50

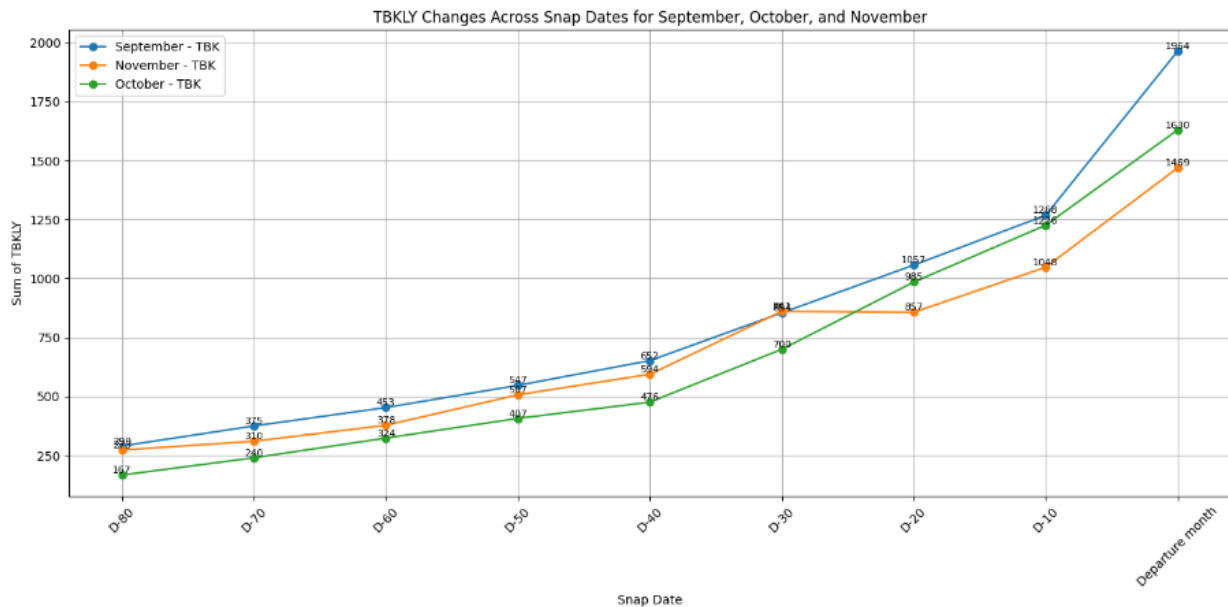
POS	Sum of TBK
Dubai & Rest	419
Sri Lanka	186
Israel	70
Canada	19
United States of America	18

In November, Dubai and Rest take the lead with the highest booking counts, followed by Sri Lanka, which maintains a relatively high booking count.



The total bookings for Dubai flights in November of this year indicate a higher demand compared to September and October.

Additionally, flights for all three months, September, October, and November show increased demand as their departure dates approach.



Last year, the total bookings for flights in September showed somewhat higher demand compared to flights in October and November

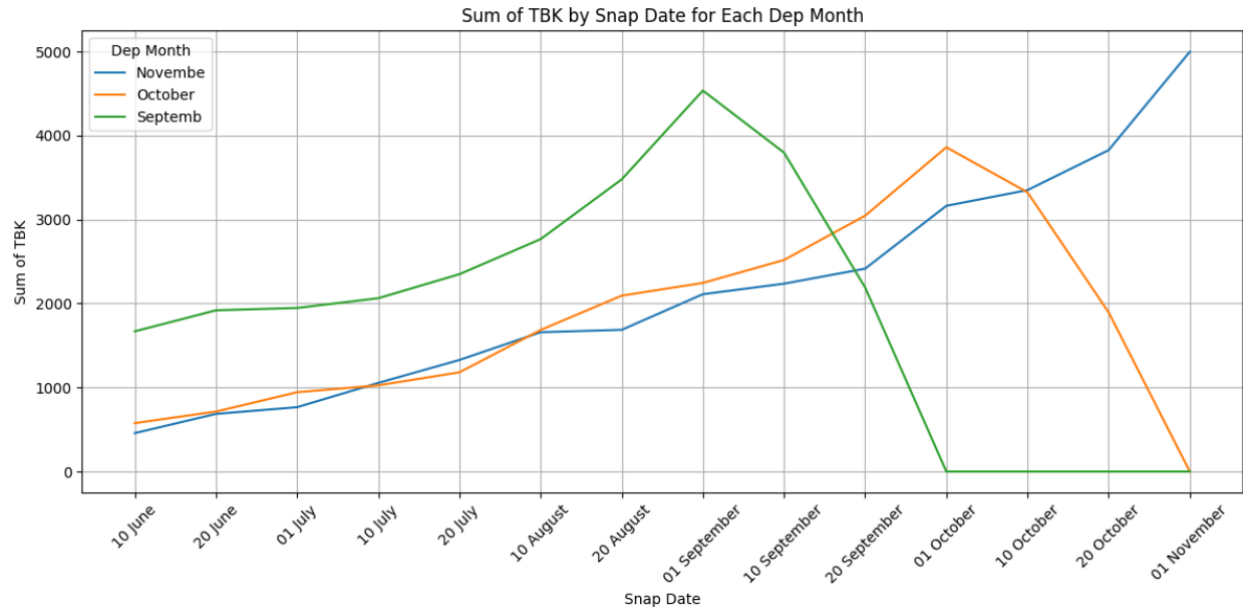
## Key Observations:

### Booking Trends Over Time:

- **September Bookings:**
  - Show a gradual rise starting from mid-June, peaking in early September.
- **October Bookings:**
  - Begin to increase more sharply in late August, peaking in early October.
- **November Bookings:**
  - Start slower compared to September and October but rise significantly in late October.
  - Reach their highest peak in early November, indicating strong last-minute booking activity.

## MAACMB

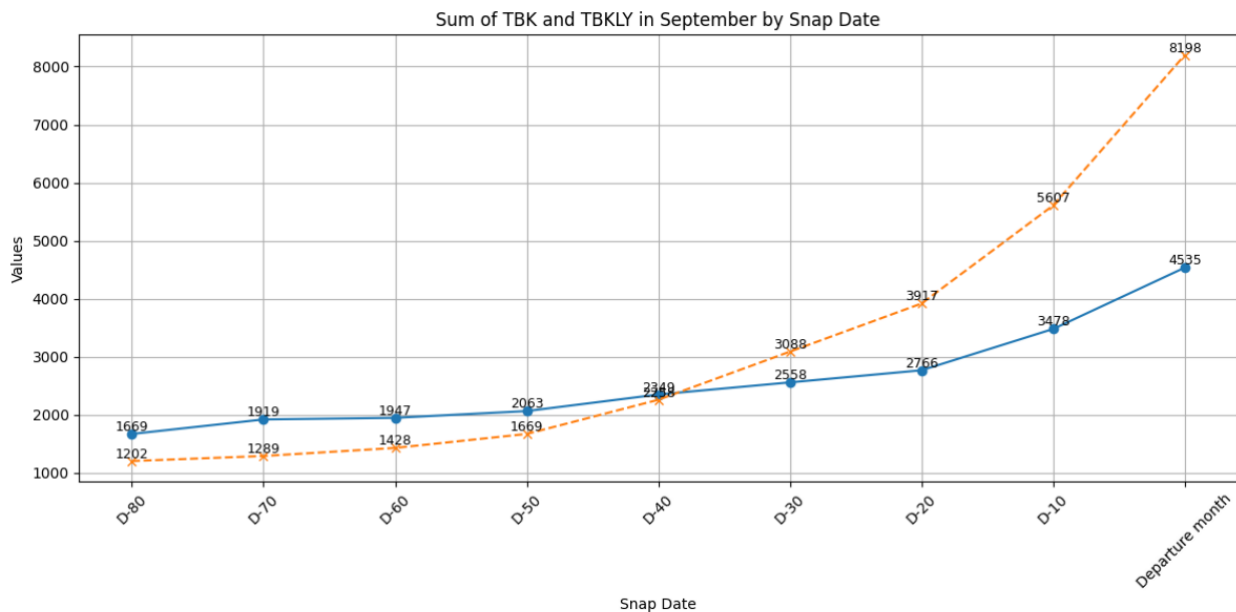
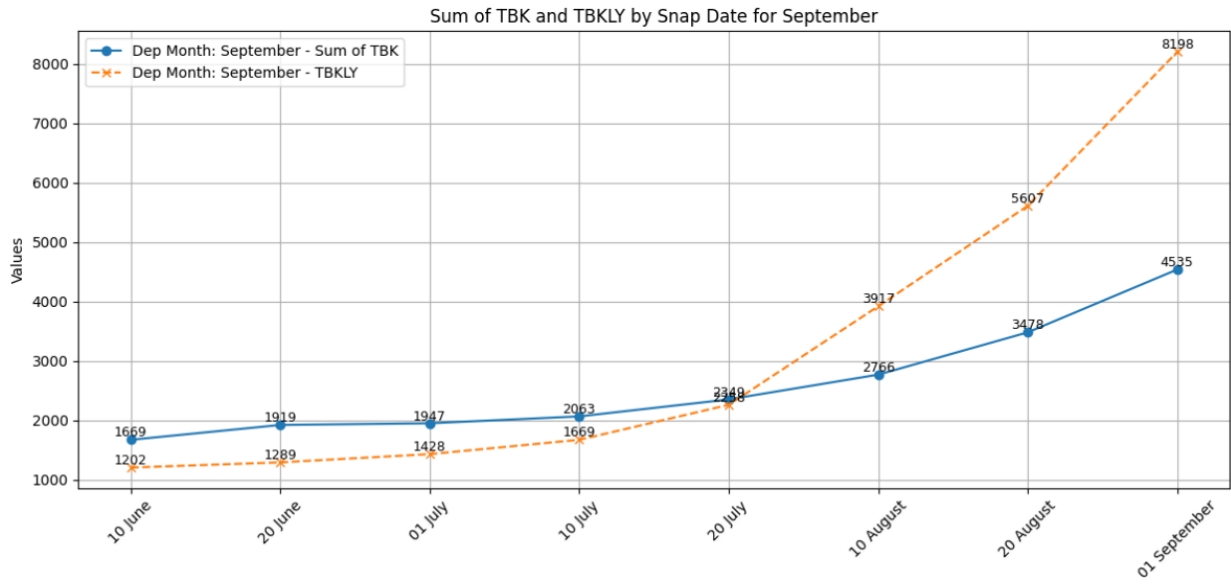
This dataset includes seat booking data for Chennai flights in September, October, and November.



- The graph shows flight booking trends for September, October, and November, with demand generally increasing as the departure dates approach.
- For September flights, bookings gradually increase toward early September, reach a peak. This reflects typical booking patterns where demand peaks closer to the departure date.
- For November flights, there is a steady rise in seat bookings, with a notable peak around October 1. This increase could be attributed to early planning by passengers for holiday travel or promotional offers.
- Additionally, November flights show a significant rise in bookings starting from June 10, likely due to early bird promotions or advanced planning for long-haul travel.



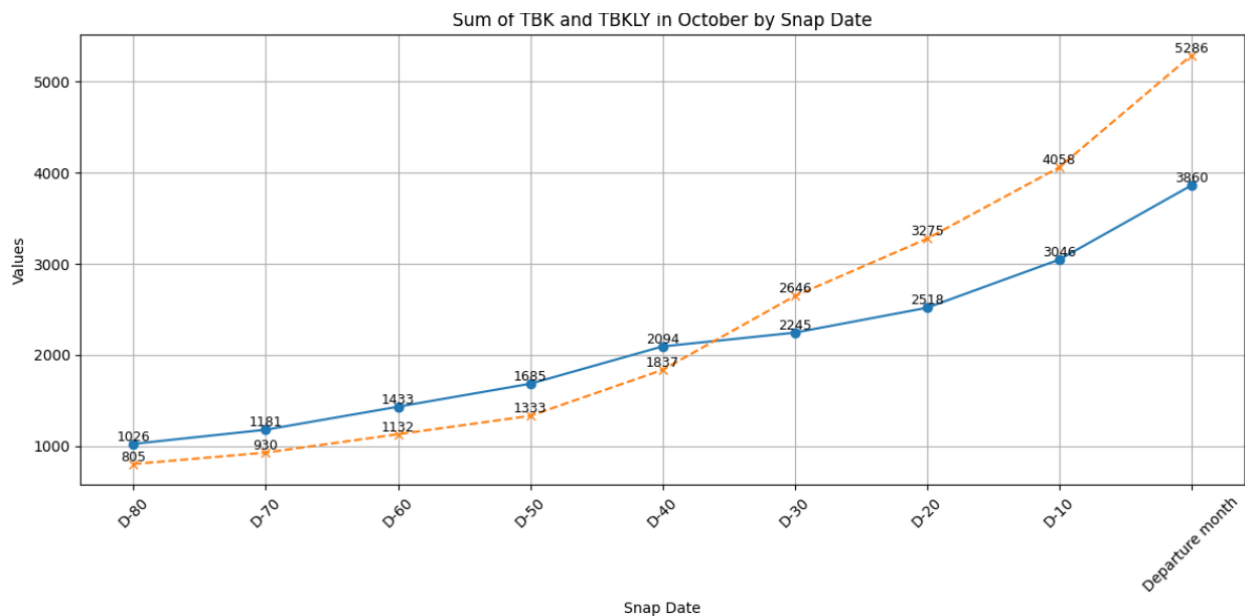
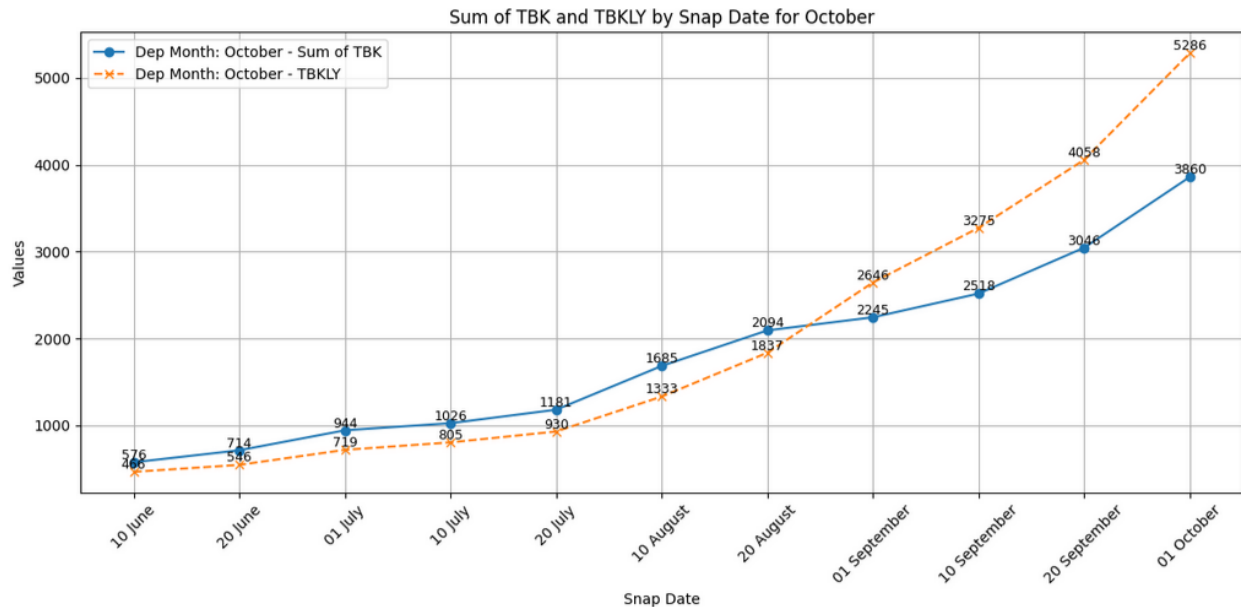
## Chennai September flights



- Comparing seat bookings for the September month flights this year with last year, seat bookings before July 20 are higher this year, likely due to early planning or promotional campaigns.
- After July 20, this year's seat bookings decreased compared to last year, possibly due to reduced demand or the absence of competitive offers.

- The peak booking point occurred on September 1 for both years, but last year's peak was approximately 4,000 higher, reflecting stronger demand or better marketing efforts in the previous year.

### Chennai October flights

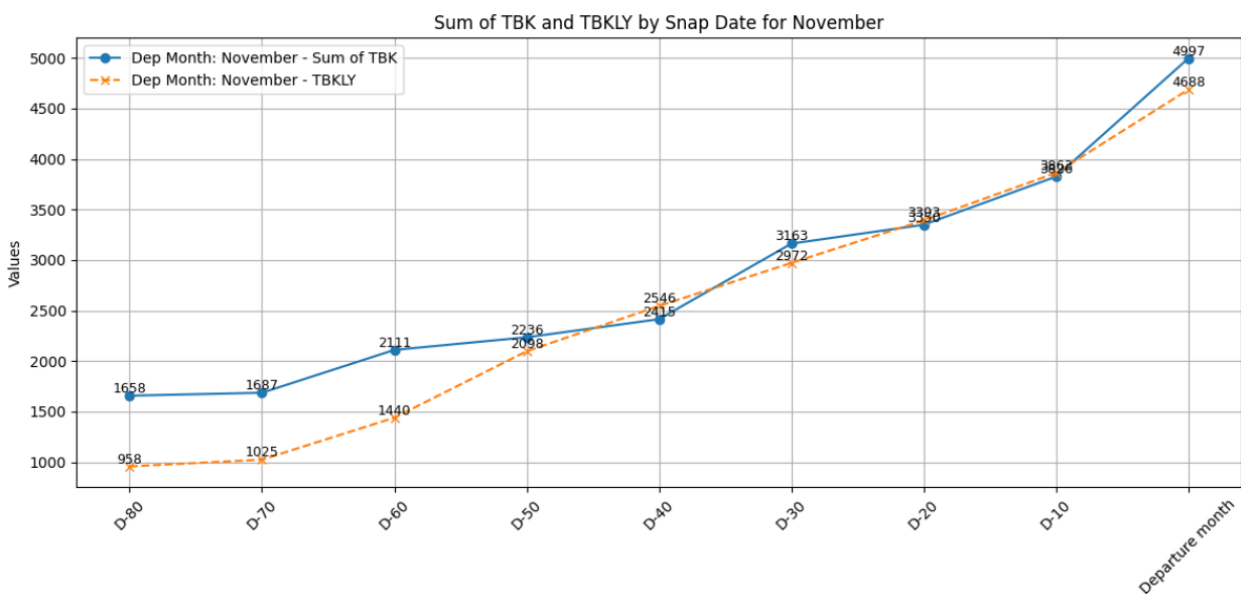
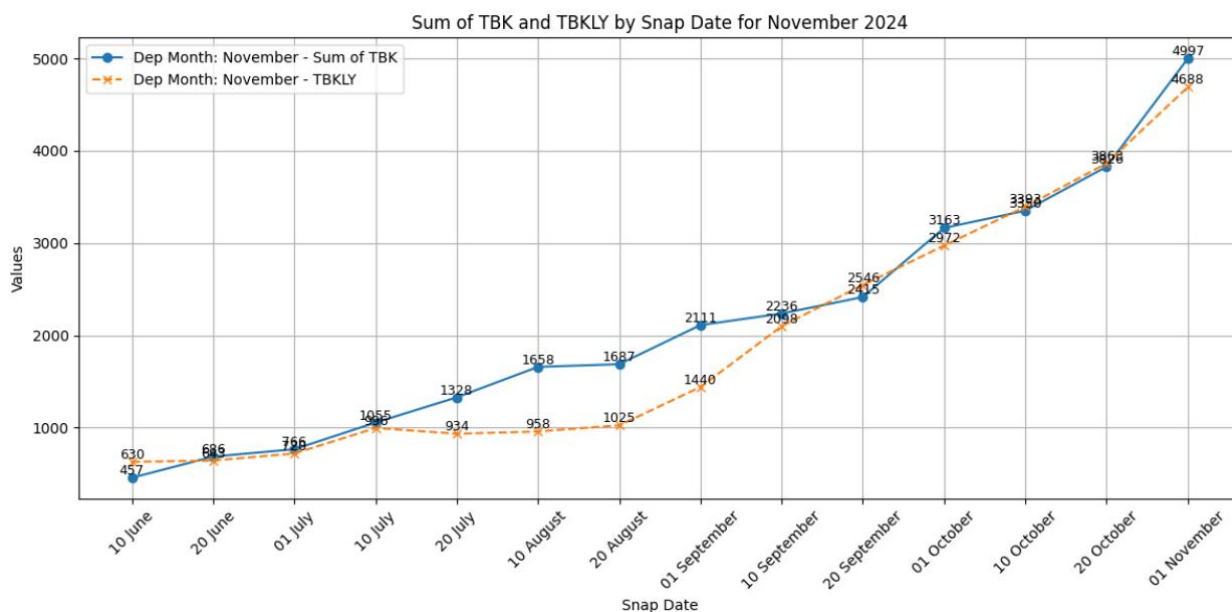


- For Chennai flights in October, seat booking demand is very low far from the departure month but increases significantly closer to the departure date. Early bookings are below

1,000, while closer to departure, bookings exceed 5,000, reflecting a surge in last-minute demand.

- When comparing this year and last year, there is little difference in seat booking demand before August 20. However, this year's seat bookings are slightly higher during that period compared to last year.
- The peak booking point for both years is on October 1, with this year's peak being approximately 1,500 lower than last year, indicating a moderate decline in peak demand.

### Chennai November flights



- As noted earlier, November flights show a significant rise in seat bookings as the departure date approaches, reflecting increased demand for travel during this period.
- There is no substantial difference between last year's and this year's overall seat bookings. However, between July 10 and September 10, this year's seat bookings are higher than last year's, possibly due to early planning by travelers or promotional offers encouraging advanced bookings.

### Point Of Sales

#### September

##### D-10

POS	Sum of TBK
Sri Lanka	1675
India Tamilnadu - Chennai	612
India Northern	370
India Western	229
India Tamilnadu Tirichi	96

##### D-20

POS	Sum of TBK
Sri Lanka	1495
India Tamilnadu - Chennai	419
India Northern	232
India Western	154
India Tamilnadu Tirichi	94

##### D-50

POS	Sum of TBK
Sri Lanka	1385
India Tamilnadu - Chennai	164
India Hyderabad	75
India Western	74
India Northern	69

In the September D-10, D-20, and D-50 departure periods, Sri Lanka is the highly demanded point of sale. India Tamilnadu-Chennai are the second highest points of sale.

Using that, you can also get an idea about the total bookings for the departure dates. Also, here, when the departure date is closer, the total bookings increase.

#### October

##### D-10

POS	Sum of TBK
India Tamilnadu - Chennai	965
Sri Lanka	666
India Northern	578
India Western	238
India Tamilnadu-Madurai	106

##### D-20

POS	Sum of TBK
India Tamilnadu - Chennai	846
Sri Lanka	555
India Northern	482
India Western	201
India Tamilnadu-Madurai	106

##### D-50

POS	Sum of TBK
India Tamilnadu - Chennai	486
Sri Lanka	431
India Northern	240
India Tamilnadu-Madurai	122
India Western	111

In the October D-10, D-20, and D-50 departure periods, India Tamilnadu-Chennai is the highly demanded point of sale. Sri Lanka is the second highest point of sale.

## November

### D-10

POS	Sum of TBK
Sri Lanka	971
India Tamilnadu - Chennai	853
India Northern	763
India Western	574
India Karnataka	138

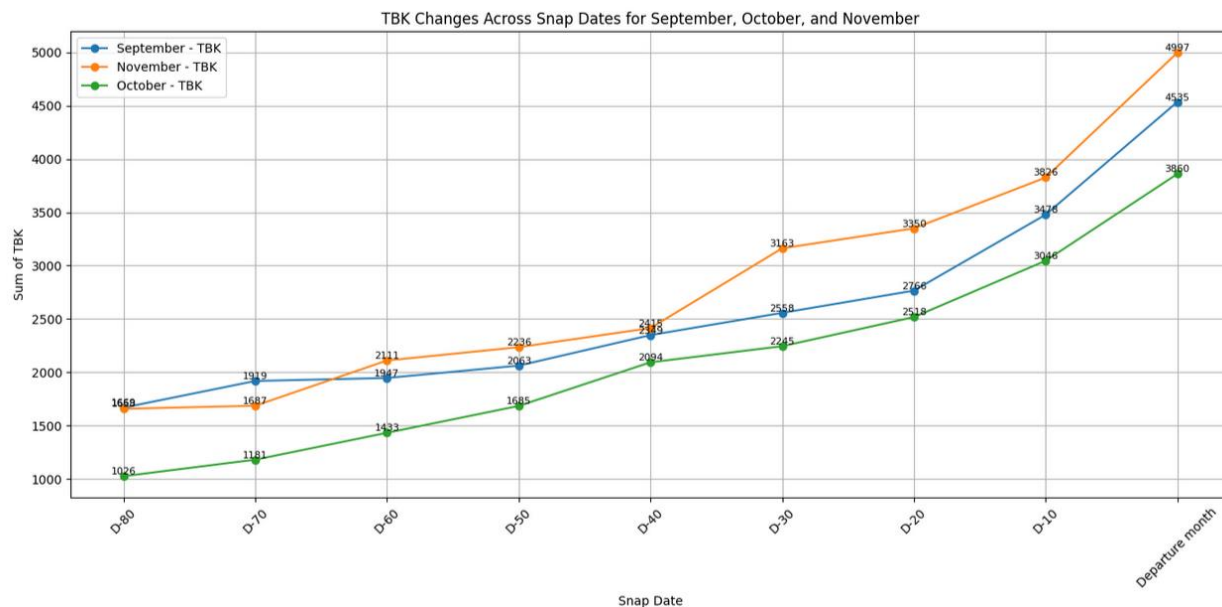
### D-20

POS	Sum of TBK
Sri Lanka	885
India Tamilnadu - Chennai	728
India Northern	666
India Western	516
India Tamilnadu-Madurai	96

### D-50

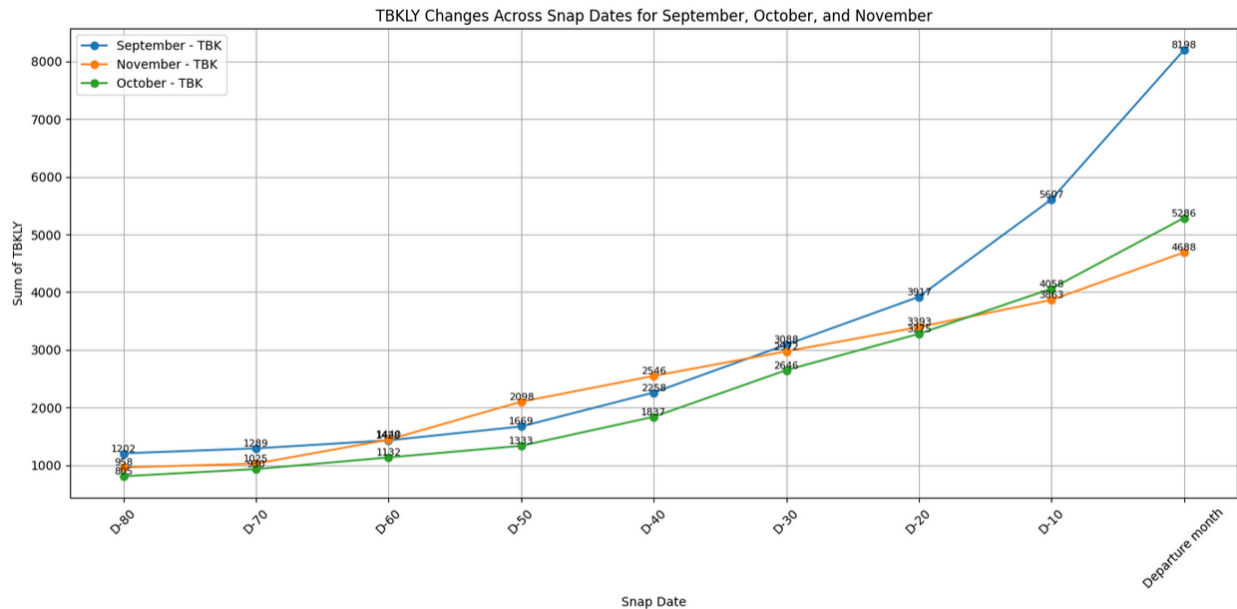
POS	Sum of TBK
Sri Lanka	587
India Tamilnadu - Chennai	411
India Northern	410
India Western	339
India Karnataka	104

In the November D-10, D-20, and D-50 departure periods, Sri Lanka is the highly demanded point of sale. India Tamilnadu-Chennai are the second highest points of sale.



The total bookings for Chennai flights in November of this year indicate a higher demand compared to September and October when closer to departure.

Additionally, flights for all three months September, October, and November show increased demand as their departure dates approach.



Last year, the total bookings for flights in September showed somewhat higher demand compared to flights in October and November when the closer to departure.

### Key Observations:

#### 1. Overall Trend:

Seat booking demand increases as the departure dates approach, following the typical trend of last-minute bookings.

#### 2. September Flights:

- Bookings gradually increase, reaching a peak around early September (around September 1).

#### 3. October Flights:

- A steady rise in bookings is observed until early October, when demand peaks.

#### 4. November Flights:

- Bookings show an early rise starting from June 10, highlighting strong early planning by passengers.
- A noticeable surge occurs in late September and early October, with a peak around October 1.

### **Summary**

- General strategies,
  - Offer attractive discounts for bookings made well in advance to encourage customers to secure seats earlier.
  - Provide competitive last-minute fare discounts to capture travelers who book closer to the departure date.
  - Specially in peak can get the high revenue using the correct fare. Then want to focus on the correct fare values at the correct time.
  - Peak periods present an opportunity for maximizing revenue by implementing optimized fare strategies.
  - To achieve this, it is crucial to focus on applying the correct fare values at the right time to align with demand patterns and passenger booking behavior.