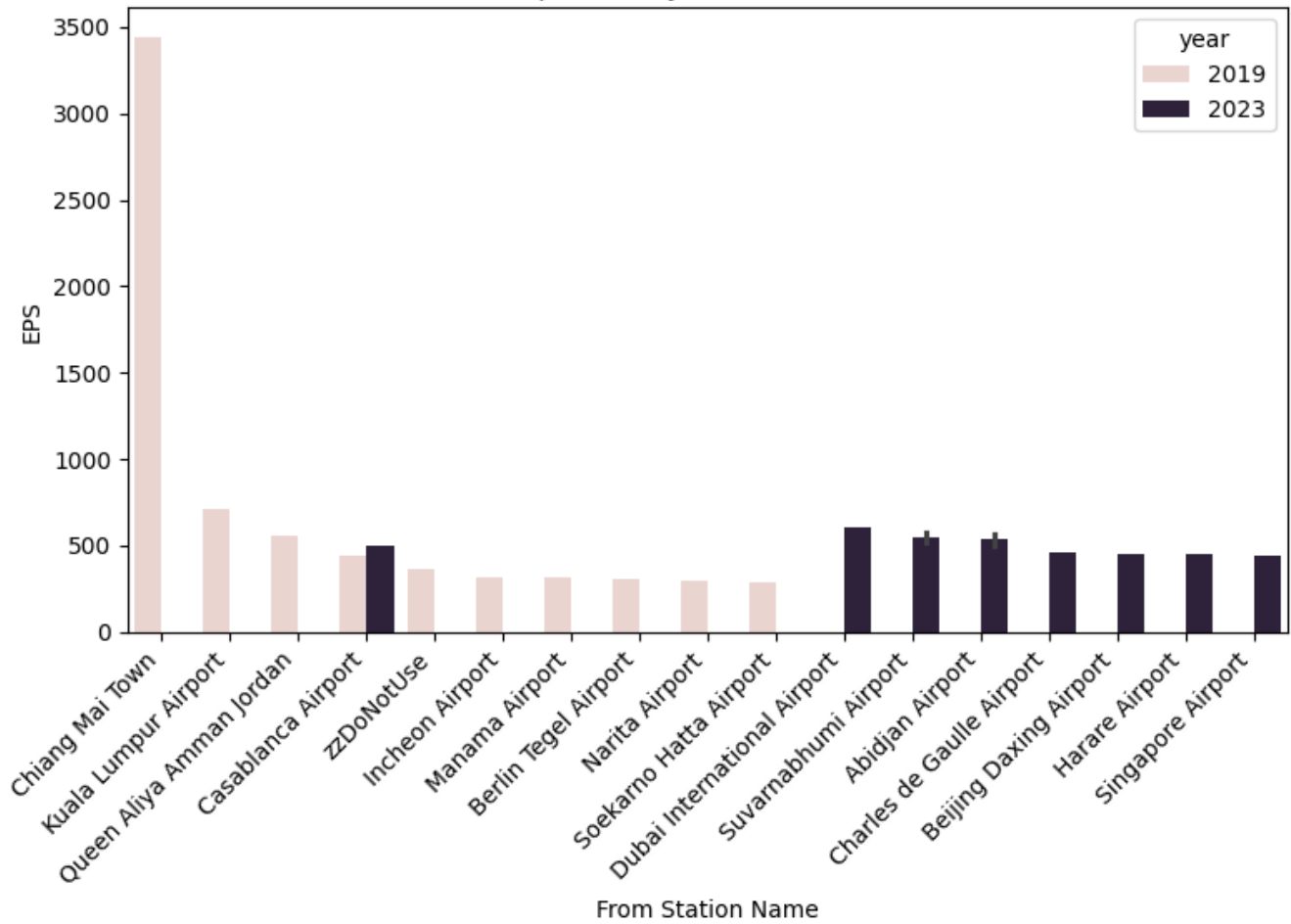
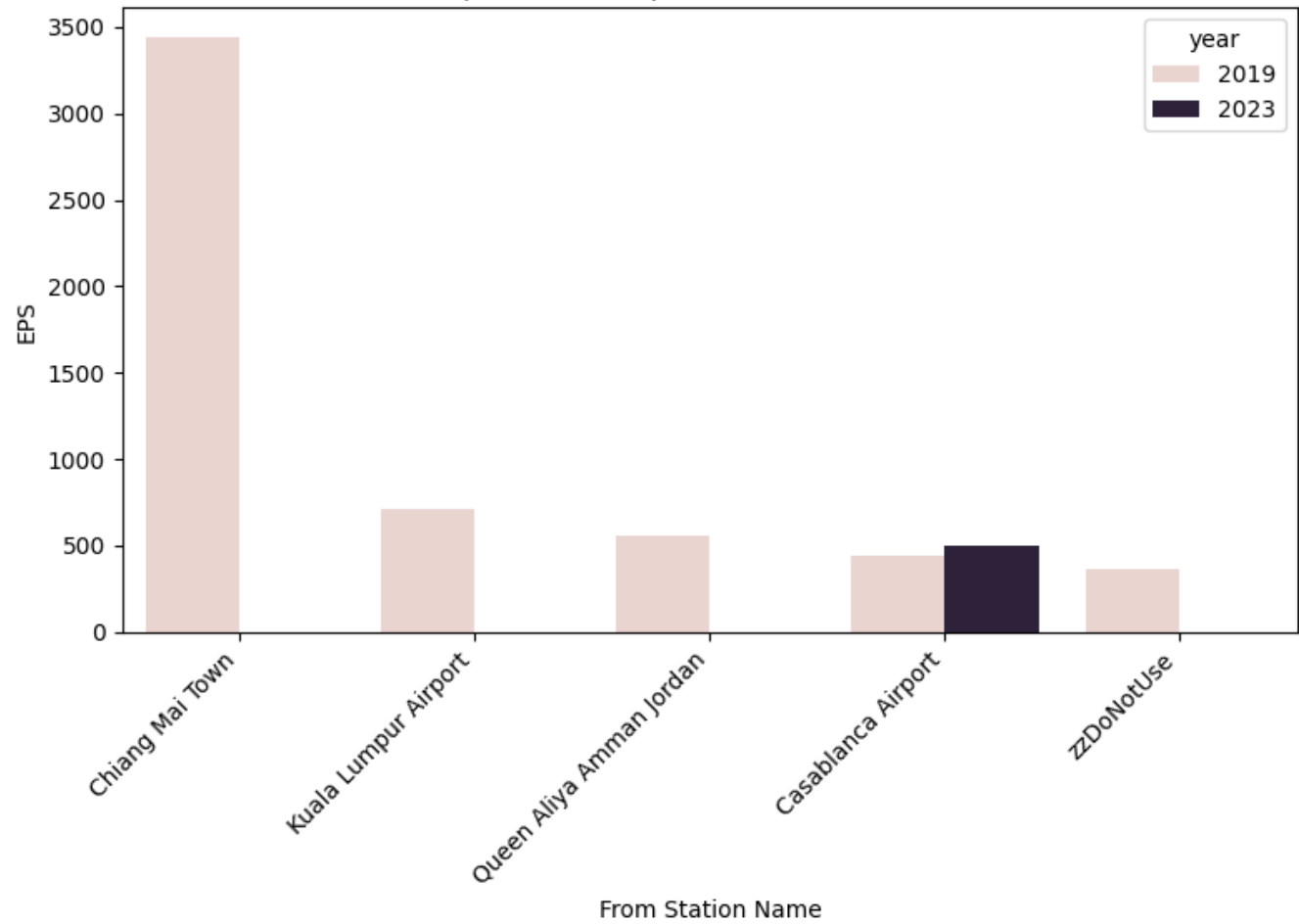


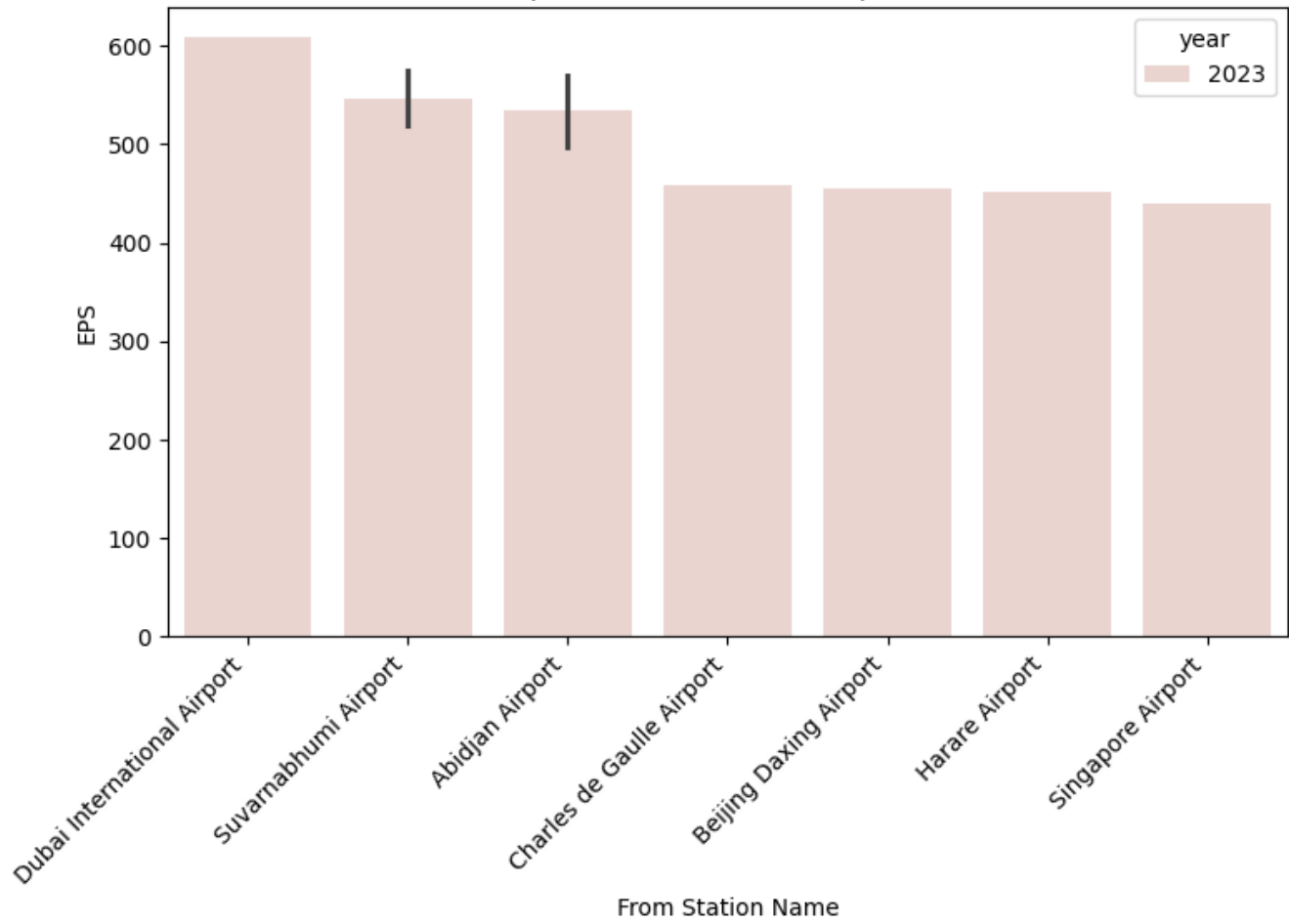
EPS Comparison by Route (2019 vs. 2023)



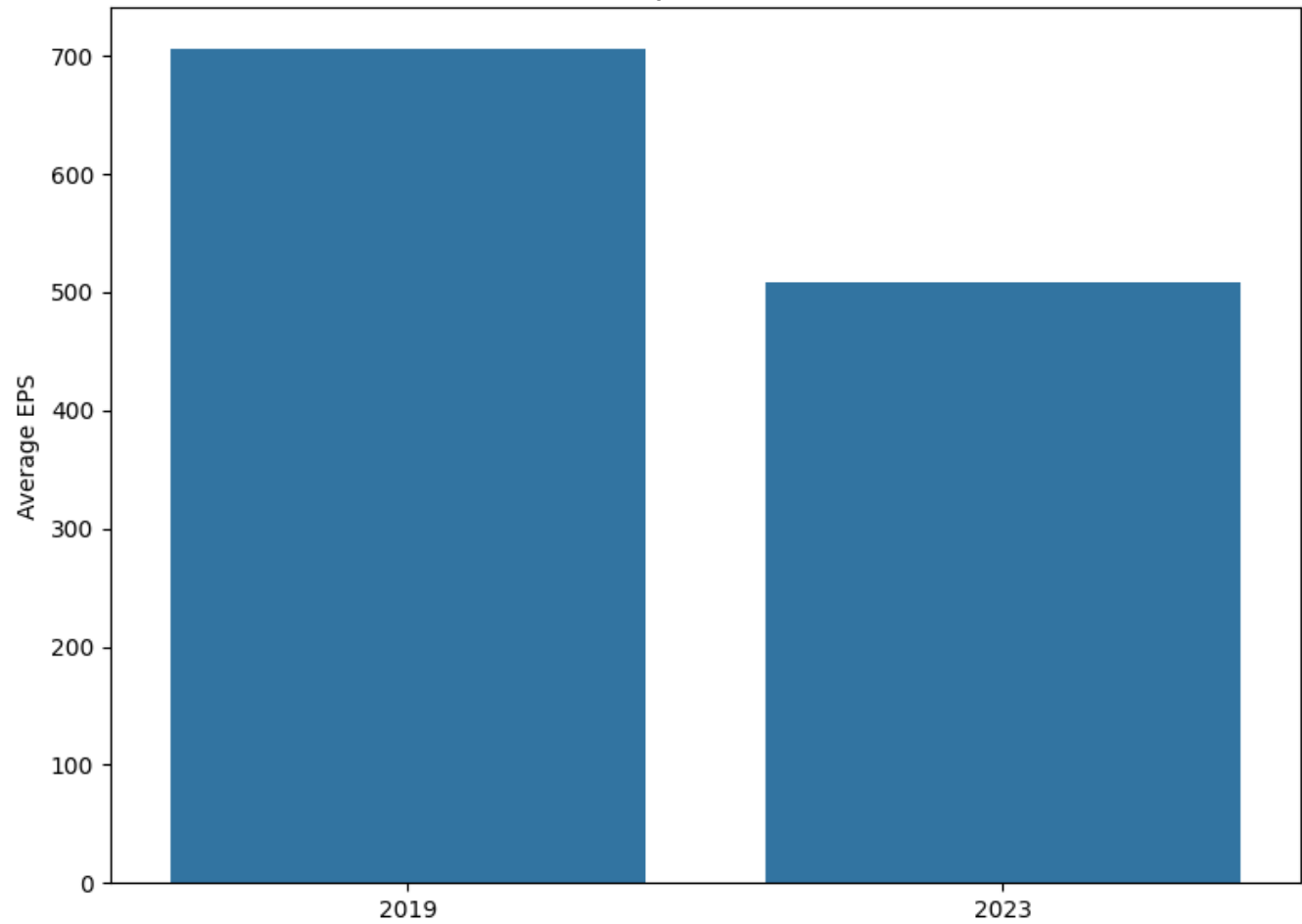
EPS Comparison for Top 2019 Routes (2019 vs. 2023)



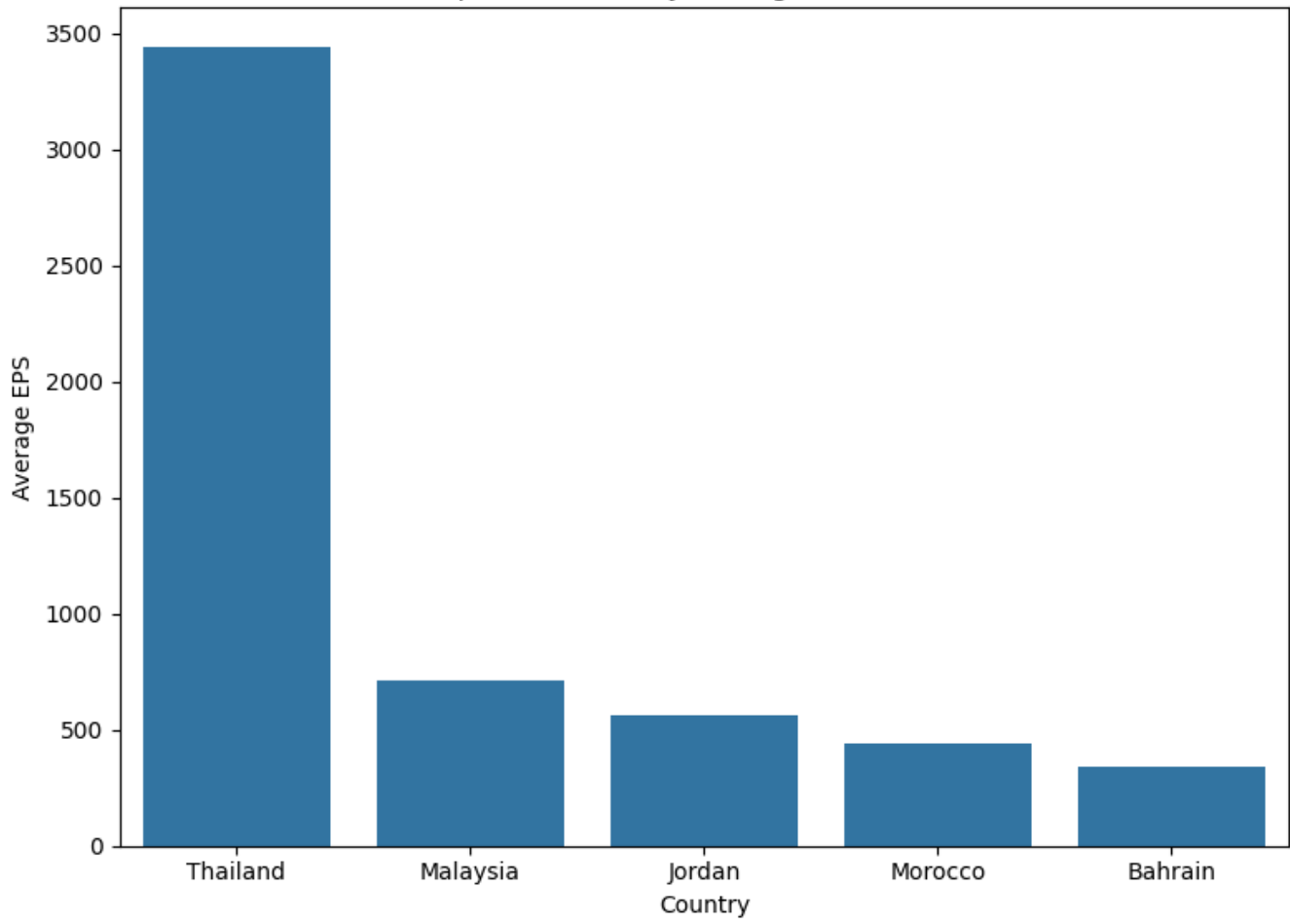
Top 2019 Routes Not in Top 2023



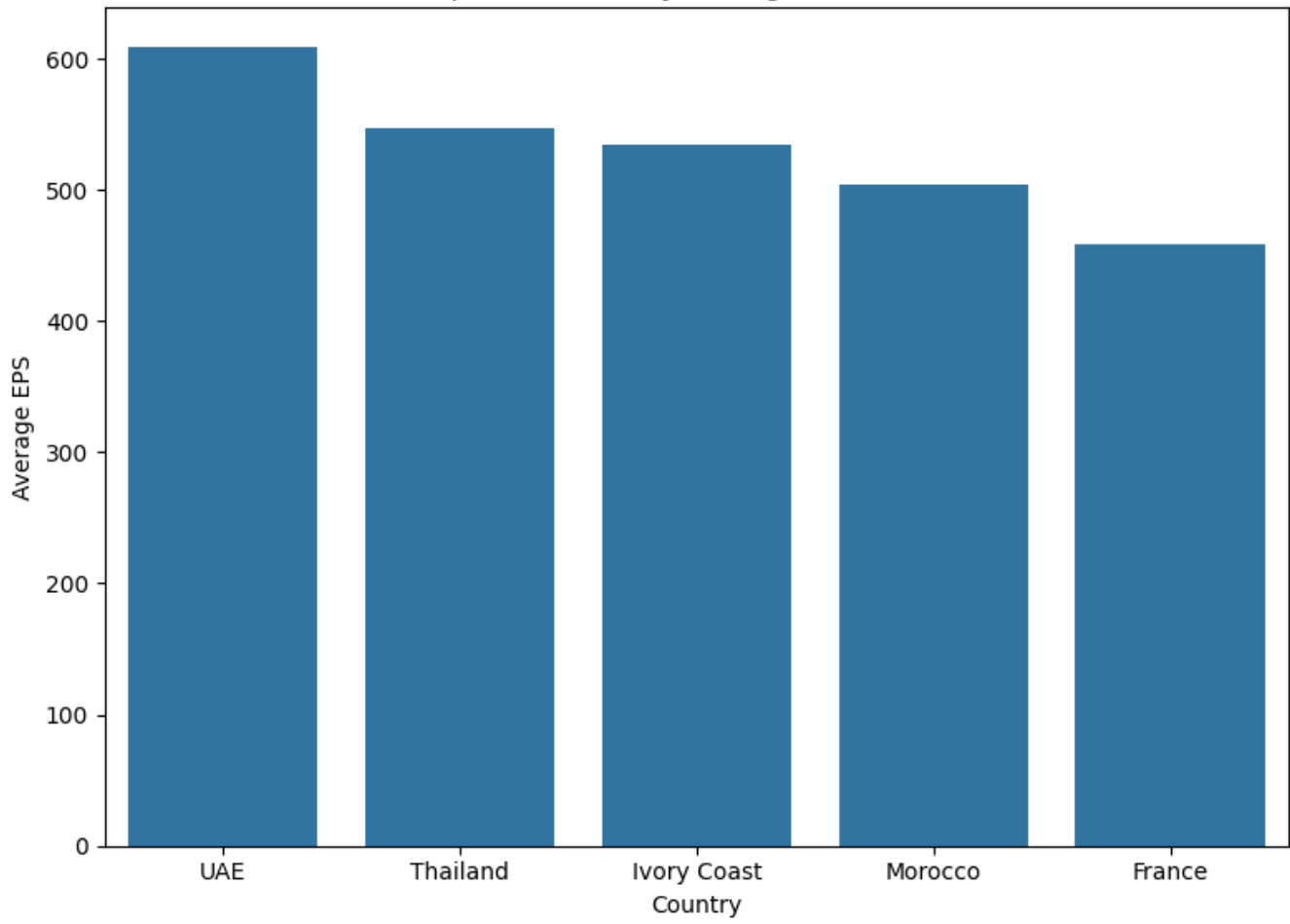
Overall EPS Comparison (2019 vs. 2023)



Top 5 Countries by Average EPS in 2019



Top 5 Countries by Average EPS in 2023



Summary of Insights:

1. 2019 vs 2023 EPS Route Comparison:

- This chart compares EPS for the top routes in both 2019 and 2023. Significant changes in EPS between the two years highlight shifts in route profitability.

- Focus on the routes in Thailand that saw a decline in EPS from 2019 to 2023.

2. Overall EPS Comparison:

- The average EPS decreased from 705.47 in 2019 to 508.23 in 2023.

- This suggests a general decline in profitability per seat across routes.

3. Top 2019 Routes Not Performing in 2023:

- Some of the top-performing routes in 2019 did not maintain their positions in 2023.

- For instance, routes like Dubai International Airport, Suvarnabhumi Airport, Abidjan Airport, Charles de Gaulle Airport, Beijing Daxing Airport, Harare Airport, Singapore Airport saw significant drops in EPS.

4. Country-Based Trends:

- In 2019, the top countries by EPS were: Thailand, Malaysia, Jordan, Morocco, Bahrain.

- By 2023, the top countries shifted to: UAE, Thailand, Ivory Coast, Morocco, France.

- This indicates changes in market dynamics and profitability across regions.

Actionable Insights

1. Targeted Promotions:

- Focus on routes that saw a decline in EPS from 2019 to 2023.
- Consider offering promotions such as discounts, bundle offers, and loyalty rewards to regain market share.
- Track the effectiveness of these promotions using key performance indicators like conversion rate and booking volume.

2. Market Analysis:

- Conduct competitor analysis and gather customer feedback to understand the shifts in top-performing routes and countries.
- Use demand forecasting and price sensitivity analysis to optimize route offerings and pricing strategies.

3. Service Enhancements:

- Assess service quality on underperforming routes and identify areas for improvement.
- Consider partnerships with local businesses and upgrading services to provide added value to customers.
- Communicate service enhancements effectively through targeted marketing campaigns.