



Flight Booking Insights Report

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Agenda

This report provides a comprehensive analysis of flight booking data, covering key performance indicators, trends, and correlations to help optimize booking strategies.

- Key KPIs Overview
- Conversion Rate by Channel
- Top 10 Booking Rates by Day & Hours
- Purchase Lead by Trip Type
- Service Preference Rate
- Conversion Rate by Purchase Lead Time
- Time of Day Analysis
- Correlation Between Flight Hour and Meal Preference
- Key Takeaways from Flight Booking Data

Key KPIs Overview

437

Avg. Flight Duration
minutes

7,478

No. of Bookings
total bookings

23

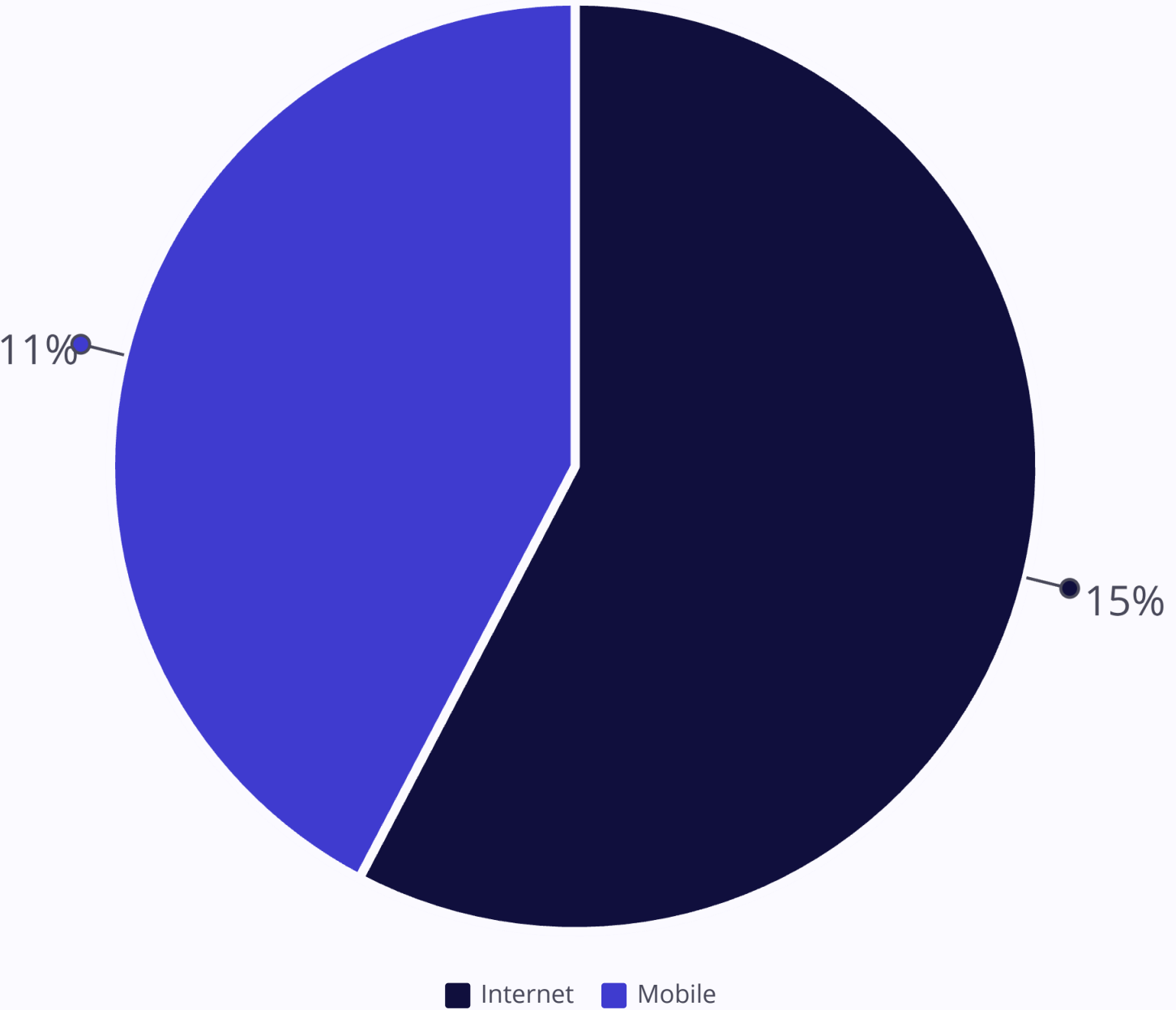
Avg. Length of Stay
days

The average flight duration indicates a strong demand for medium-to-long haul routes.

A total of 7,478 bookings highlights a healthy dataset to analyze customer preferences.

The 23-day average stay suggests most trips are for leisure or extended business, not just short stays.

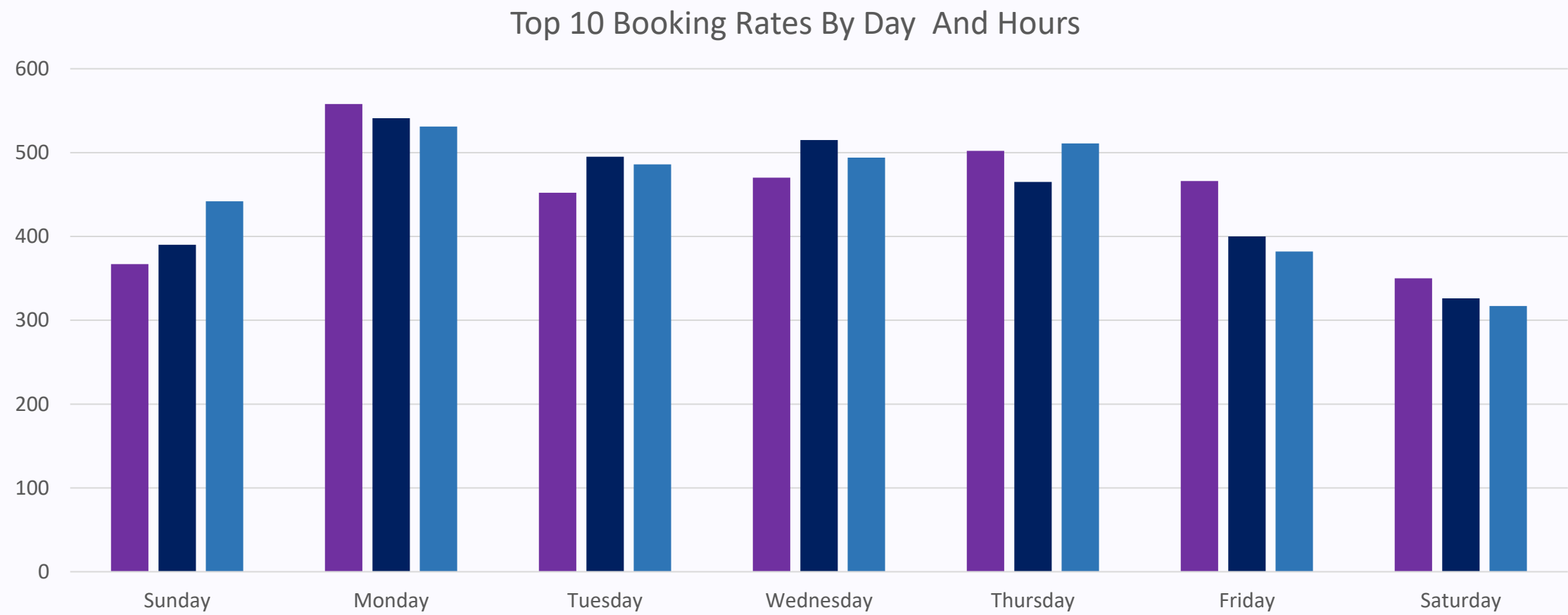
Conversion Rate by Channel



Internet is still the primary booking channel, but mobile accounts for a significant share.

Recommendation: improve mobile app usability and promotions to increase mobile conversions.

Top 10 Booking Rates by Day & Hours

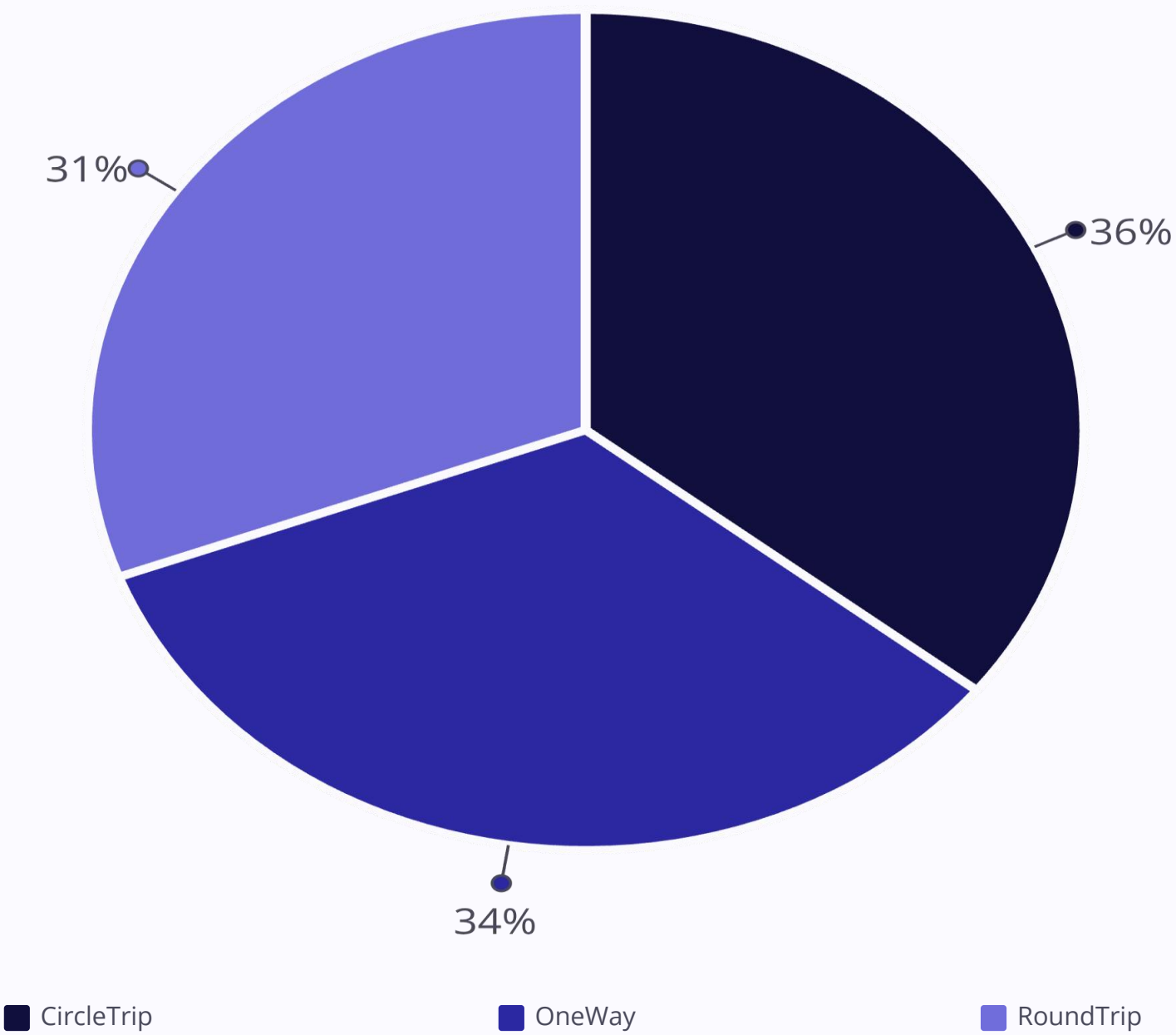


Mondays and Wednesdays show the highest booking activity.

Booking peaks are more evenly spread throughout the week, but weekends (Saturday/Sunday) are relatively lower.

Recommendation: allocate marketing campaigns on peak booking days to capture demand.

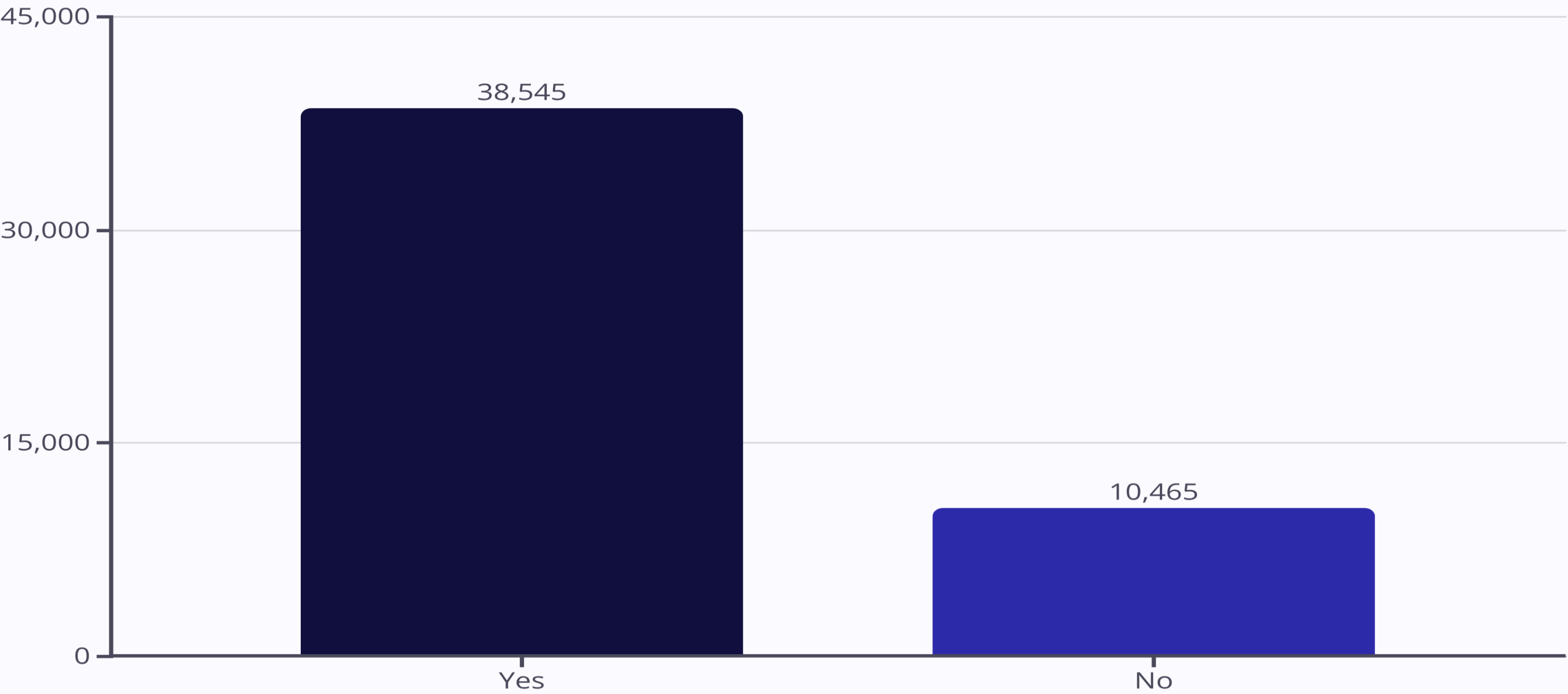
Purchase Lead by Trip Type



CircleTrip is the most preferred trip type, slightly ahead of OneWay and RoundTrip.

Balanced distribution suggests airlines should maintain flexible offerings across all trip types.

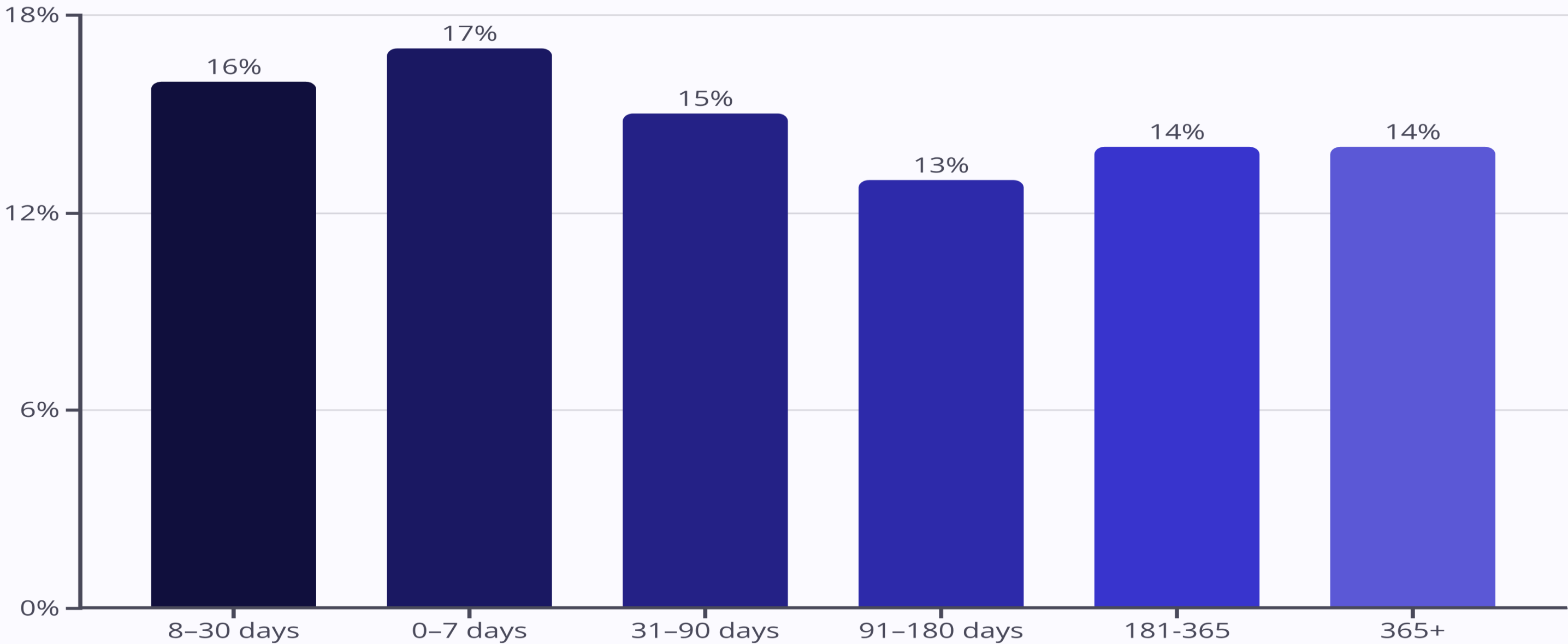
Service Preference Rate



A large majority of customers opt for additional services.

Recommendation: expand service bundles (e.g., extra baggage, seat selection, meals) to maximize ancillary revenue.

Conversion Rate by Purchase Lead Time

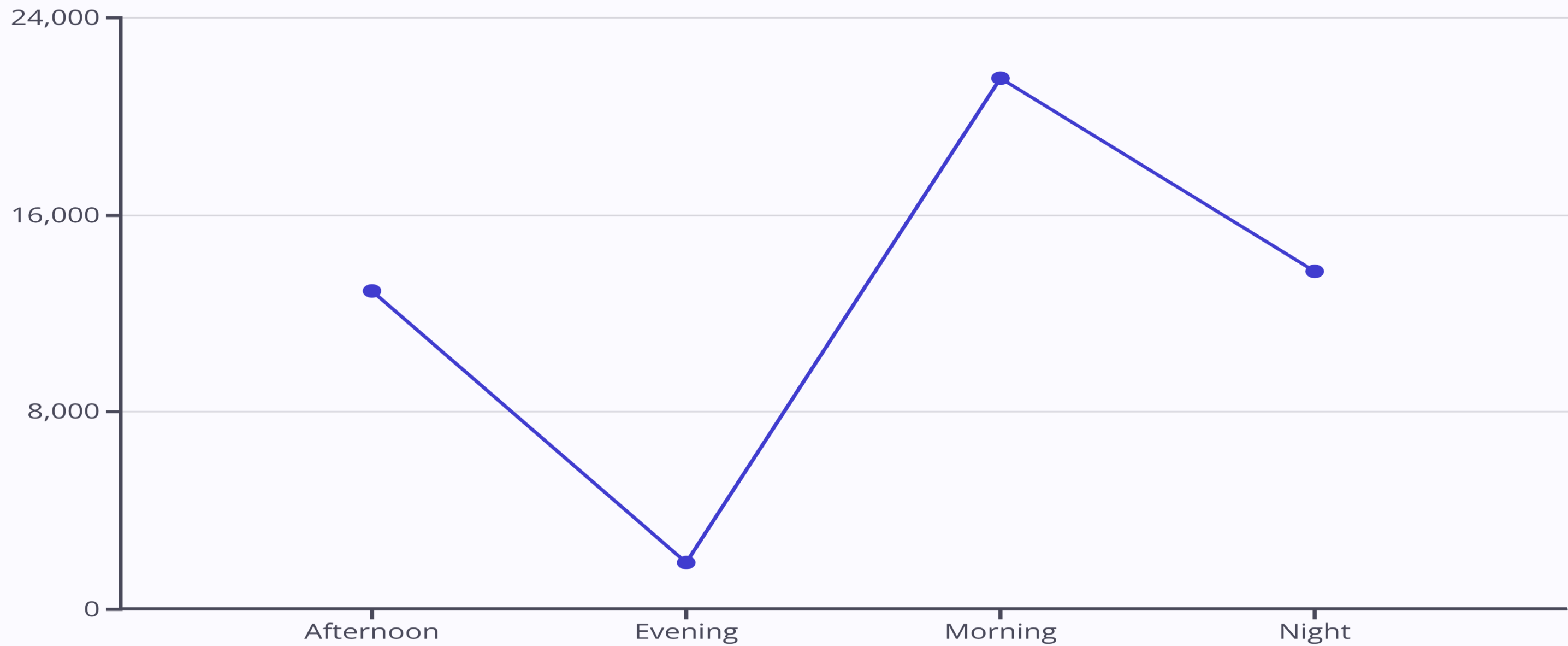


Highest conversion rate is within **8-30 days** before the flight.

Last-minute bookings (0-7 days) still significant, but long-term bookings (>181 days) are lower.

Recommendation: focus pricing strategies and promotions around the 8-30 day lead window.

Time of Day Analysis

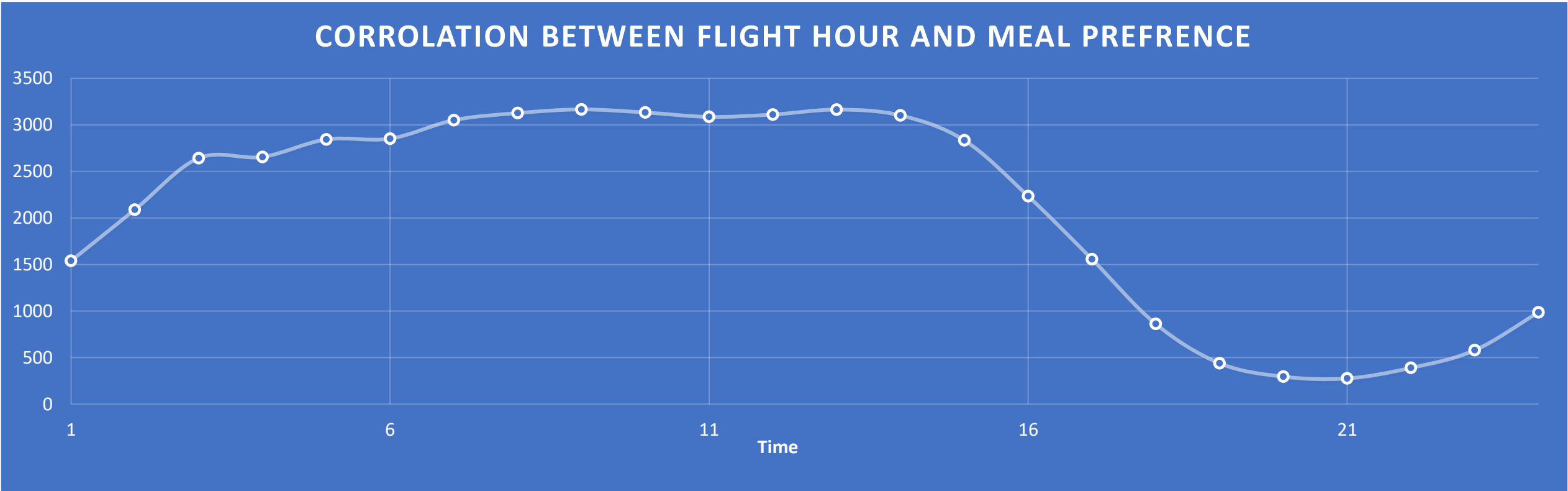


Bookings peak in the **morning** hours, followed by evening.

Afternoon has the lowest activity.

Recommendation: schedule ads, campaigns, and booking system maintenance during low-traffic hours.

Correlation Between Flight Hour and Meal Preference

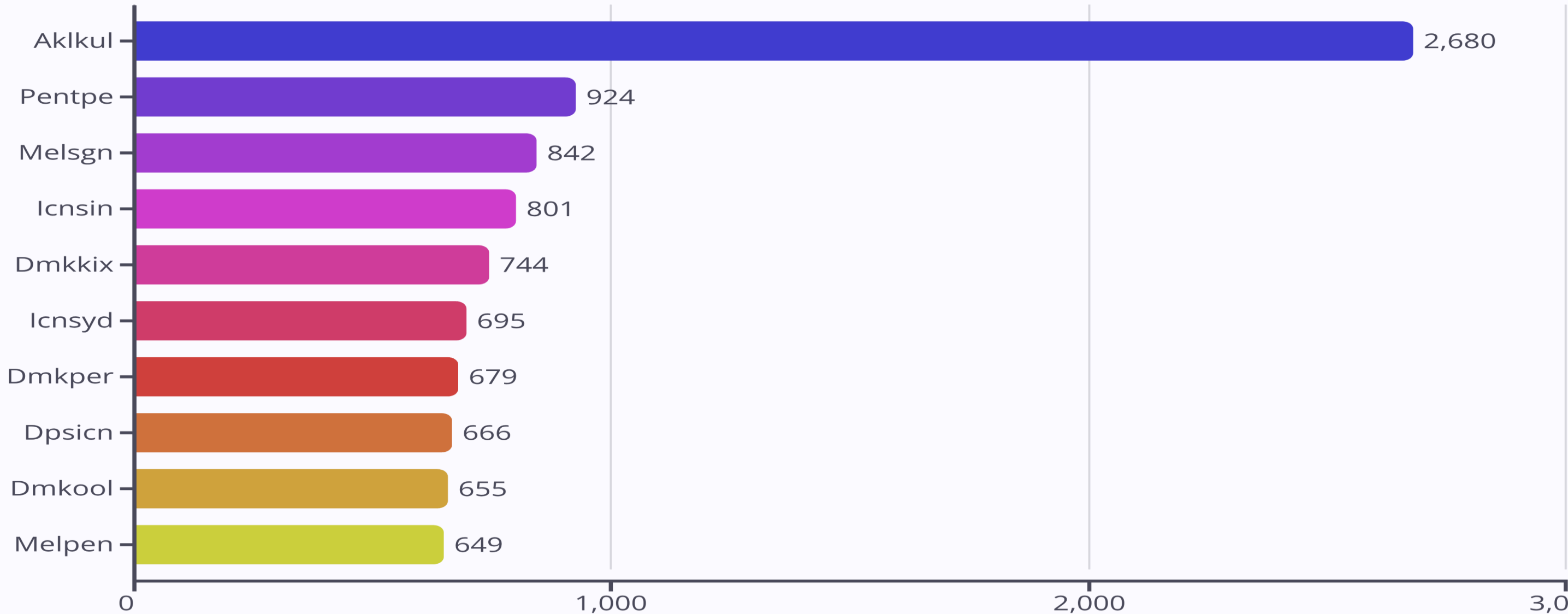


Meal demand is highest between 6 AM and 4 PM, then sharply drops at night.

Very low demand after 9 PM.

Recommendation: airlines can optimize catering logistics by reducing meals for night flights and increasing allocation for morning/afternoon flights.

Heat Map Of Most Frequent Routes



This chart visualizes the topflight routes by their respective values, effectively serving as a heatmap where longer bars indicate higher values. Route 'Aklkul' stands out significantly, demonstrating a much higher value compared to others, followed by 'Pentpe' and 'Melsgn'.

Understanding these top-performing routes is crucial for optimizing flight scheduling, marketing efforts, and resource allocation to maximize revenue.

Key Takeaways from Flight Booking Data

Booking Trends & Peak Times

Bookings peak in the [morning](#) and [night](#) hours, with the lowest activity in the afternoon. Mondays and Wednesdays show the highest overall booking volumes, suggesting these are prime days for marketing efforts.

Customer Service: Meal Preference

Meal demand is highest for flights between [6 AM and 4 PM](#), sharply declining after 9 PM. This indicates a clear customer preference for meals on daytime flights, allowing for optimized catering logistics.

Channel & Lead Time Insights

Internet remains the primary booking channel, but mobile is significant. The highest conversion rates occur for bookings made [8–30 days](#) before the flight, with last-minute bookings also contributing. Most customers also opt for additional services, indicating a strong opportunity for ancillary revenue.

Thank You!

For your time and attention.

We hope these insights provide a clear path to optimizing your flight booking strategies and enhancing customer experience.

