

FLIGHTS REVIEW



Graph interpretation

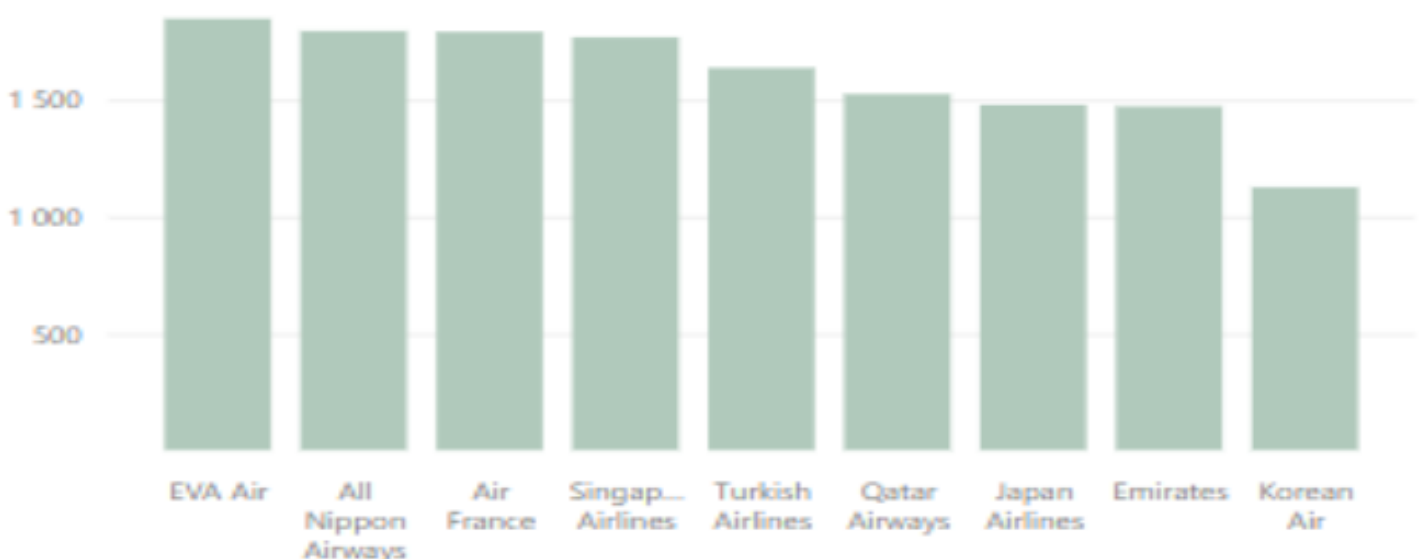
The graph displays average ticket prices by airline, with EVA Air positioned as the most expensive, followed by All Nippon Airways and Air France. Mid-range carriers like Singapore Airlines and Turkish Airlines occupy the middle tier, while Qatar Airways, Japan Airlines, Emirates, and Korean Air appear more affordable. This hierarchy suggests a correlation between price and perceived service quality or brand positioning.



Action to take

For premium airlines (e.g., EVA Air), justify high prices with enhanced value propositions (exclusive perks, superior service). Budget-friendly carriers (e.g., Korean Air) should highlight cost advantages to attract price-sensitive travelers. Mid-tier airlines can compete through balanced pricing and service differentiation. Regularly benchmark against competitors to maintain optimal pricing strategies.

Prix moyen par compagnie





Graph interpretation

The graph shows the global average price fluctuations by month, ranging from 0 to 2,000 units. The data points at months 5 and 10 suggest significant price variations, with potential peaks or dips during these periods. The absence of clear labels makes precise interpretation challenging, but the trend indicates possible seasonal or promotional impacts on pricing.



Action to take

Investigate the causes behind the spikes/dips at months 5 and 10 (e.g., demand surges, holidays, or sales events). Adjust pricing strategies to capitalize on high-demand periods and mitigate low-demand phases. Ensure clearer labeling in future graphs for accurate analysis.





Graph interpretation

The graph plots airlines' value-for-money (quality/price ratio) by comparing average ratings (4.0–6.0) against average ticket prices (1,200–1,800 units). Qatar Airways and Emirates likely occupy the top-right quadrant (high rating, higher price), while Korean Air or EVA Air may fall in the lower-left (lower rating, mid-range price). Air France and Japan Airlines appear balanced, suggesting competitive pricing for their quality.



Action to take

Premium airlines like Qatar Airways and Emirates should reinforce their value proposition with exclusive services to justify higher prices, while mid-tier carriers such as Air France and Japan Airlines can leverage their balanced quality-price ratio in targeted marketing campaigns. For lower-rated airlines like Korean Air and EVA Air, focus on improving service quality or adjusting pricing strategies to boost competitiveness. Use these insights to tailor promotions, offering bundled deals for premium options and service upgrades for budget-conscious travelers.





Graph interpretation

The table compares price stability across airlines, showing Korean Air as the most stable (low standard deviation of €889.06), while All Nippon Airways and Emirates are marked as unstable (high deviations of €2,216.21 and €1,894.76). Most airlines (Air France, Qatar, etc.) show moderate volatility. Notably, Emirates combines instability with a relatively low average price (€1,471.23), suggesting erratic pricing strategies.



Action to take

Korean Air's stability can be marketed as a reliability guarantee, while unstable airlines (All Nippon, Emirates) should analyze pricing triggers (e.g., demand surges, route-specific factors) to reduce fluctuations. Moderately volatile carriers could benefit from dynamic pricing tools to optimize revenue without alienating customers.

company	EcartTypePrixParCompagnie	PrixMoyenParCompagnie	NiveauStabilite
Korean Air	889,06	1 126,56	Stable
Air France	1 692,72	1 789,90	Modérée
EVA Air	1 090,60	1 845,56	Modérée
Japan Airlines	1 506,12	1 477,42	Modérée
Qatar Airways	1 135,67	1 524,00	Modérée
Singapore Airlines	1 634,87	1 765,93	Modérée
Turkish Airlines	1 609,52	1 636,02	Modérée
All Nippon Airways	2 216,21	1 793,41	Instable
Emirates	1 894,76	1 471,23	Instable
Total	1 576,33	1 622,39	Modérée



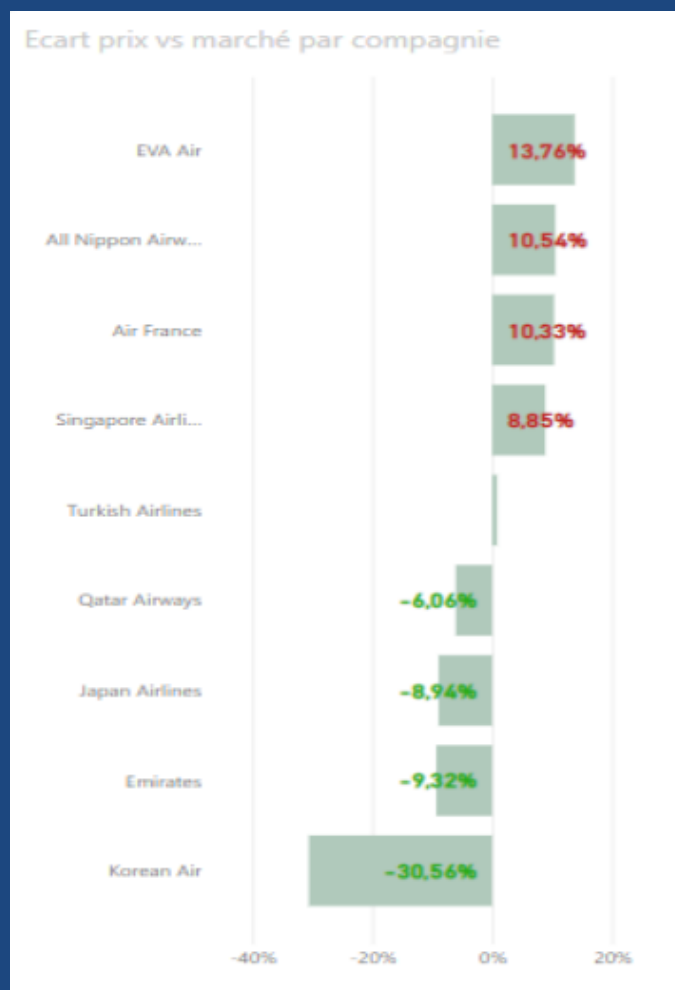
Graph interpretation

The graph compares each airline's price deviation from market averages, showing EVA Air with the largest discount (-40%), followed by All Nippon Airways (-30.56%) and Qatar Airways (-13.76%). Most airlines cluster between -6% to -10% (Singapore Airlines, Emirates, etc.), indicating they align closely with market prices. Korean Air (-8.85%) is nearly market-par.



Action to take

Leverage EVA Air's aggressive pricing (-40%) in price-sensitive markets while ensuring profitability. For airlines near market average (e.g., Emirates, Korean Air), emphasize non-price differentiators (service, routes). Monitor Qatar Airways' mid-range discount (-13.76%) for competitive adjustments.





Graph interpretation

The data shows flight volume remained stable at 1,000 flights year-over-year (0% change), with average ticket price static at €1,620 (0% variation). The wide price range (€136 min to €13K max) suggests highly segmented pricing strategies, likely catering to different customer classes (economy vs. premium).



Action to take

Maintain the current flight volume while implementing dynamic pricing strategies to capitalize on the wide price range (€136–€13K). Target budget-conscious travelers with competitive low fares and premium customers with exclusive high-end offerings. Introduce targeted promotions to stimulate demand during off-peak periods without disrupting overall pricing stability. Regularly analyze booking patterns to optimize the balance between volume and revenue.

