

Airline Customer Holiday Booking Dataset

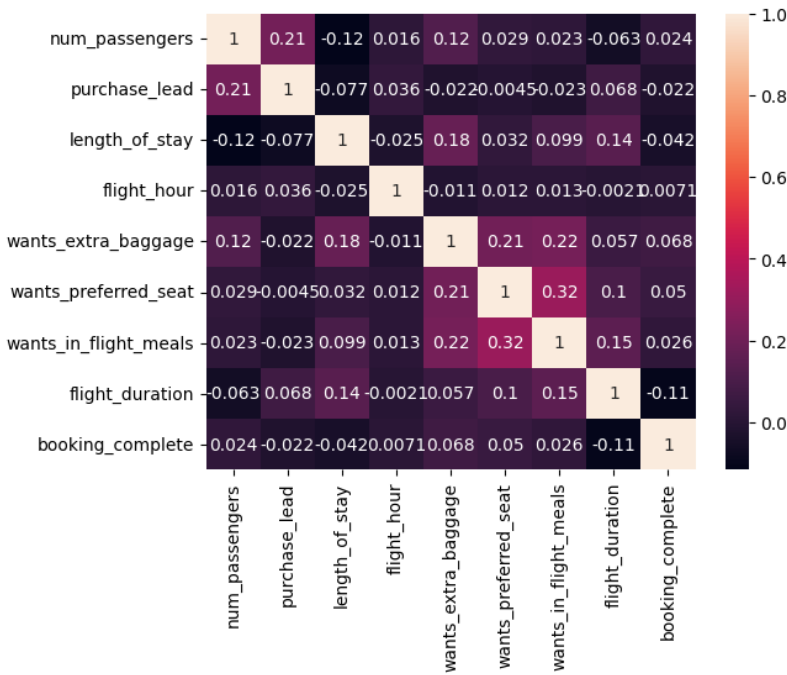
About Dataset

This dataset provides comprehensive information about customers' preferences and behaviors related to airline holiday bookings. With detailed attributes covering various aspects of the booking process, this dataset is ideal for analyzing and understanding customer choices and patterns in the airline industry.Source: British Airways

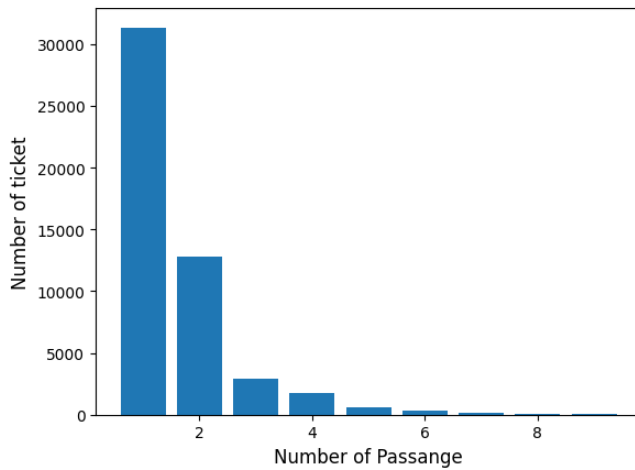
Column in this Dataset

```
Index(['num_passengers', 'sales_channel', 'trip_type', 'purchase_lead',  
      'length_of_stay', 'flight_hour', 'flight_day', 'route',  
      'booking_origin', 'wants_extra_baggage', 'wants_preferred_seat',  
      'wants_in_flight_meals', 'flight_duration', 'booking_complete'],  
      dtype='object')
```

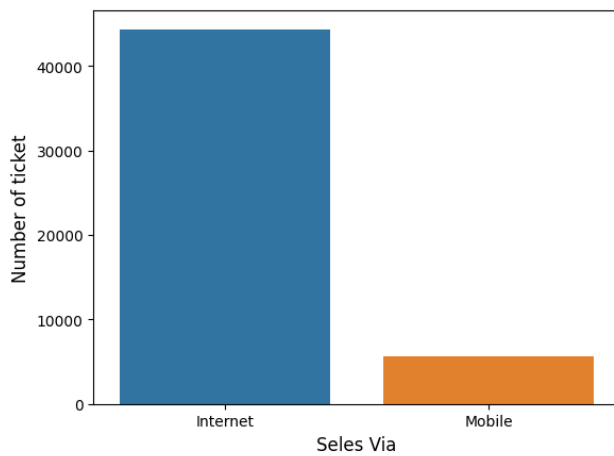
Correlation Between Column is:



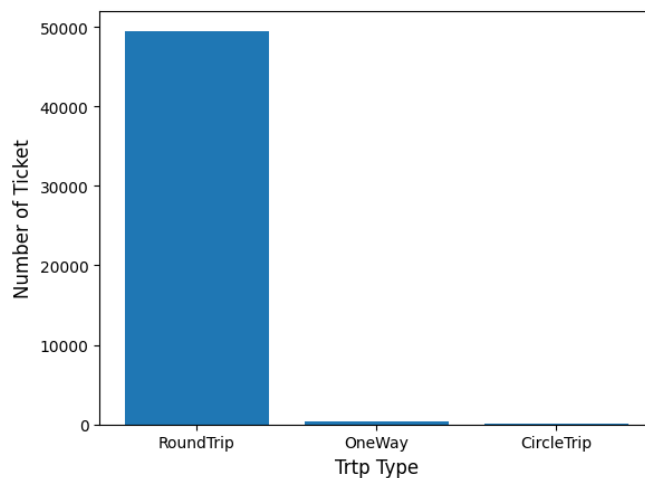
This Dataset showing that most of the passanger travel solo



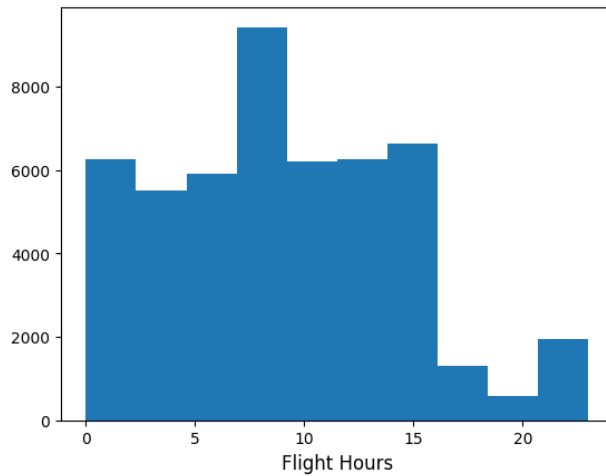
89% of those ticket sales via internet and rest are via mobile phone call



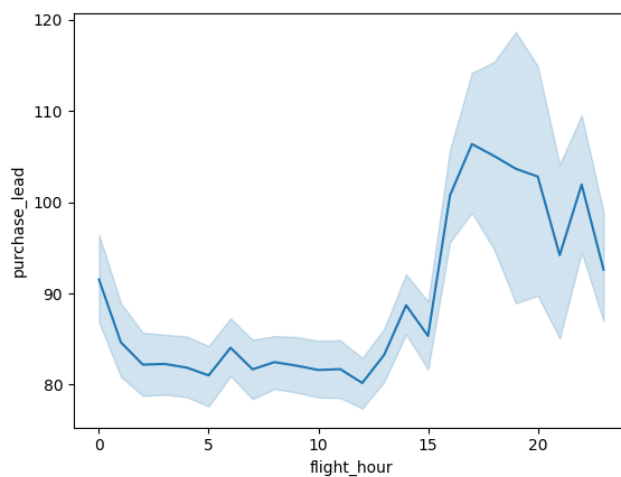
This Airline sales three type of ticket almost 99% is RoundTrip and other 1% is OneWay & CircleTrip.



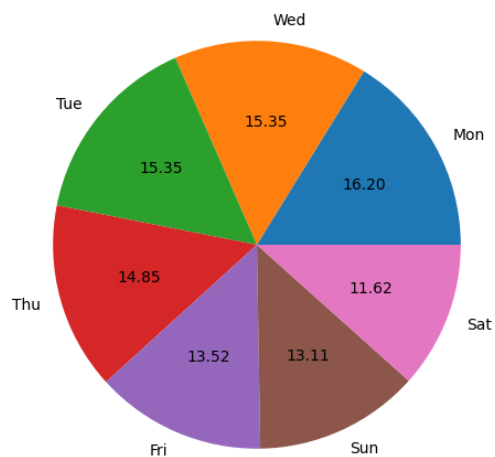
Flight from this airline depart every hour of the day. Of these , most flight leave in the ninth hour



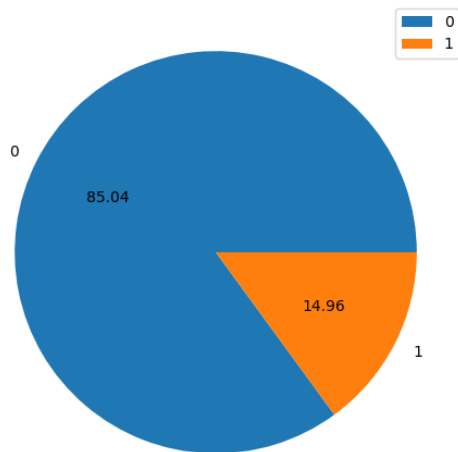
People who travel in 16 to 24 th hour of the day provide more purchase lead to airline.



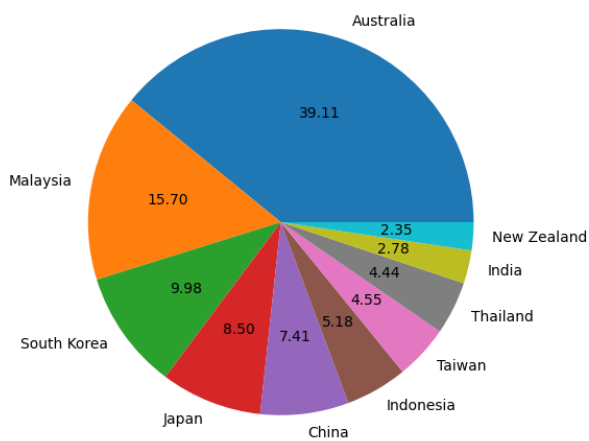
Almost same percentage of passenger use this airline every day of the week



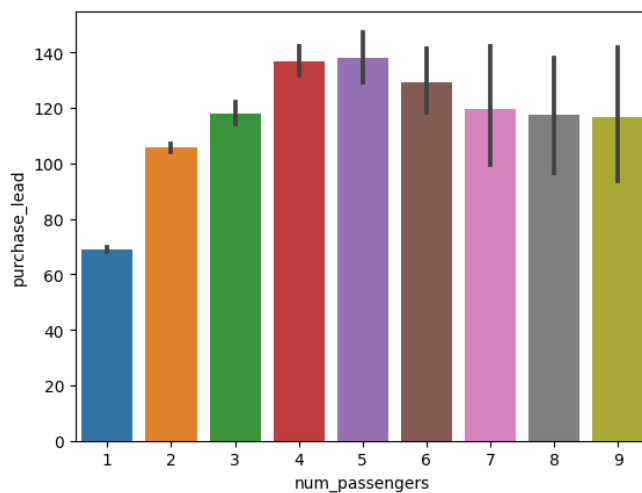
Indicates whether the customer successfully booked a holiday or not with percentage.



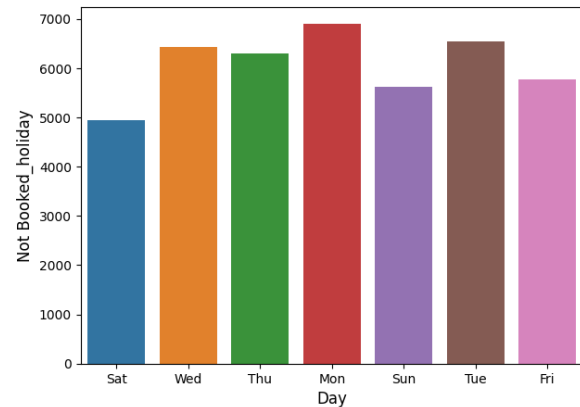
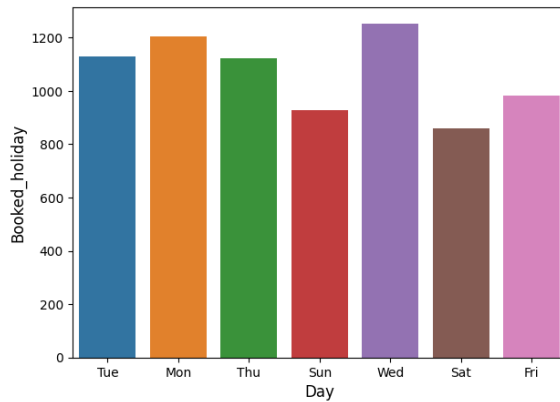
Top 10 booking origin of this airline is



This Dataset showing that when the number of passenger is 1 purchase lead is low.



Comparison Between Traveling day of Passenger who successfully booked a holiday and who not.



Decision:

From the British Airlines dataset we can see that it sells tickets via mobile (11%) and internet (89%). Almost equal number of passengers are gathering every day of week . About 99% of these are round trip tickets.

The number of purchase lead increases with the number of passengers. Some travelers book for holidays. A small number of passenger booked a holiday. Most of the passenger prefer extra baggage and a small number of passenger wants preferred seat and flight meal.