1. **Seasonal Passenger Trend**
   * **What**: Shows when most passengers travel (e.g., holidays, summer).
   * **Why**: Helps marketers know when to push promotions or special offers during peak travel times to maximize bookings.
2. **Customer Retention Rate**
   * **What**: Tracks how many customers keep coming back.
   * **Why**: Helps identify how well we're keeping customers happy. Marketing can focus on loyalty programs or special offers to increase repeat customers.
3. **Flight Cancellation Rate**
   * **What**: Measures how often flights are canceled.
   * **Why**: Helps marketers know if cancellations are an issue. We can improve communication and ensure we highlight reliability in campaigns.
4. **Average Lead Time in Days**
   * **What**: The average time customers book before flying.
   * **Why**: Knowing this helps marketers time their offers and discounts just before the booking peak, to encourage early bookings.
5. **Flight Punctuality Rate**
   * **What**: Tracks how often flights are on time.
   * **Why**: If flights are punctual, it’s a great marketing point. We can highlight reliability and punctuality in marketing to build trust.
6. **Top 5 Most Popular Routes**
   * **What**: Identifies the most booked routes.
   * **Why**: Helps marketers focus on the top routes with targeted promotions and ads, driving more bookings for popular destinations.
7. **Customer Rating Trend Over Month**
   * **What**: Tracks customer satisfaction over time.
   * **Why**: Helps identify if customers are happy or not. Marketers can use this data to adjust messaging and highlight strengths or improve weak areas.
8. **Number of Bookings by Booking Channels**
   * **What**: Shows which booking channels (website, app, agents) are most used.
   * **Why**: Helps marketers know where to focus advertising. For example, if most bookings are online, they can focus more on digital ads.

**In the detailed dashboard**:

1. **Booking Pattern or Lead Time**
   * **What**: Shows when and how early people are booking.
   * **Why**: Helps marketers plan campaigns for the right times and offer early-bird discounts to encourage quicker bookings.
2. **Breakdown of Flight Delay**
3. **Carrier Delay**:
   * Aircraft mechanical issues
   * Late crew arrival
   * Maintenance problems
   * Previous flight delays
4. **Security Delay**:
   * Longer security checks
   * Extra screenings
   * Slow baggage checks
5. **Weather Delay**:
   * Bad weather (e.g., snow, rain)
   * Fog or low visibility
   * Strong winds or storms

* **What**: Identifies reasons for flight delays.
* **Why**: Helps marketers communicate better during delays and show customers we're actively working to improve them.

1. **Customer Satisfaction by Fare Condition**

* **What**: Shows customer satisfaction for different fare types (e.g., economy, business).
* **Why**: Helps marketers target customers based on fare class, offering tailored promotions or improvements where needed.

1. **Booking Performance by Day of Week and Time of Day**

* **What**: Tracks when people book flights (e.g., weekends, evenings).
* **Why**: Helps marketers know the best times to push campaigns or ads for maximum engagement.

1. **City Popularity Map**

* **What**: Shows which cities are the most popular with passengers.
* **Why**: Helps marketers target high-demand cities with ads and offers, increasing bookings where there’s already strong interest.