# Etihad Airways Dashboard Guide

**Overview**
This guide aims to assist you with the Etihad Airways Dashboard and provide insights into its data from stakeholders such as route planners, strategy analysts, and executives. The overall focus is to bring your attention to U.S. network operations, fleet expansion plans, and growth opportunities, helping decision-makers optimize routes and allocate new and existing resources effectively.

**How to Use the Dashboards**
Each dashboard has multiple visuals for different insights. Here's a summary of what to expect:
- **Interactive Filters**: Available filters allow users to focus on specific airlines or aircraft types to make targeted comparisons.
- **Visual Comparisons**: Users can explore detailed comparisons of flight routes, fleet size, and market opportunities to inform decision-making.

*Dashboard 1: Overview of Etihad's U.S. Operations*
**How to Engage**: This dashboard provides a broad, strategic overview. Users can leverage it to understand Etihad's positioning, identify which hubs or regions require additional analysis, and see the growth opportunities for further strategic plans.

- Flight Density Across U.S. Hubs: This map highlights the density of flights operated by Etihad and its competitors, indicating which hubs are currently prioritized.
- Fleet Expansion: Aircraft Orders vs. Total Existing Fleet: This side-by-side bar chart visualizes current fleet numbers and future orders to help understand expansion plans.
- Airline Passenger Traffic by Region: These visuals aim to show airline passenger traffic across global regions.

*Dashboard 2: Flight Network and Capacity Insights*
**How to Engage**: This dashboard is an informative snapshot of operational strategy. Users are encouraged to utilize the filter to highlight specific airlines for side-by-side comparison, providing a more focused analysis of Etihad's positioning versus its competitors.

- Route Coverage and Fleet Comparison: This bar graph compares the number of routes and flights operated by Etihad, Emirates, and Qatar Airways.
- Flights and Seat Capacity Comparison: This table provides detailed information about flights and available seat capacity at major U.S. destinations.
- Flight Frequency Across Key U.S. Cities: This visual ranks major U.S. hubs by flight frequency and labels daily and monthly flight information to help you understand.

**Key Insights**
- **Market Gaps**: Identify the least and most served hubs compared to competitors for potential expansion.
- **Fleet Utilization**: Use fleet expansion visuals to plan aircraft allocation based on demand.
- **Competitor Benchmarking**: Compare Etihad's network with Emirates and Qatar Airways to identify strategic gaps.

**Actionable Steps**

- **Use Filters**: For a detailed view, use filters to compare Etihad and competitor data. This helps compare KPIs like flight frequency and fleet size.
- **Look for key trends:** Identify disparities in the fleet and route numbers. These often indicate untapped markets or areas that require increased attention.
- **Link Fleet Orders to Market Needs**: Understand the fleet expansion data in combination with regional demand insights to ensure the new aircraft are allocated to routes where they can maximize returns.

**Conclusion**

The dashboard provides critical insights into Etihad's competitive positioning in the U.S. market. This guide helps users make data-driven decisions to expand connectivity, improve market share, and enhance operational efficiency.