**Project**

1. Objective:

Air Cargo is an aviation company that provides air transportation services for passengers and freight. We have to prepare reports on regular passengers, busiest routes, ticket sales details, and other scenarios to improve the ease of travel and booking for customers.

To identify the regular customers to provide offers, analyze the busiest route which helps to increase the number of aircraft required and prepare an analysis to determine the ticket sales details. This will ensure that the company improves its operability and becomes more customer-centric and a favorable choice for air travel.

1. Optimization:

Different tasks were performed to analyze the sales details. After performing the tasks, we have realized that the customers prepare to travel more in Economy>Business>First Class>Economy Plus.

Economy for lowest price.

Economy Plus is 2nd lowest.

First Class is 3rd lowest price.

Business is the highest price.

Customers prefer to travel by Emirates and Qatar Airways mostly. The lowest booking is for British Airways. The busiest route is 15 route\_details CAK and ANI,

Route 4 JFK and LAX.

The table represents the no. of bookings done for each route.

|  |  |  |  |
| --- | --- | --- | --- |
| 3 Booking | 15 | CAK | ANI |
| 4 | JFK | LAX |
| 2 Bookings | 46 | CDV | HNL |
| 39 | COD | SCC |
| 38 | CST | DAL |
| 36 | CHA | COU |
| 35 | STT | CDB |
| 34 | CRW | COD |
| 33 | CDC | CST |
| 31 | BTM | CHA |
| 30 | BUR | STT |
| 22 | BGR | BJI |
| 20 | AVL | BOI |
| 14 | BQN | CAK |
| 13 | ABI | ADK |
| 9 | DEN | LAX |
| 5 | LAX | JFX |
| 1 Booking | 47 | DAL | LAX |
| 45 | CCR | EWR |
| 44 | COU | CAK |
| 43 | CBM | BOI |
| 42 | CSG | BOS |
| 36 | CHA | COU |
| 32 | CLD | CHI |
| 26 | BET | BTM |
| 25 | RDM | BJI |
| 23 | BLV | BFL |
| 21 | BFL | BET |
| 18 | ANI | BGR |
| 12 | ABI | ADK |
| 10 | HNL | DEN |
| 8 | ORD | EWR |

The table represents the customers who have booked flights more than 1 time.

|  |  |
| --- | --- |
| No. of Bookings | Customer\_id |
| 3 | 5 |
| 19 |
| 2 | 46 |
| 29 |
| 25 |
| 20 |
| 18 |
| 14 |
| 9 |
| 8 |
| 4 |
| 2 |
| 1 |

1. Predictive Analysis:

Most of the customers have booked Economy tickets in the past. So the Economy tickets

will continue to be the most sold. The business class will continue to be sold mostly.

The Air Cargo company should discontinue Economy Plus Class tickets due to very low performance in the past. They should mostly focus on promoting Economy, Business and first Class tickets. The airline should also consider expanding or flights to the two most busiest route 15 route\_details CAK and ANI, Route 4 JFK and LAX.

Few pointers to be considered to boost the customer engagement and more bookings.

* Provide best deal of the month/round trip/seasonal/festive/holiday detination discounts.
* Provide discounts to Senior citizens/students/Vetereans/ Doctor & Nurses.
* Provide a decidated customer support team 24\*7 for better service.
* Offer travel insurance, access to business lounges based on the points they have accumulated on their travelling card both for members and non members.
* Value added service such as early check-in.
* Tracking and reviewing hospitality services on monthly basis. Ask customer for feedback, improvise based on the reviews provided by customers.
* Target B2B partnerships with companies for more business bookings.
* Onboard local and professional vendors for partnership for booking flights.
* Marketing- Promotions through different Social media platforms. Magazine sales. Website promotions, affiliate marketing, messaging/emailing customers on monthly basis, advertisements, billboard promotions near airports, business parks, public places, and more.