Income:

This Tableau dashboard offers a comprehensive analysis of income data for a cruise company, focusing exclusively on bookings with a **checkout status** or **non-refundable option**, ensuring accurate and actionable insights. The dashboard visually emphasizes key findings through images that highlight the top performer in each category—for example, Portugal as the country with the highest revenue, August as the most profitable month, and Online Travel Agents as the leading market segment.

**Key Insights and Opportunities:**

* **Top-performing markets and products**:
  + **Portugal** generates the highest revenue, making it a strategic market to further expand offerings and promotions.
  + Regular cruises, contributing **59.31%** of total income, remain the most popular option, yet deluxe cruises show potential for growth with tailored marketing strategies.
* **Seasonal trends**:
  + August, the peak revenue month, offers opportunities to enhance promotions and expand capacity during this period. Conversely, months like **November** present untapped potential, suggesting a need for off-season campaigns or discount strategies.
* **Digital opportunities**:
  + With the majority of revenue coming from **Online Travel Agents**, investing in partnerships, improving online user experiences, and launching loyalty programs could drive further growth in digital sales.
* **Segment-driven growth**:
  + The detailed analysis by market segments (e.g., corporate groups, complementary packages) allows for targeting underperforming segments or creating personalized offers to boost engagement and revenue.