# Final Report Dashboard – Insights & Recommendations

## 1. Flight Overview

• Total Flights: 200  
• Total Passengers: 100  
• Total Tickets Issued: 50

This shows an average of 2 passengers per flight and 1 ticket per 4 passengers, indicating underutilization or ticketing data inconsistency.

## 2. Passenger Distribution by Destination

• Phoenix is the top destination with 30 passengers.  
• Houston and Chicago follow with 21 and 20 passengers respectively.  
• Los Angeles has the least with 11 passengers.

Insight: Focus marketing efforts on Phoenix – it has the highest passenger traffic.  
Recommendation: Investigate the low traffic to Los Angeles and optimize or consolidate routes if necessary.

## 3. Passenger Distribution by Airline

• Airline A leads with 30 passengers, followed by Airline D with 28.  
• Airline C and Airline B lag behind with 22 and 20 passengers respectively.

Insight: Airline A and D are popular and efficient.  
Recommendation: Improve performance or promotional strategies for Airline B and C.

## 4. Ticket Status Overview

• Cancelled Tickets: 19 (38%)  
• Confirmed Tickets: 17 (34%)  
• Pending Tickets: 14 (28%)

Insight: Only 34% of tickets are confirmed, while 66% are either cancelled or pending.  
Recommendation: Urgent need to improve booking system or customer trust to reduce cancellations and speed up confirmations.

## 5. Ticket Status by Destination

• Houston shows the highest cancellations (9).  
• Los Angeles has the highest confirmed bookings (8).  
• New York and Phoenix have a balanced mix, while Chicago has the least ticket activity overall.

Insight: Houston may have operational or service-related issues causing cancellations.  
Recommendation: Investigate Houston’s cancellation causes and replicate Los Angeles' success in confirmations.

## 6. Flight Distribution by Airline and Destination

• Airline D flies frequently to Chicago and Houston.  
• Airline A has more flights to Phoenix and Los Angeles.  
• Distribution across all airlines shows that Phoenix and Chicago are common strategic destinations.

Insight: Good distribution across routes. Airline D shows broader coverage.  
Recommendation: Align high-flight routes with high-passenger-demand destinations for optimization.

## 7. Best Flight Status Table

• All top flights are rated “Best”.  
• Covers all airlines and major destinations, including Phoenix, Houston, Chicago, and New York.

Insight: High-performing flights are balanced across multiple airlines.  
Recommendation: Maintain quality and service consistency across flights to keep the “Best” rating.

## Overall Recommendations Summary

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| --- | --- | --- |
| Area | Concern | Recommendation |
| Bookings | Low confirmation (34%), High cancellations (38%) | Improve booking reliability, automate confirmation |
| Destinations | Los Angeles underperforming | Review route strategy and promotions |
| Airlines | Airline B & C lag in passenger count | Evaluate pricing, timing, or service quality |
| Houston | Highest ticket cancellations | Audit services, delays, or customer complaints |
| Top Performing | Phoenix, Airline A & D | Focus retention, loyalty programs |