

CONSUMER'S PREFERENCES IN THE AIRLINES INDUSTRY: THE CASE OF UNITED STATES

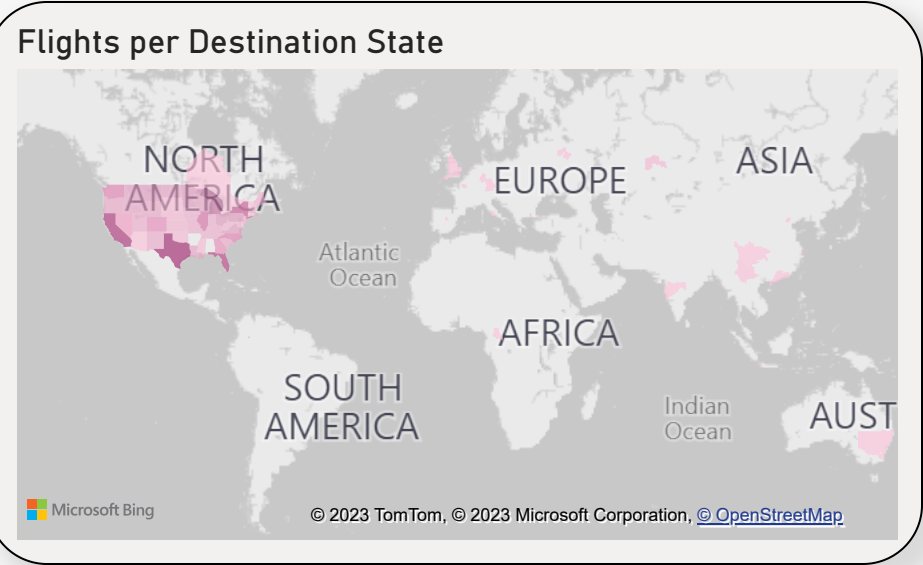
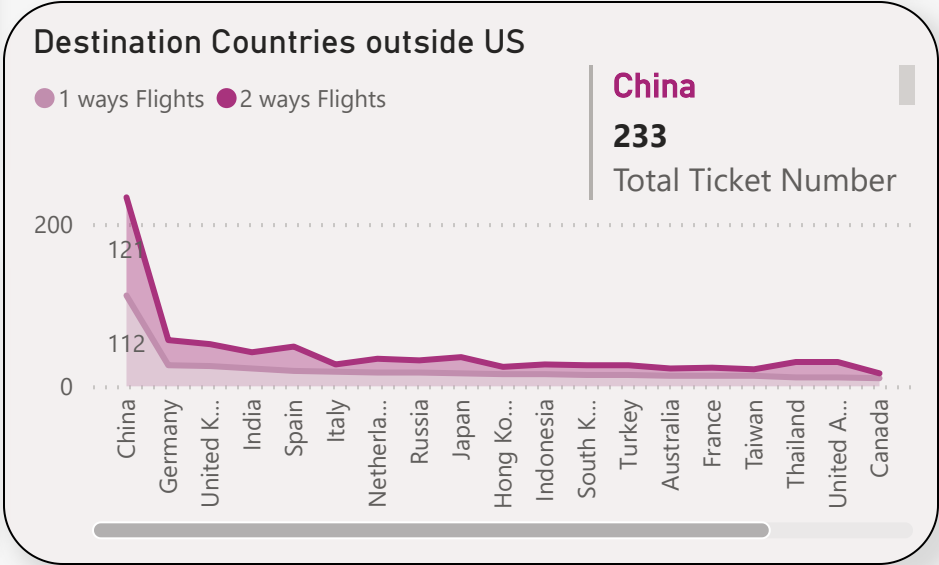
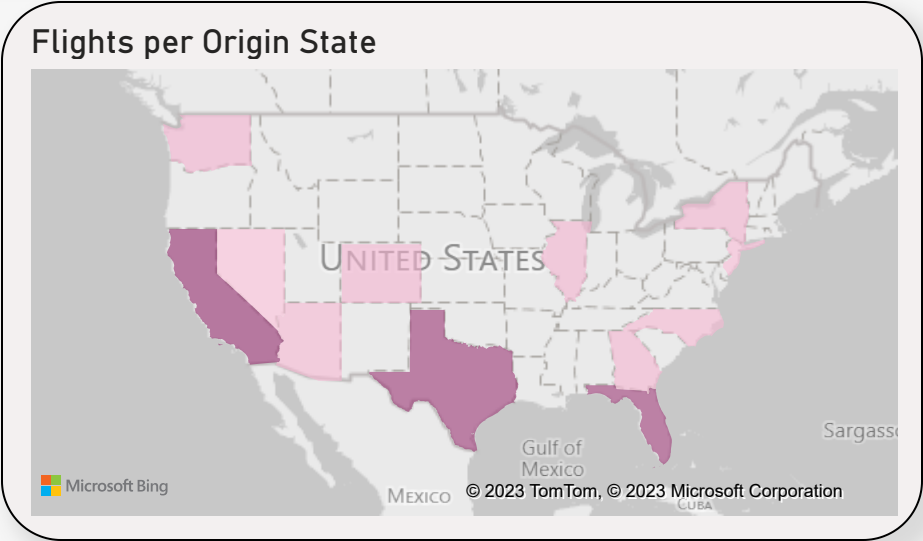
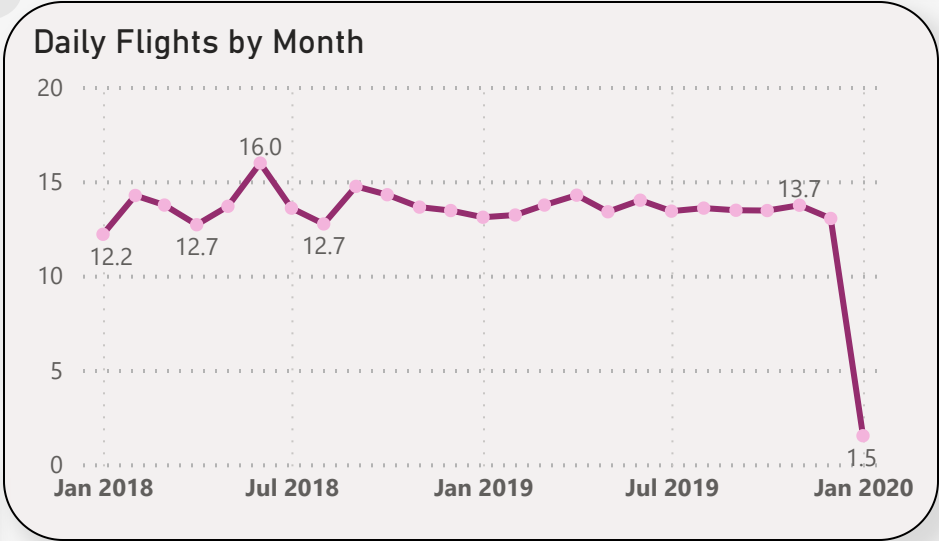
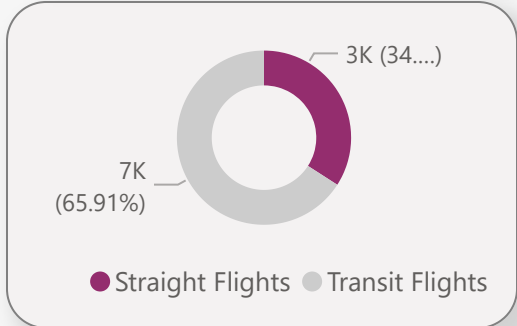
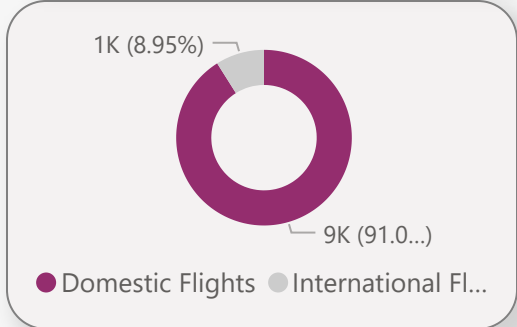
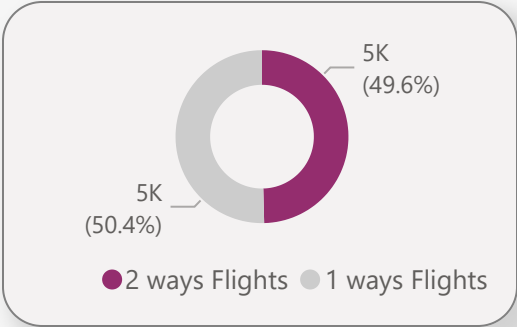


Flights

9.12 23K\$ 0.99

Daily Flights Revenue/Des.Country Avg Stops

2018	2019	2020
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Booking Agencies

8

Expedia

3.35

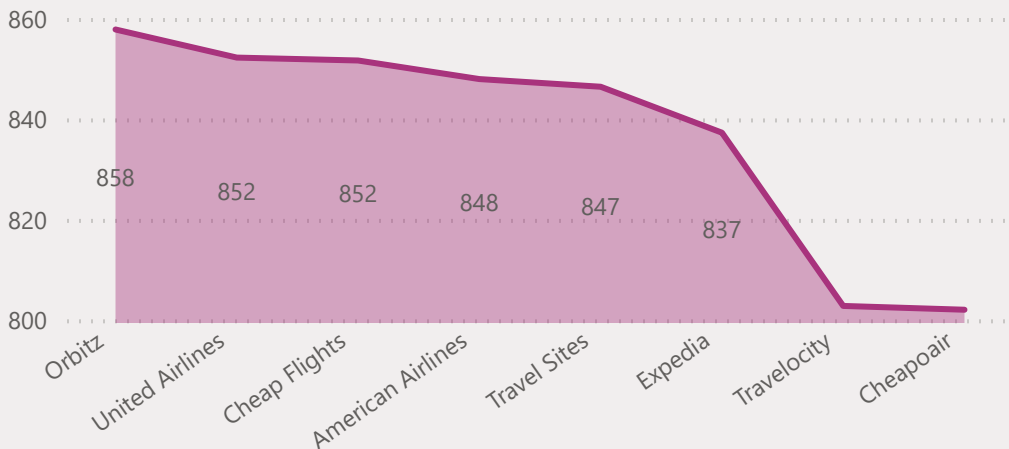
Booking Agencies MostPopularBookingAgency Average of Booking Days In Advance

2018

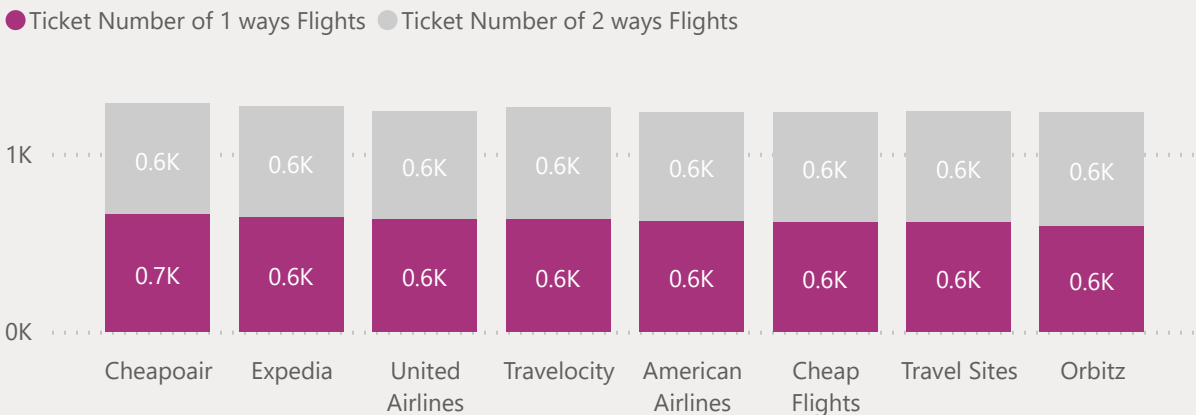
2019

2020

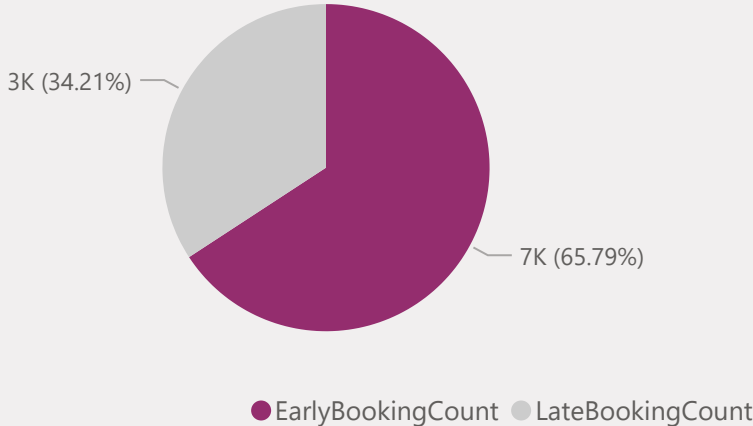
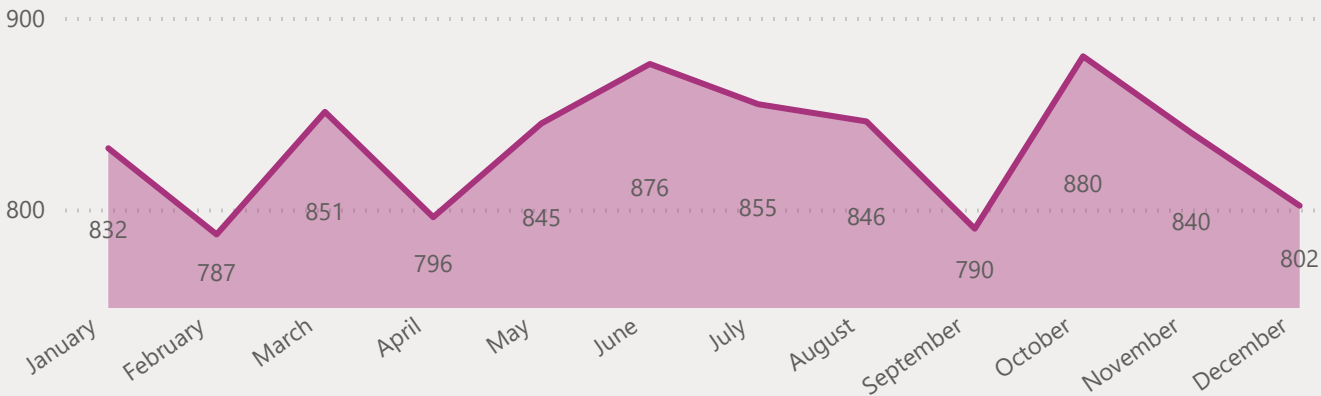
Average Ticket Price Per Agency by Booking Agency



Ticket Number of 1 ways Flights and Ticket Number of 2 ways Flights by Booking Agency



Bookings Count by Month



Ticket Price

\$837.10 10K \$8.37M

Avg Price

Total Tickets

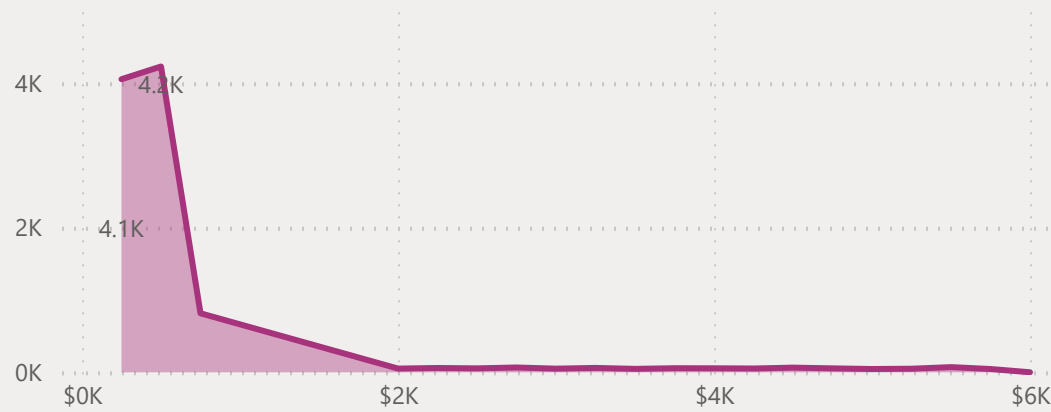
Revenue

2018

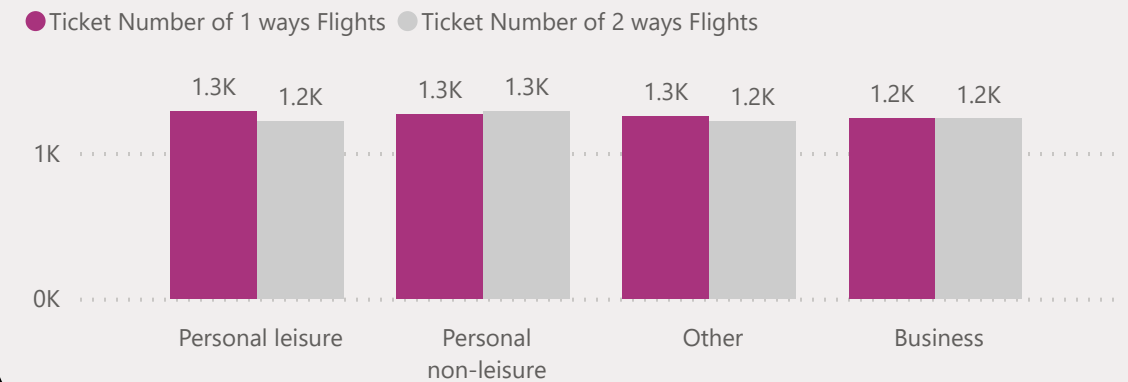
2019

2020

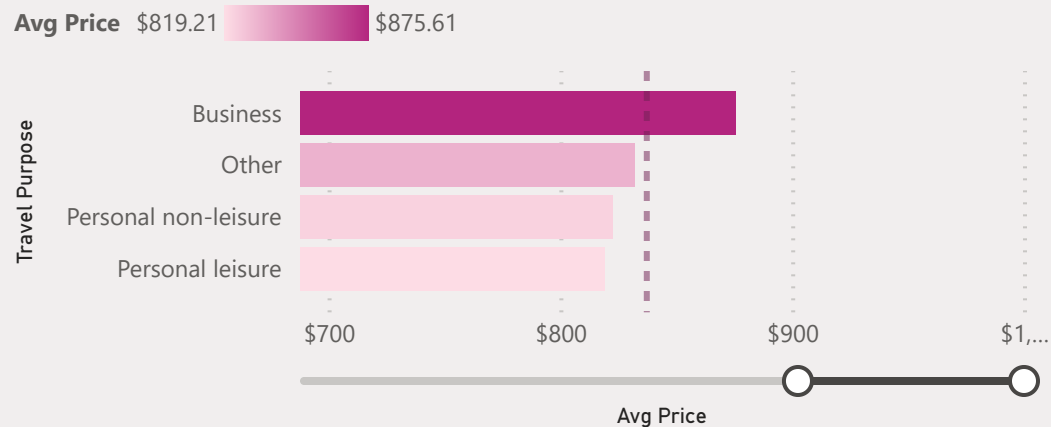
Total Ticket Number by Ticket Price



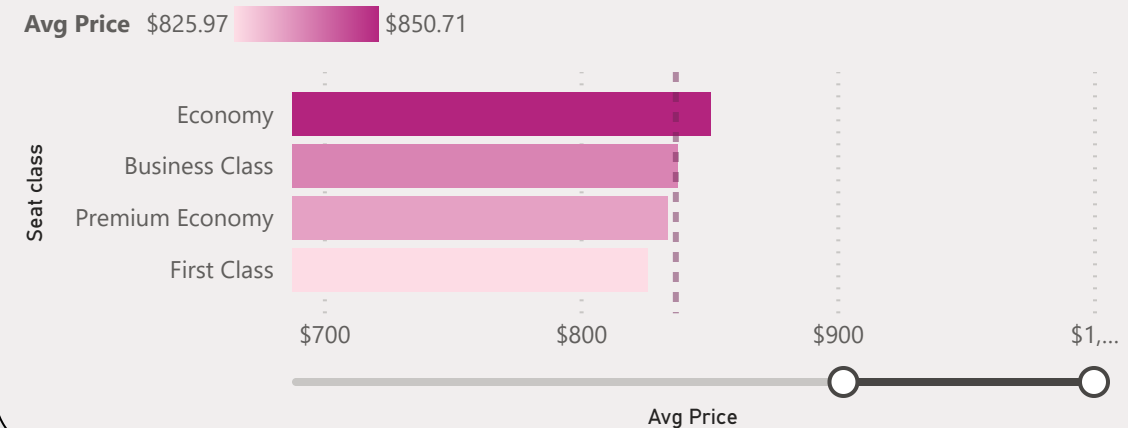
Ticket Number of 1 ways Flights and Ticket Number of 2 ways Flights by Travel Purpose



Avg Price by Travel Purpose



Avg Price by Seat class



Airline Airlines

2018

2019

2020

384.62

Average ticket no/airline

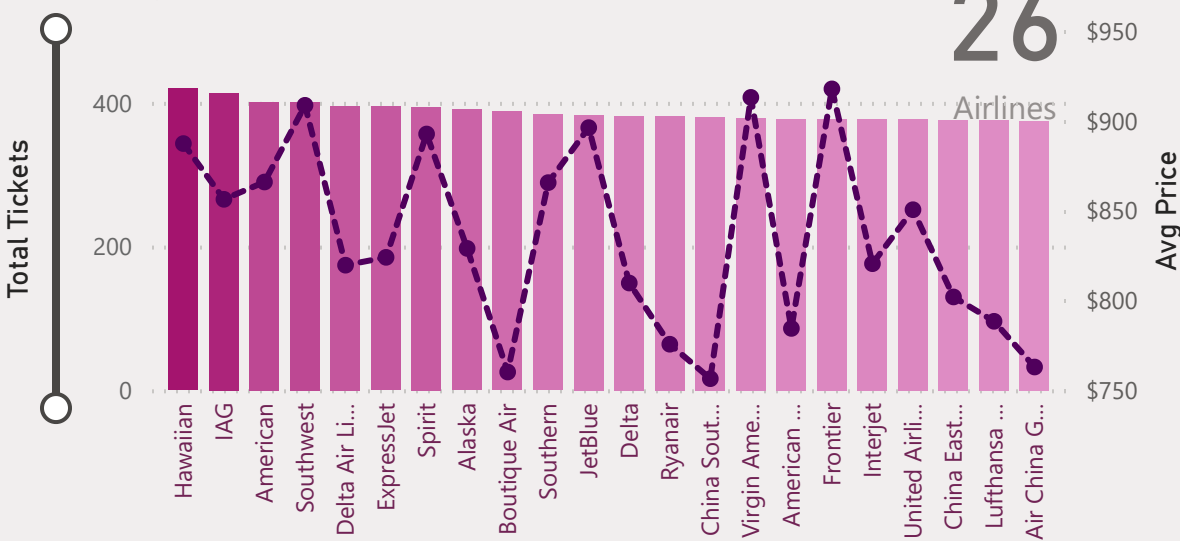
\$1K

Avg Price

322K\$

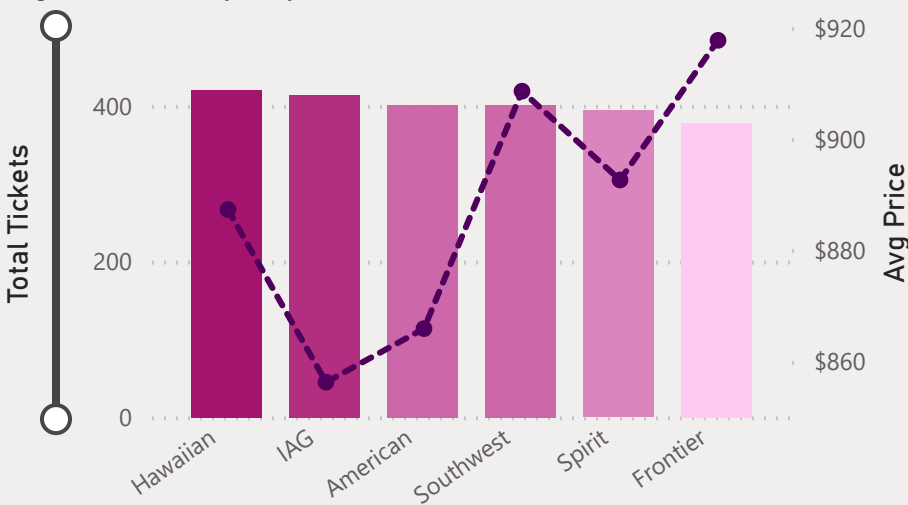
Revenue per Airline

Airlines (P; Q)



Airlines	Total Tickets	Airline_Revenue
Hawaiian	420	372,689
Southwest	401	364,369
IAG	414	354,514
Spirit	394	351,713
American	401	347,246
Frontier	378	346,922
Virgin America	379	346,049
JetBlue	383	343,257
Southern	384	332,399
ExpressJet	395	325,488
Delta Air Lines	396	324,587

High Revenue {P*Q}



Low Revenue {P*Q}

