

An aerial photograph showing the wing of a commercial airplane flying over a vast expanse of white, fluffy clouds. The sun is shining from the upper right, creating a bright lens flare effect on the wing and illuminating the clouds below. The horizon is visible in the distance, showing a mix of land and water.

Airline Dashboard Report

Detailed Analysis of Charts and Metrics

Executive Summary



Content:

-Dataset Overview:

- Analysis is based on 50,000 bookings and 79,562 passengers across multiple trip types and sales channels.

-Passenger Behavior:

- Most bookings are made ~85 days in advance.
- Average stay is 23 days, with flights averaging 7.3 hours.

-Service Add-ons:

- Preferred seats: Chosen by 70% of passengers.
- Extra baggage: Purchased by 33% of passengers.
- Meals: Chosen by 43% of passengers.

-Booking Trends:

- Peak booking days: Monday & Wednesday.
- Booking hours: 08:00–16:00 dominates.

-Sales Channels:

- Internet: 89% of all bookings.
- Mobile: 11%, showing room for growth.

-Key Focus Areas:

- Promote add-ons (especially baggage & meals).
- Improve mobile app adoption.
- Target peak days/hours with campaigns.

trip_type

CircleTrip
OneWay
RoundTrip

sales_channel

Internet
Mobile

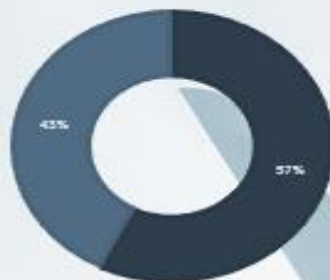
booking_origin

(not set)
Afghanistan
Algeria
Argentina
Australia
Austria
Bahrain
Bangladesh

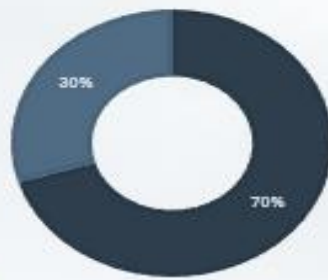
flight_day

Sunday
Monday
Tuesday
Wednesday
Thursday
Friday
Saturday

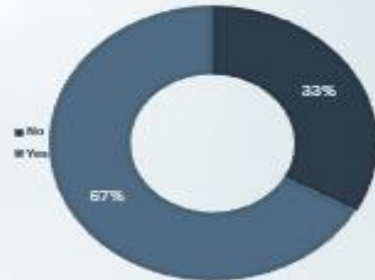
FLIGHT EXTRA MEALS



PREFERRED SEATS



EXTRA BAGGAGE



Total Passengers

79562

Count of booking

50000

Average of purchase_lead

84.9 %

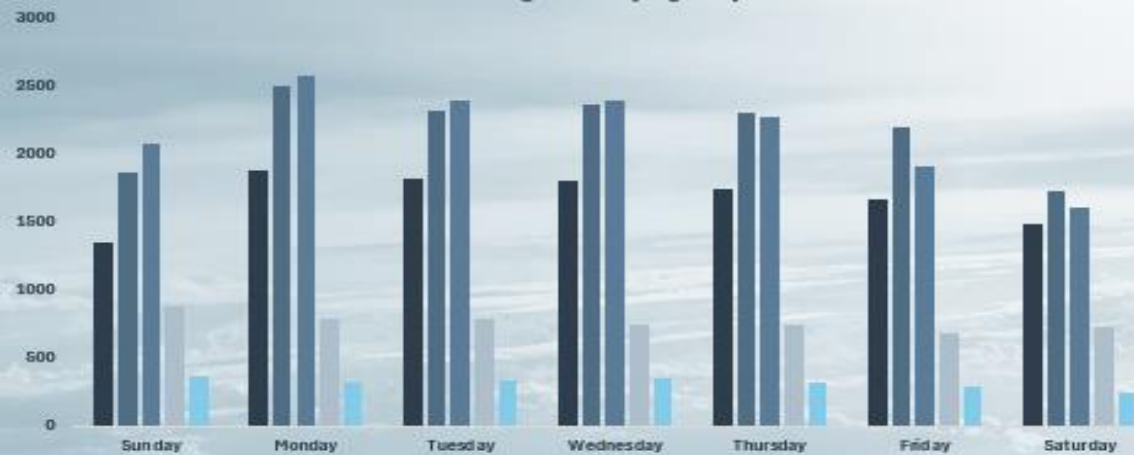
Average of length_of_stay

23.04

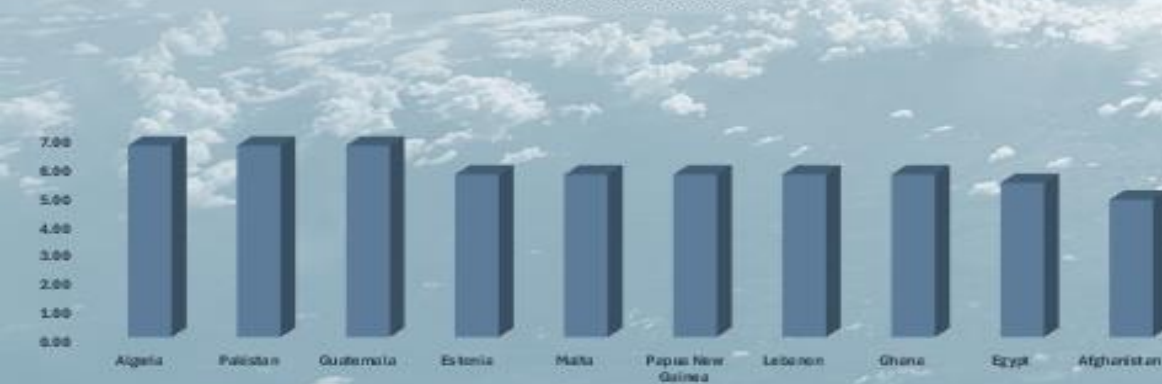
Average of flight_duration

7.3

Booking volume by flight day\ hour



The shortest 10 flites



Average purchases by trip types



NUMBER OR BOOKING AS PER CHANNEL



Key Metrics

Key Performance Metrics

Content:

- **Total Passengers: 79,562**
- **Total Bookings: 50,000**
- **Avg Purchase Lead: 84.9 %**
- **Avg Length of Stay: 23 days**
- **Avg Flight Duration: 7.3 hours**

Total Passengers

79562

Count of booking

50000

Average of purchase_lead

84.9 %

Average of length_of_stay

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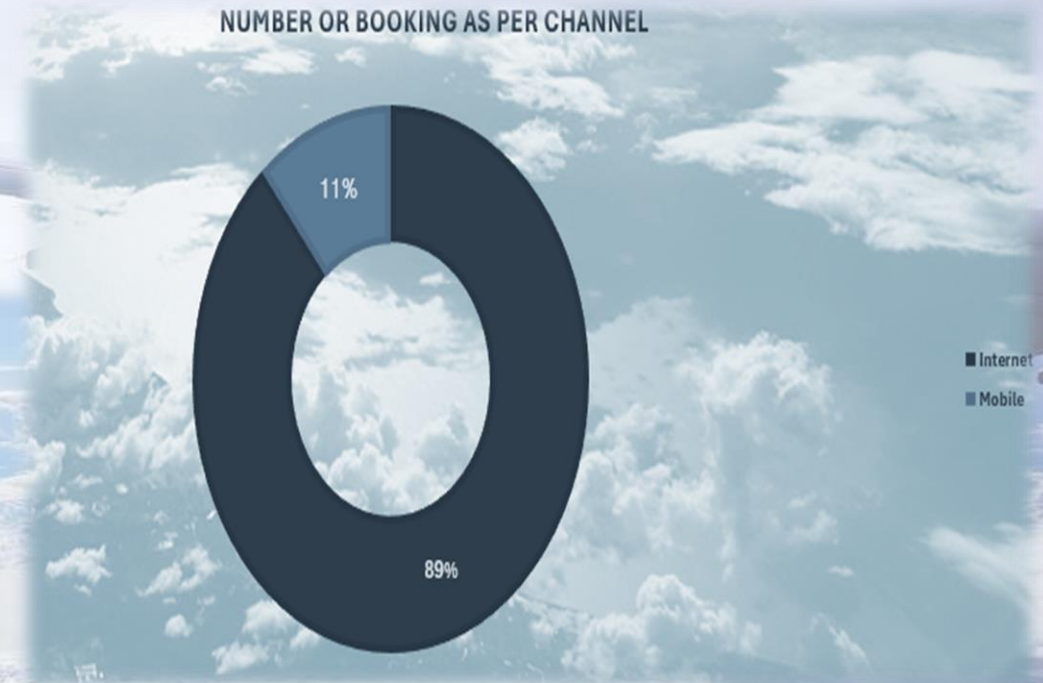
Average of flight_duration

7.3

Bookings by Sales Channel

Sales Channel Breakdown Content:

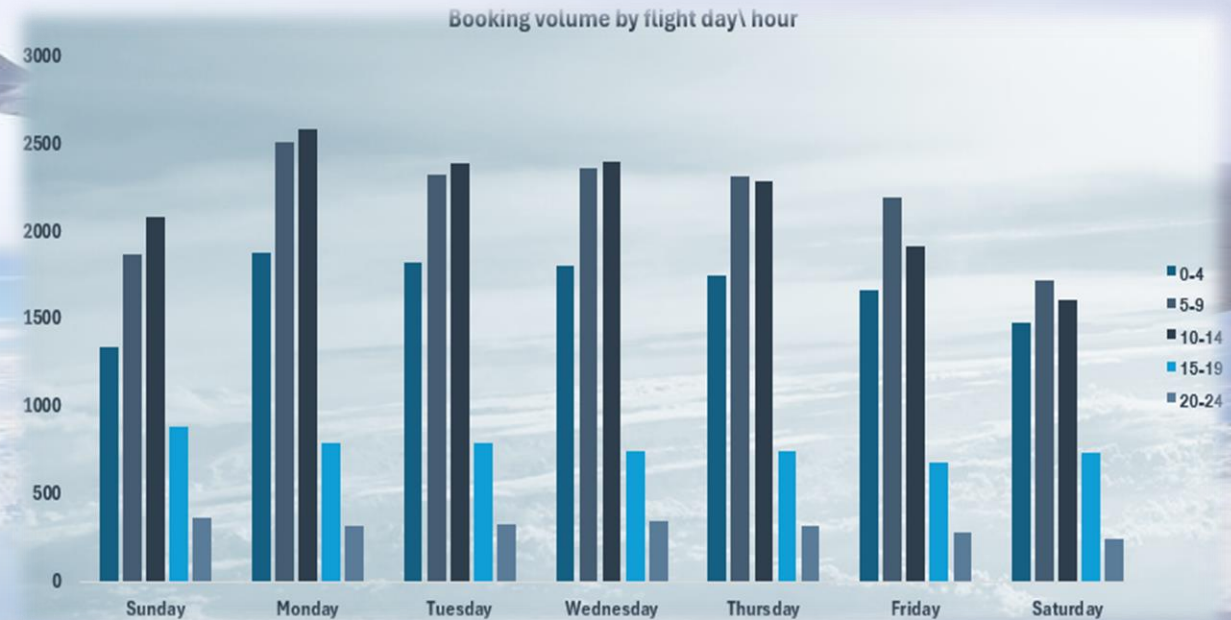
- **Internet: 89%**
- **Mobile: 11%**
- **Opportunity: Improve mobile booking experience**



Booking Volume by Day and Hour

Booking Volume Trends Content:

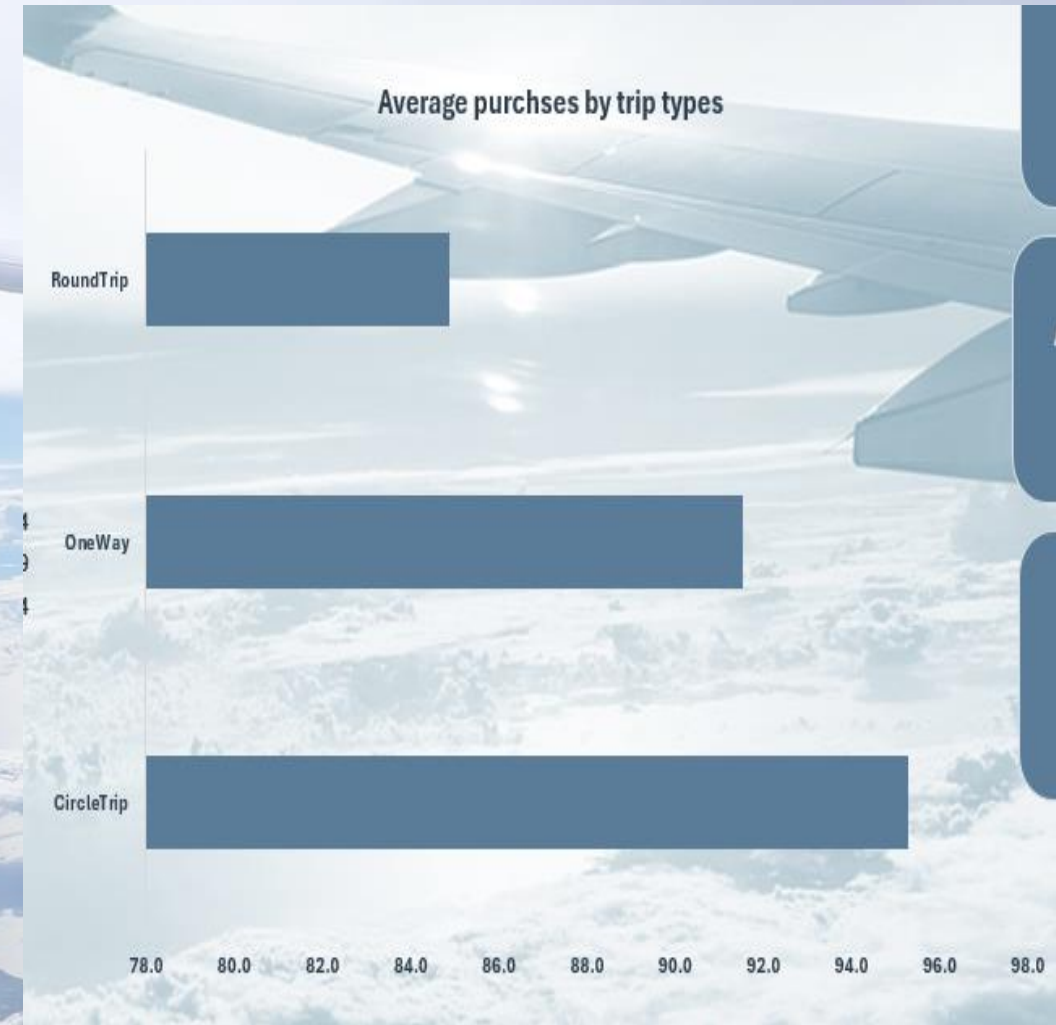
- **Monday & Wednesday = Highest booking days**
- **Most bookings made between 08:00–16:00**
- **Action: Increase staffing and campaigns during these times**



Purchases by Trip Type

Trip Type Purchases Content:

- CircleTrip has the highest demand
- OneWay also significant
- Focus on flexible round-trip offers

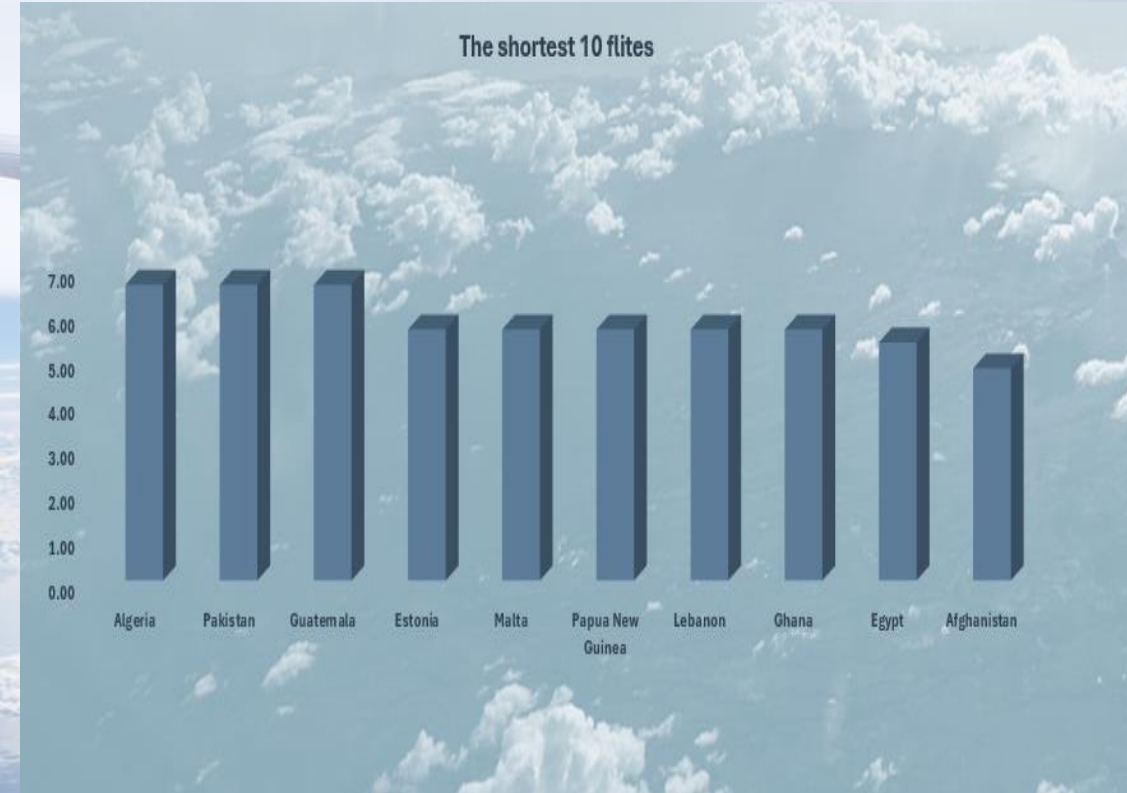


Shortest Flights

Shortest Flights Overview

Content:

- Top 10 “shortest” flights are still 6–7 hours
- Mostly international destinations
- Suggest: Promote regional/destination-based marketing



Flight Extra Meals



Content:

- 57% of passengers do not request extra meals
- 43% request extra meals
- Insight: Demand is moderate, promotion opportunity for meal sales

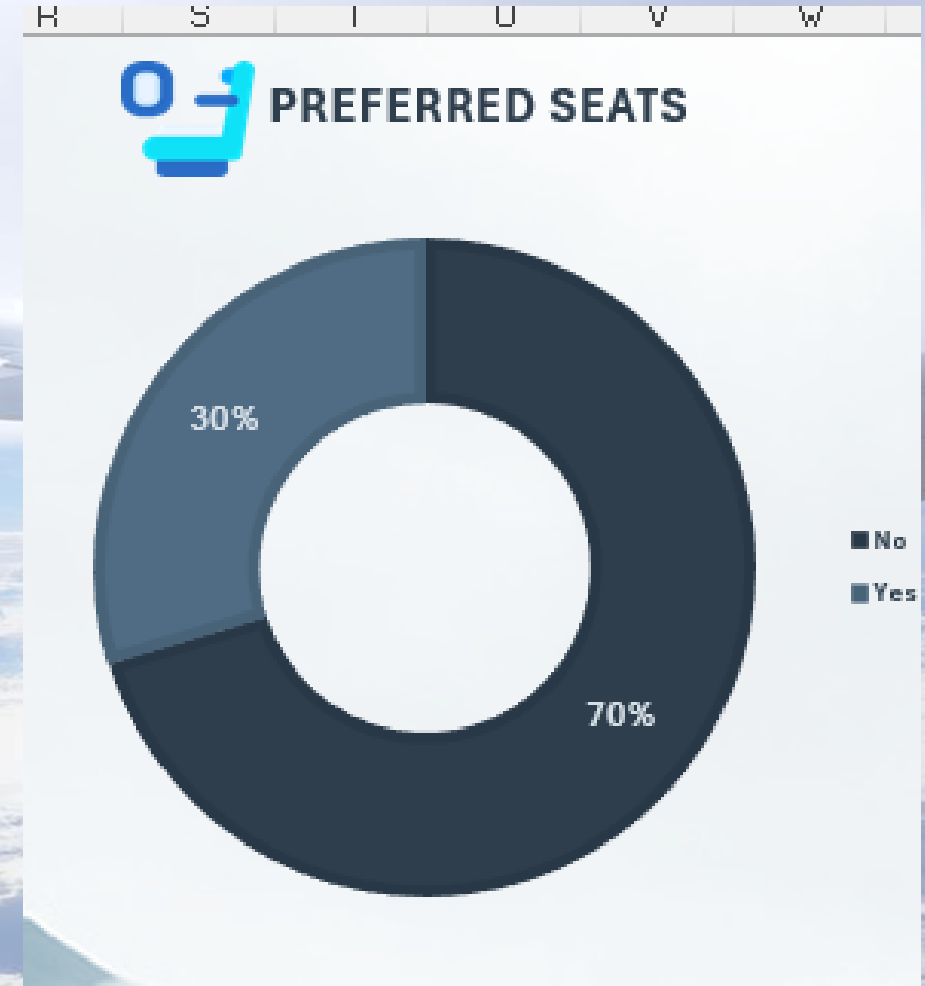


Preferred Seats



Content:

- 70% choose preferred seats
- 30% do not
- Insight: Seat selection is highly valued; promote premium seating



Extra Baggage

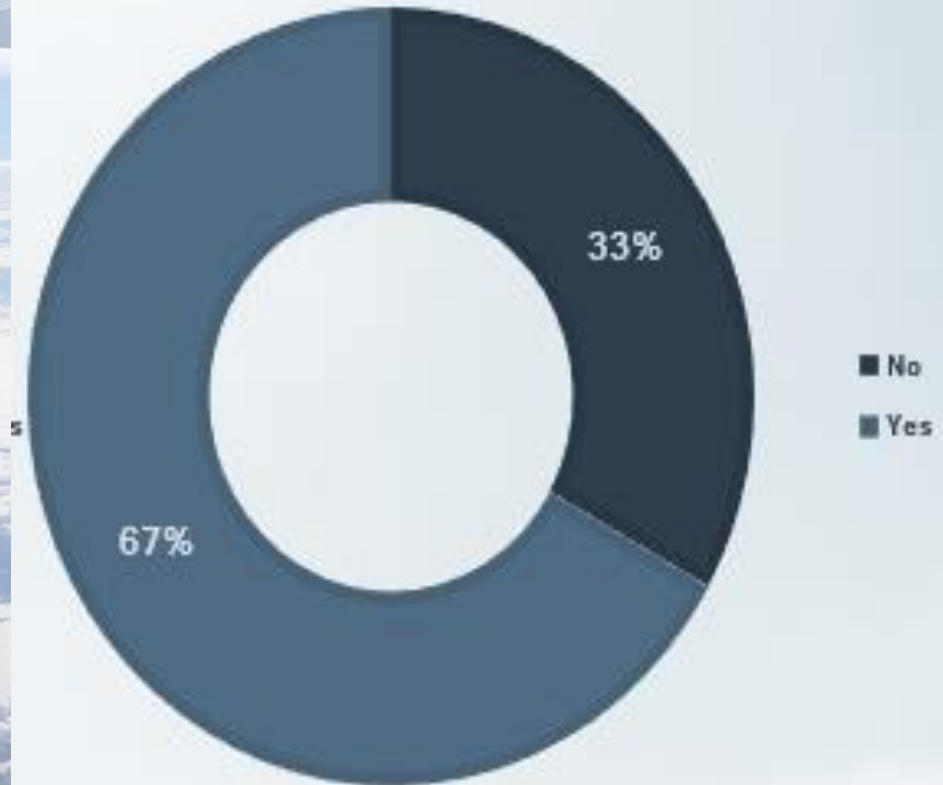


Content:

- 33% purchase extra baggage
- 67% do not
- Insight: Growth opportunity for baggage upselling



EXTRA BAGGAGE



Summary & Recommendations !

Content:

- 1. Seat selection is the most popular add-on**
- 2. Travelers are mostly international, long-haul, advance planners**
- 3. Focus marketing on Mondays and Wednesdays**
- 4. Invest in mobile booking platform growth**