



Airline Booking Dashboard 2025

KEY PERFORMANCE INDICATORS (KPIs)

1. **Booking Status:**

- Abandoned → 42,522 (85%)
- Completed → 7,478 (15%)
- Conversion Rate = 15%

2. **Average Purchase Lead:** 85 days

3. **Average Length of Stay:** 23 days

Insights & Interpretation

Conversion is low (15%)

85% of bookings are abandoned → major revenue leakage.

Customers book early (85 days ahead)

Mostly long-haul, leisure, or VFR travelers → price sensitive but loyal if engaged early.

Long stays (23 days on avg.)

High-value travelers → opportunity to upsell baggage, meals, flexible tickets.

Strategic Takeaway

Fixing abandonment = biggest revenue opportunity.

Personalize offers for early, long-stay travelers to boost loyalty & spend.

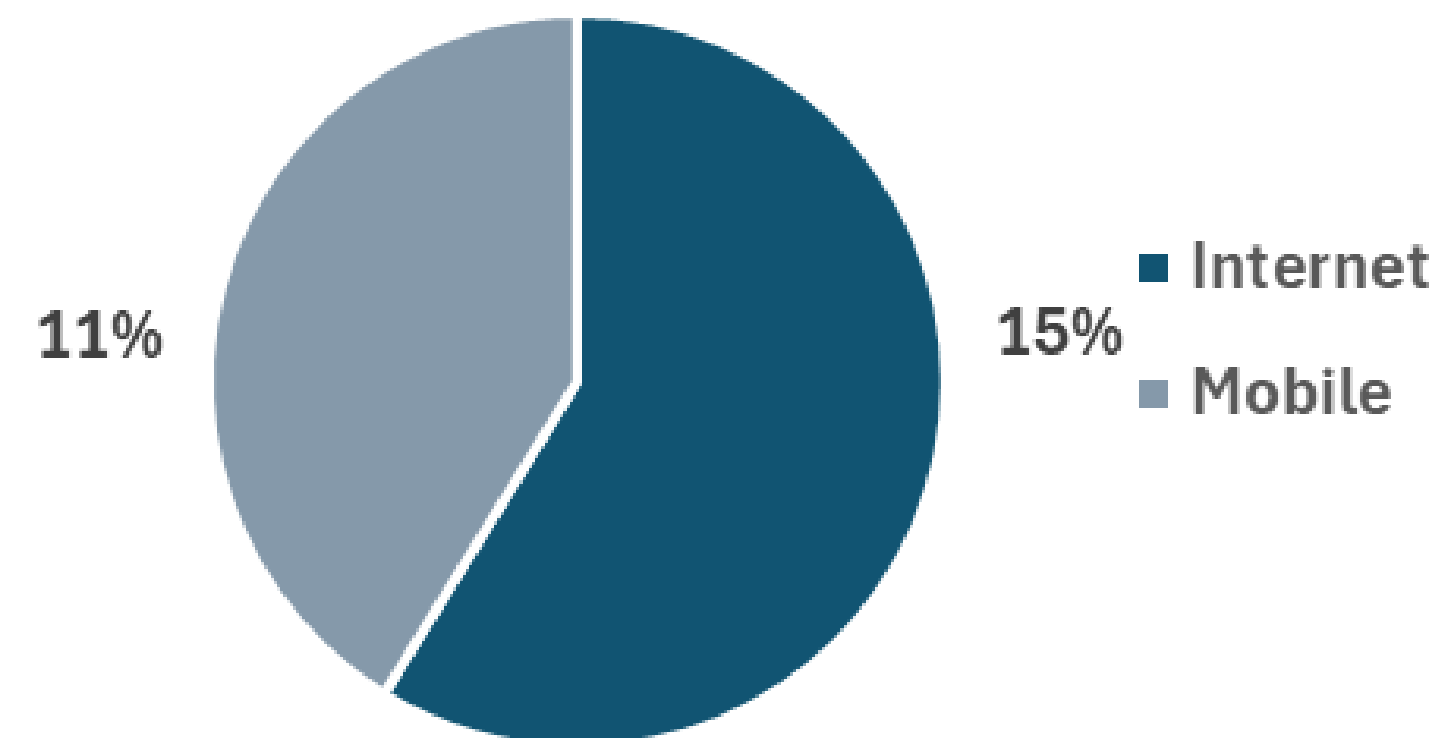
🌐 Channel Conversion Insights

- 💻 Internet: 15% → Performs better than mobile.
- 📱 Mobile: 11% → Underperforming, friction likely in mobile booking flow.

🎯 Key Insight

- Huge revenue leakage from abandonment.
- Even a small uplift in conversion would drive significant growth.

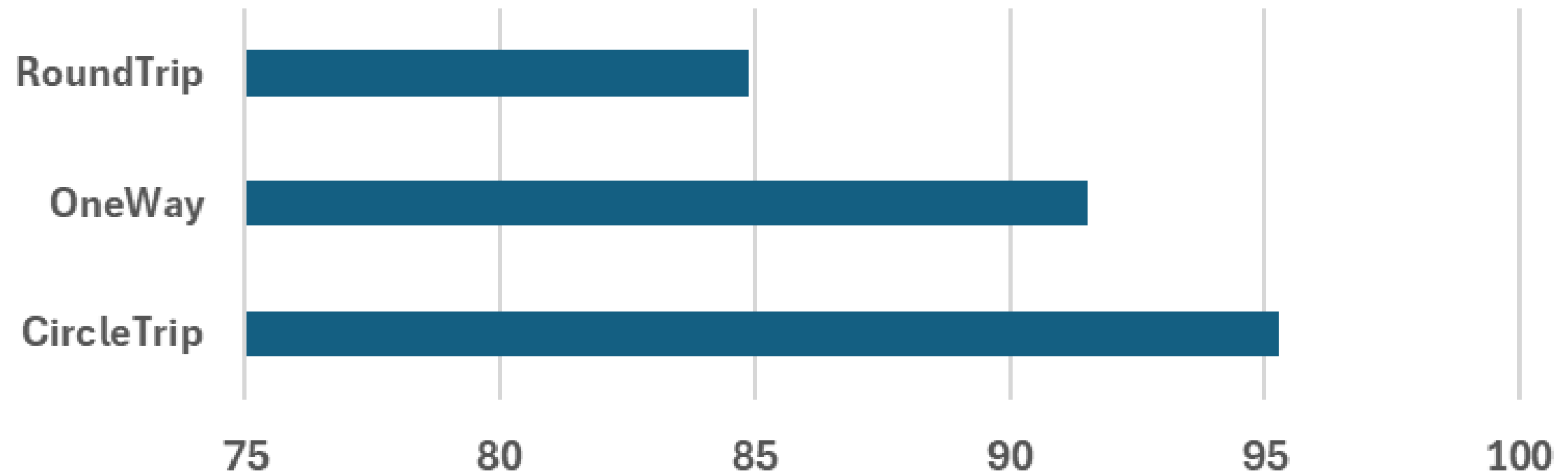
Conversion rate by channel



✈️ Booking Lead Time by Trip Type

- CircleTrip: 95 days
- OneWay: 92 days
- RoundTrip: 85 days
- Overall Avg: 85 days

Avg. purchase lead by trip type



🔍 Insight

Customers booking CircleTrips and OneWay tickets plan earlier ($\approx 90+$ days in advance) compared to RoundTrips (≈ 85 days).

This suggests longer, complex trips are booked earlier, while RoundTrips are slightly more last-minute, possibly linked to business or flexible leisure travel.



🕒 Flight Distribution by Day & Time

📅 By Day:

- Monday → 1,630 flights (busiest)
- Wednesday → 1,479 flights
- Thursday → 1,478 flights

🕒 By Time Slot:

- 12:00 PM → 1,536 flights (most active)
- 8:00 AM → 1,530 flights
- 9:00 AM → 1,521 flights

📊 Grand Total: 4,587 flights

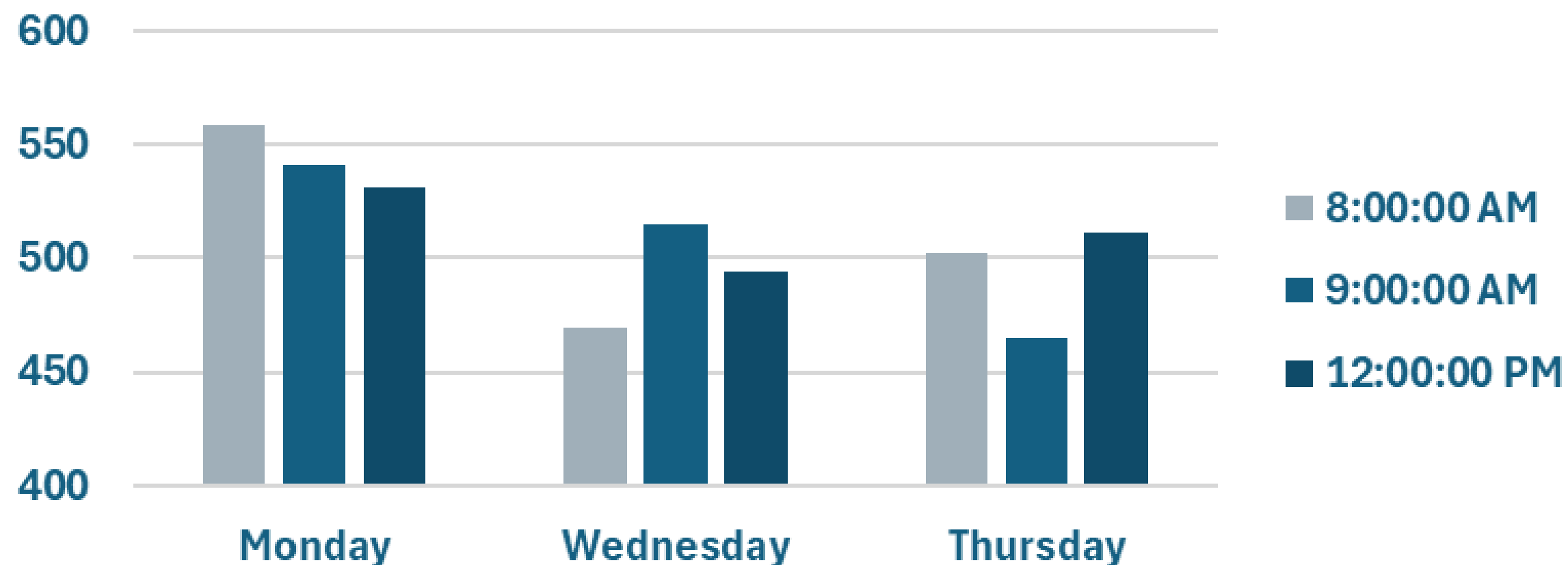
🎯 Insights

Monday is the busiest travel day → likely business travelers.

Midday flights (12 PM) slightly lead → suggests peak scheduling around lunch hours.

Even distribution across morning slots → indicates balanced demand, no single time slot dominates.

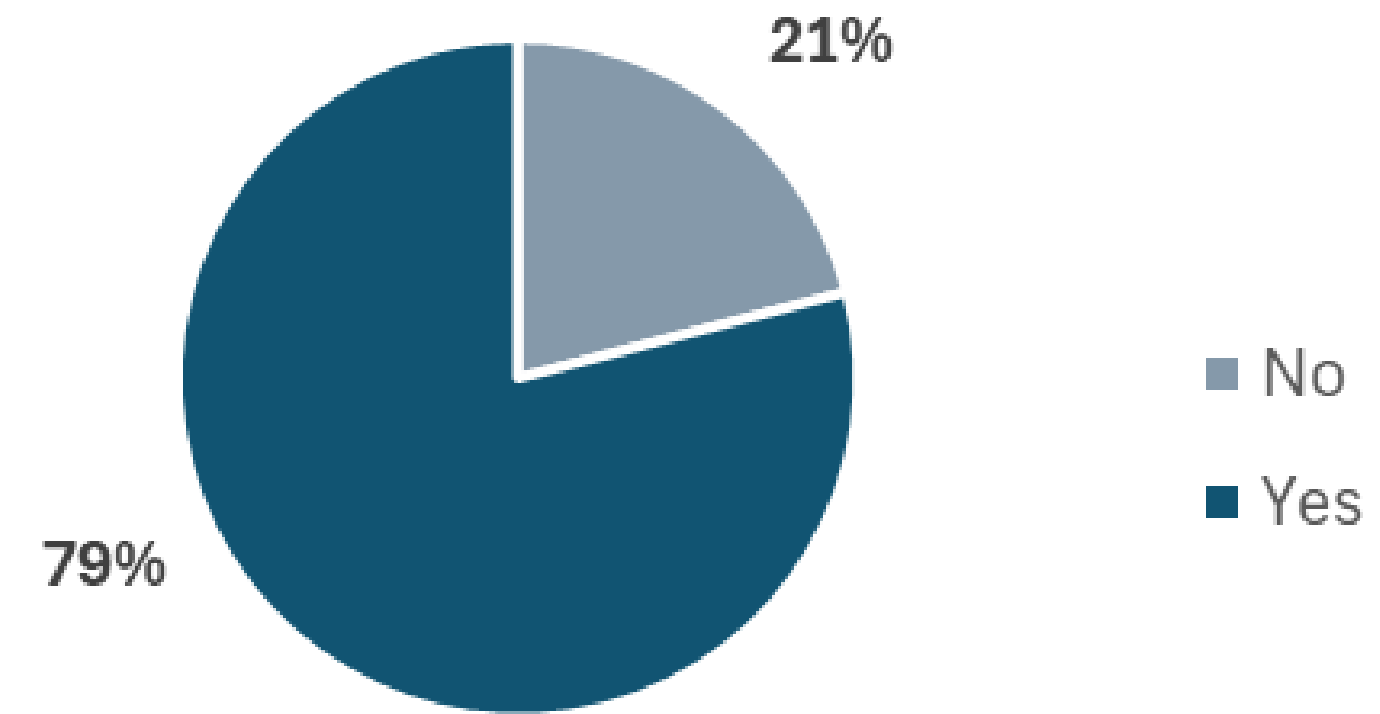
Highest 3 Booking volume by flight day/hour



🧳 Requested Extra Services

- ✅ Yes: 79% of bookings included extras
- ❌ No: 21% of bookings had no extras

Service preference rates



🔍 Insight

Most customers (4 out of 5) add extra services like baggage, meals, or seat selection.

This shows strong ancillary revenue potential upselling extras is a major driver of profit for the airline.

🕒 Bookings by Time Slot

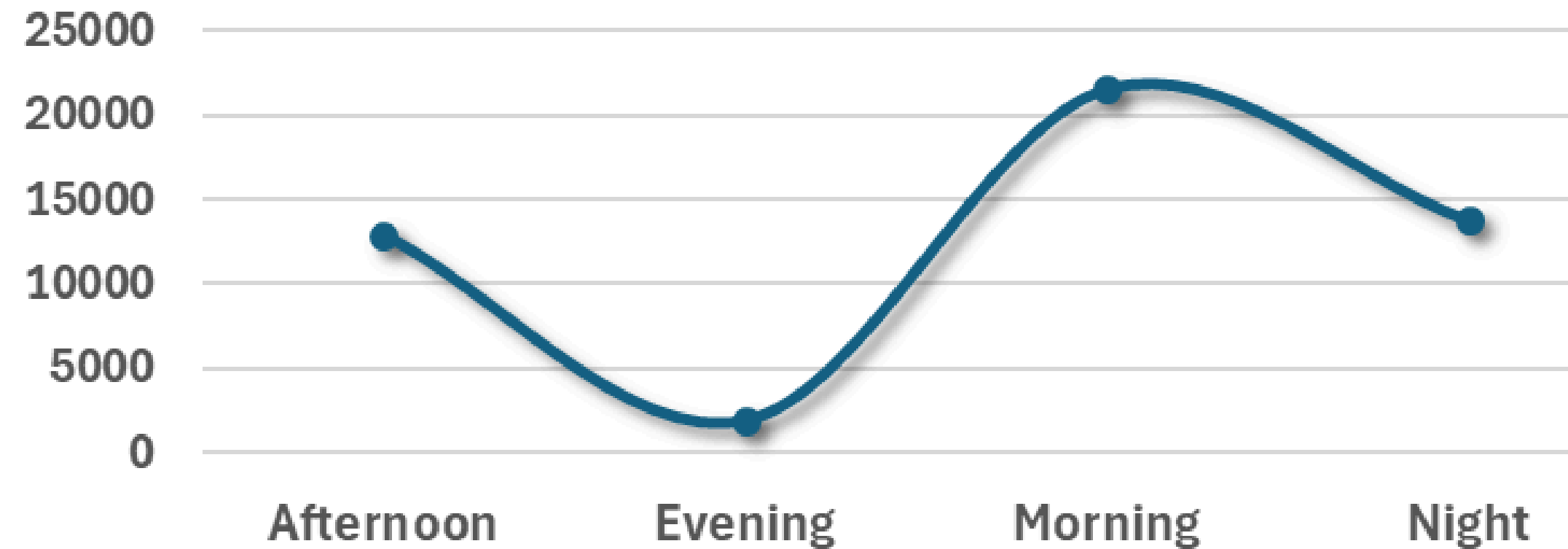
🌅 Morning: 21,519 bookings (43%) → dominant booking time

🌙 Night: 13,722 bookings (27%)

☀️ Afternoon: 12,888 bookings (26%)

🌃 Evening: 1,871 bookings (4%)

Time of Day Analysis



🔍 Insight

- Morning dominates bookings (nearly half of all activity).
- Evening is very weak → could mean customers prefer booking earlier in the day when more focused.
- Afternoon & Night are secondary peaks but still significant.

Average Purchase Lead by Route

Longest Lead Times:

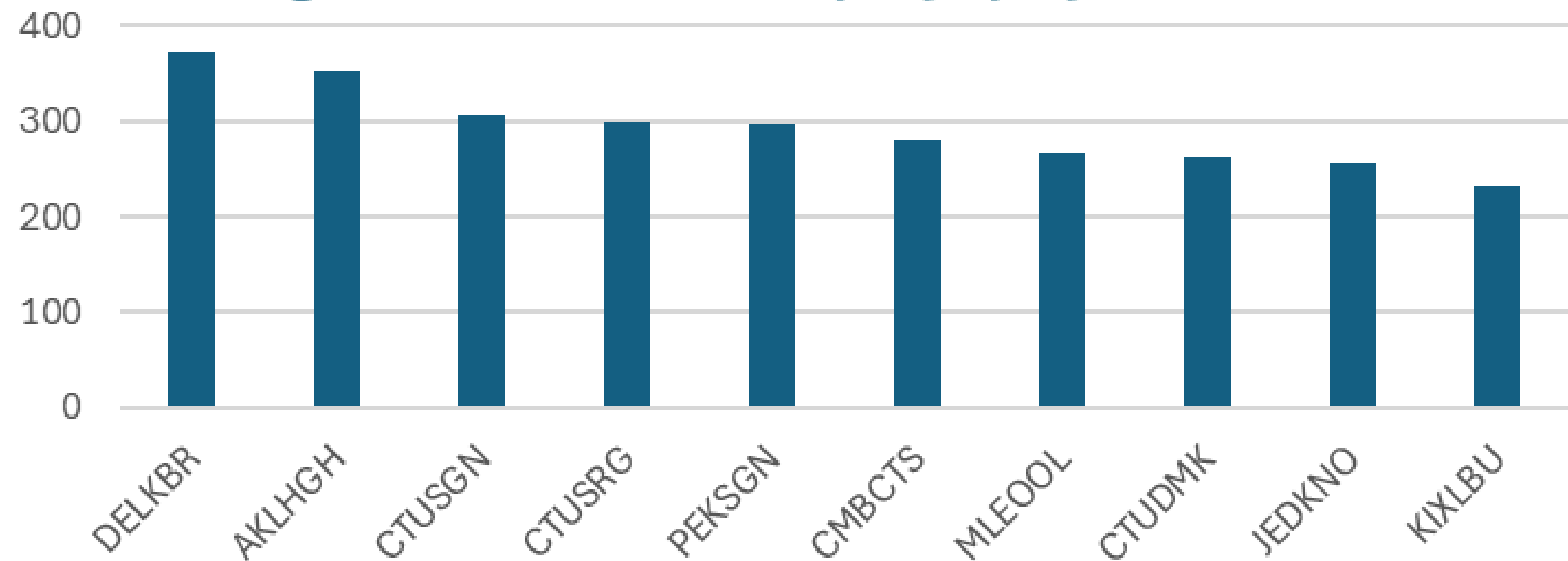
- DEL → KBR (372 days)
- AKL → HGH (351 days)
- CTU → SGN (305 days)

Shorter Lead Times:

- KIX → LBU (232 days)
- JED → KNO (256 days)

 Overall Average: 287 days

Average Purchase Lead (days) by Route



Insight

- Customers on certain routes (like DEL–KBR, AKL–HGH) plan their trips almost a year in advance → likely long-haul or special-purpose travel.
- Shorter lead-time routes (≈230–260 days) may be regional or less complex trips booked closer to travel date.

This highlights different traveler behaviors by route, useful for pricing strategy & targeted promotions.

✈️ Top Routes by Booking Volume

🏆 #1 AKL → KUL: 2,680 bookings

#2 PEN → TPE: 924 bookings

#3 MEL → SGN: 842 bookings

#4 ICN → SIN: 801 bookings

#5 DMK → KIX: 744 bookings

(others follow...)

📊 Total (Top 10 Routes):
9,335 bookings

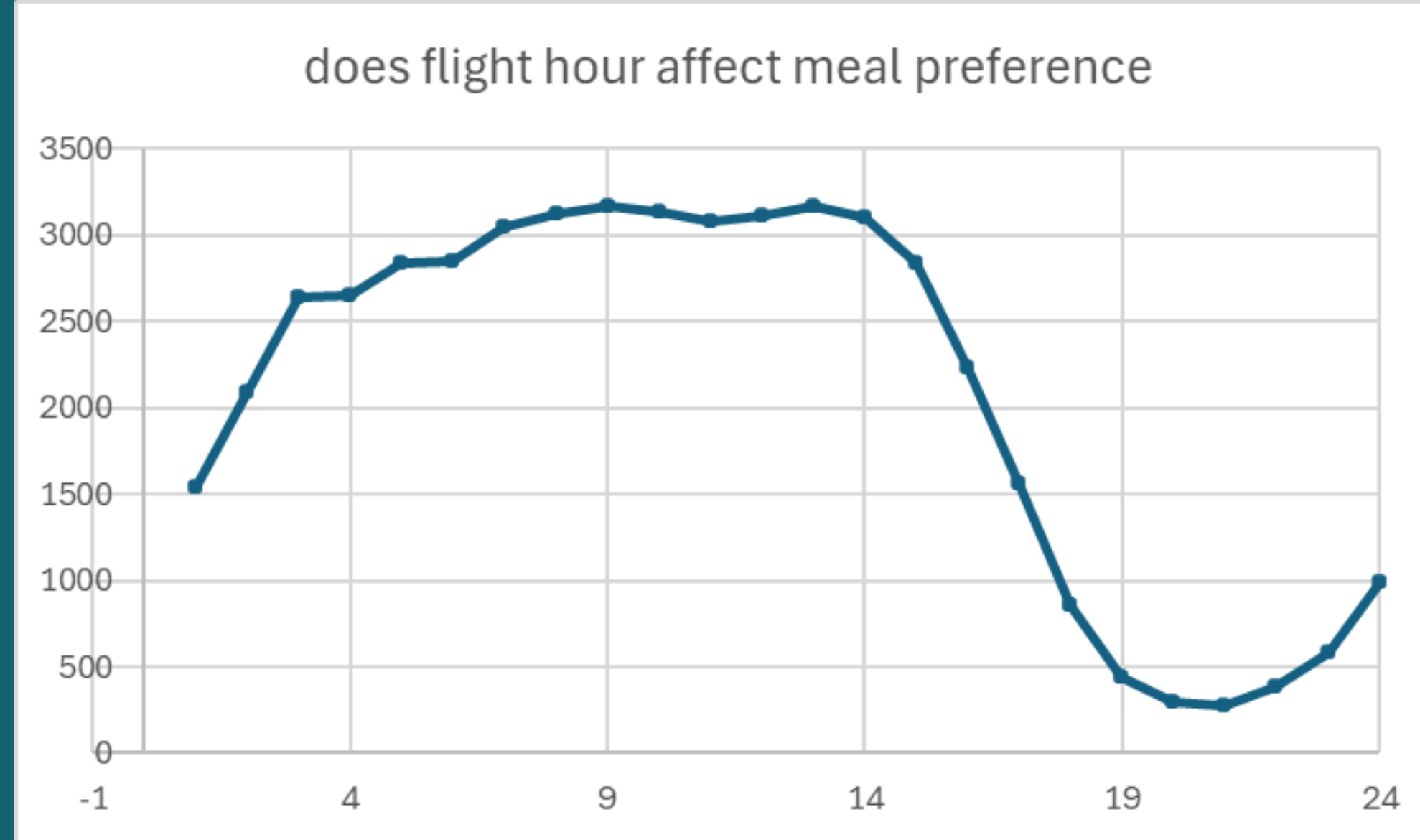
Booking Status	Count of route
AKLKUL	2680
PENTPE	924
MELSGN	842
ICNSIN	801
DMKKIX	744
ICNSYD	695
DMKPER	679
DPSICN	666
DMKOOOL	655
MELPEN	649
Grand Total	9335

🔍 Insight

AKL–KUL dominates with nearly 3× more bookings than the second route.

A handful of routes (top 3–4) contribute disproportionately to total bookings → classic Pareto (80/20) effect.

Focus on top routes for targeted campaigns & capacity planning.



In-Flight Meal Requests by Flight Hour



Morning to Midday Peak (6 AM – 12 PM):

Consistently high demand ($\approx 3,000+$ requests per hour).
Peak at 8 AM (3,165 requests) and 12 PM (3,163 requests).



Night & Early Morning (12 AM – 5 AM):

Moderate demand ($\approx 1,500$ – $2,800$).
Builds gradually until morning surge.

 **Late Afternoon to Evening (3 PM – 9 PM):**

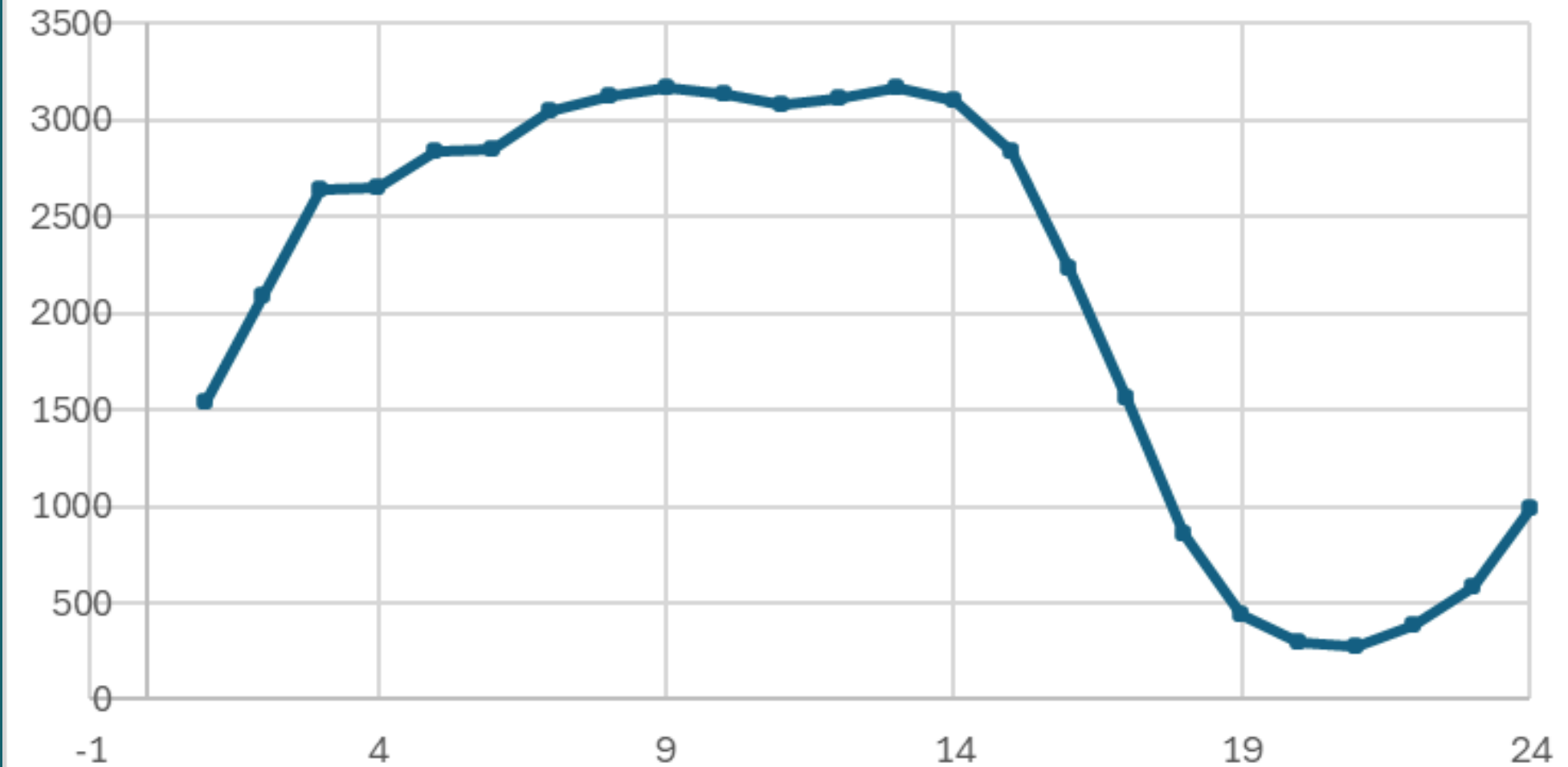
Sharp decline in requests.

Lowest demand at 7–8 PM (<300 requests).

 **Late Night (10–11 PM):**

Small rebound (≈500–1,000 requests).

does flight hour affect meal preference



Insight

Strong meal demand during breakfast & lunch flights. Very low demand during evening flights (7–8 PM) → passengers may have already eaten.

Airlines could prioritize meal service & upselling in morning/midday flights while optimizing costs for low-demand evening hours.



Thank You

