■ Overall Insights from Airline Dataset Analysis

1. Pricing Patterns
- Across all airlines, the **cheapest routes** are consistently Delhi → Hyderabad and Mumbai → Chennai, while the **most expensive** are Delhi → Bangalore and Mumbai → Kolkata.
- Non-stop flights are generally cheaper than flights with one or more stops.
- Air India offers the highest-priced tickets, while AirAsia is the most budget-friendly carrier overall.

2. High-Value Routes
- Premium-priced routes include Bangalore → Mumbai (■40,354), Delhi → Chennai (■35,145), and Kolkata → Delhi (■34,944).
- These routes present opportunities for targeted marketing, loyalty programs, or premium cabin promotions.

3. Booking Behavior & Timing
- Early bookings (11+ days in advance) average around ■5,680 — significantly lower than last-minute bookings (≤3 days), which average ■13,502. Price gap exceeds ■7,800.
- Morning (38,235), Evening (38,121), and Early Morning (38,081) departures are the busiest slots.
- Night and Late Night flights have the lowest traffic, suggesting potential for discounted fares or cargo operations.

4. Travel Time Insights
- Fastest routes: Mumbai → Hyderabad, Bangalore → Mumbai, Bangalore → Hyderabad.
- Longest durations: Delhi → Bangalore, Delhi → Chennai, Kolkata → Mumbai.

5. Airline Coverage
- Most airlines serve 23 unique city pairs, except SpiceJet which serves 20, indicating slightly less market penetration.

■ Business Recommendations

- **Promote Early Booking Campaigns:** Highlight cost savings of ■7K+ to attract price-sensitive customers.
- **Target Premium Routes:** Use loyalty programs and exclusive offers for Bangalore–Mumbai, Delhi–Chennai, and Kolkata–Delhi travelers.
- **Optimize Scheduling:** Allocate more operational resources during Morning, Evening, and Early Morning peaks; explore cargo/low-fare sales for night slots.
- **Leverage Non-stop Pricing:** Market direct flights aggressively as both cheaper and faster on select routes.
- **Expand SpiceJet's Coverage:** Closing the route gap could improve competitiveness.