Airline Company Flights Analysis

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Introduction

- Using the dataset containing information on all customers scheduled to fly on 29-09-2025, I conducted an analysis of the associated revenues. Next I am going to introduce the results.

General Information

- The total revenue generated on that day was approximately 2 million dollars. With 3,842 flights operating, this equates to an average profit of roughly 500 dollars per flight.

Total Revenues	Number of flights
$1.934M	3,842

Which route brings us the most profit?
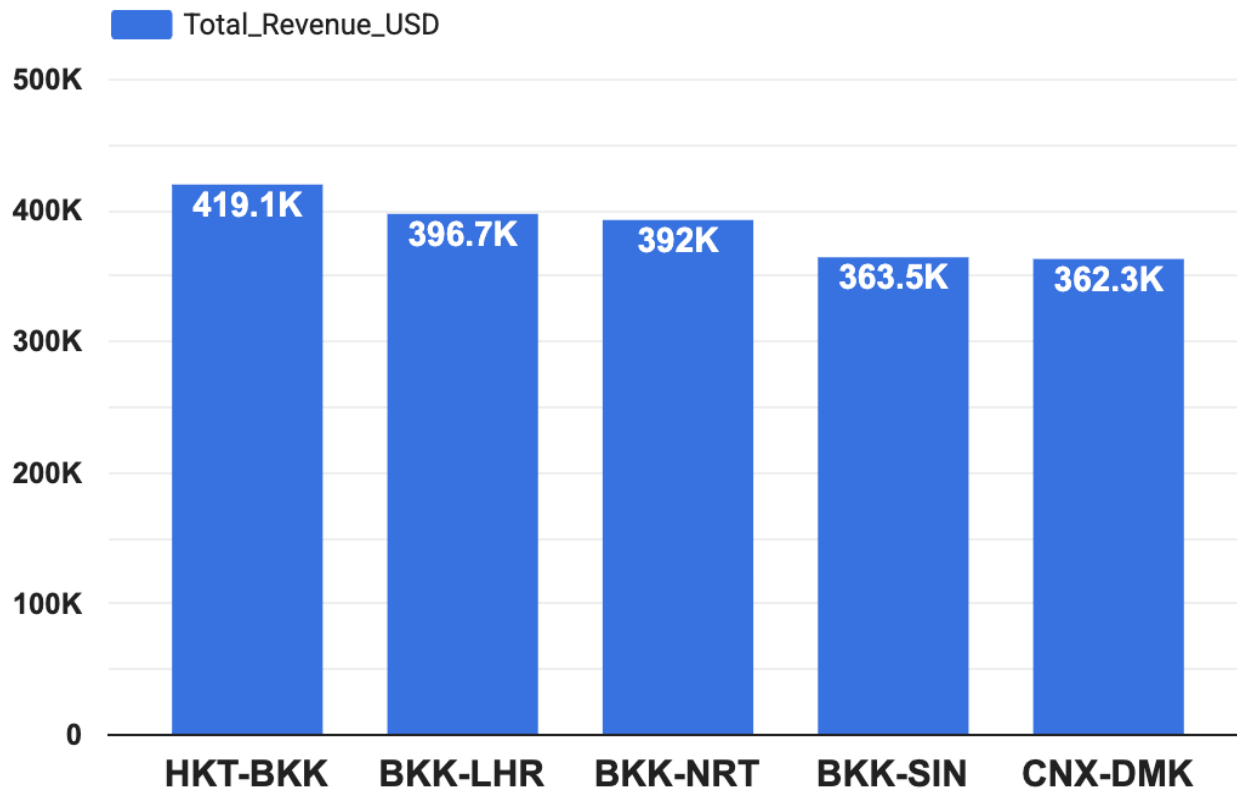
As shown in the chart, the most profitable route was HKT–BKK (Phuket International Airport to Bangkok Suvarnabhumi Airport). Although Bangkok Suvarnabhumi Airport generated the highest overall revenue, this is primarily attributable to the large number of flights departing from the airport. Consequently, the total profit associated with flights from Bangkok amounted to approximately 1.2 million dollars.

# What type of loyalty status brings us the most profit?

Standard customers generated approximately 1.35 million dollars in profit, significantly outperforming all higher-tier loyalty groups.

Revenues by Loyalty Status

| Loyalty_Status	Total_Revenue_USD ▾
Standard	1,337,812
Silver	398,116
Gold	145,430
Platinum	52,226

In comparison, Silver customers contributed approximately 400 thousand dollars, Gold customers 145 thousand dollars, and Platinum customers 52 thousand dollars. This indicates that despite having lower loyalty status, Standard customers accounted for the vast majority of total profit.

Which time of day generates the highest revenue from flight ticket bookings?
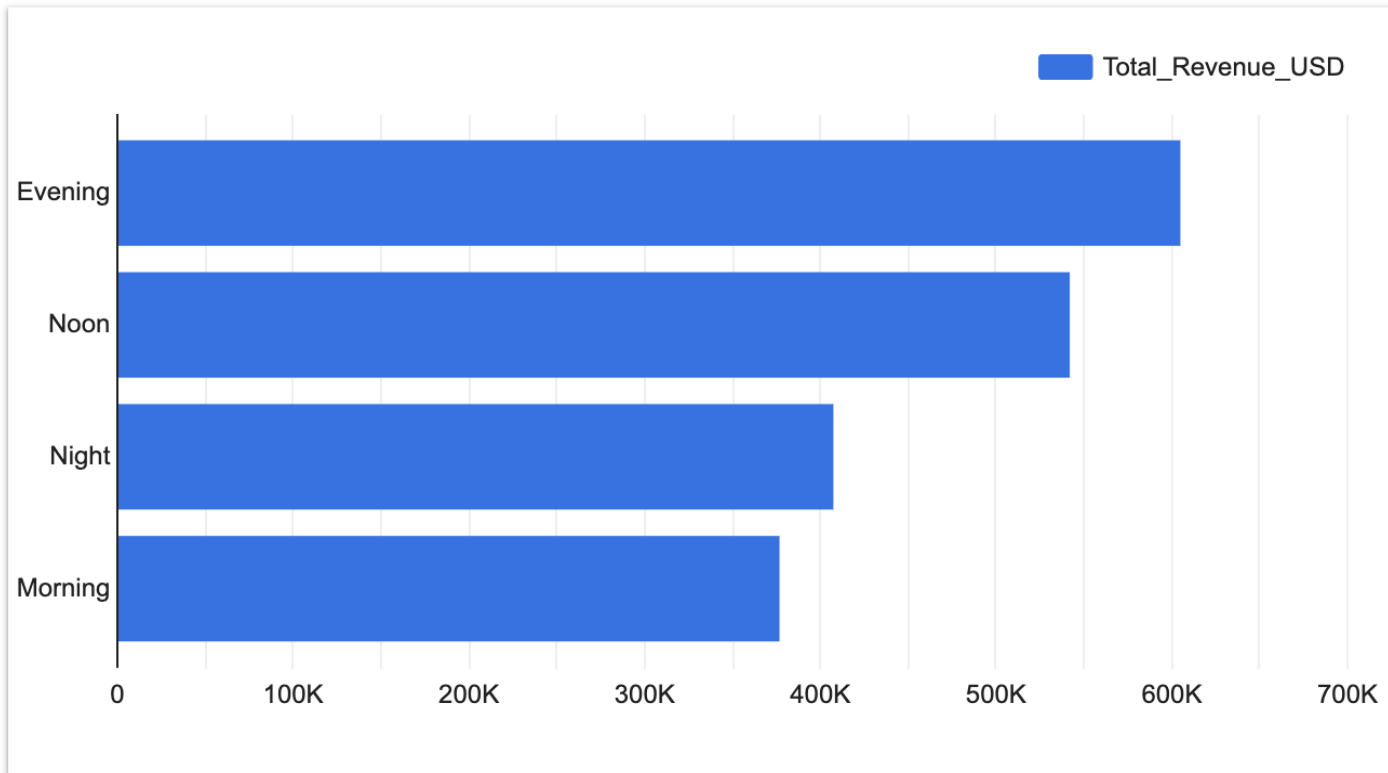
The analysis indicates that the highest profits on 29-09-2025 were generated during the afternoon and evening periods. These time frames accounted for the largest share of ticket-booking revenue, highlighting them as the most financially significant segments of the day.

Through which booking channel do we achieve maximum profit?

Legend: Agent, Online, Direct

- 655,105.6 (Agent)
- 646,501.69 (Online)
- 631,976.39 (Direct)
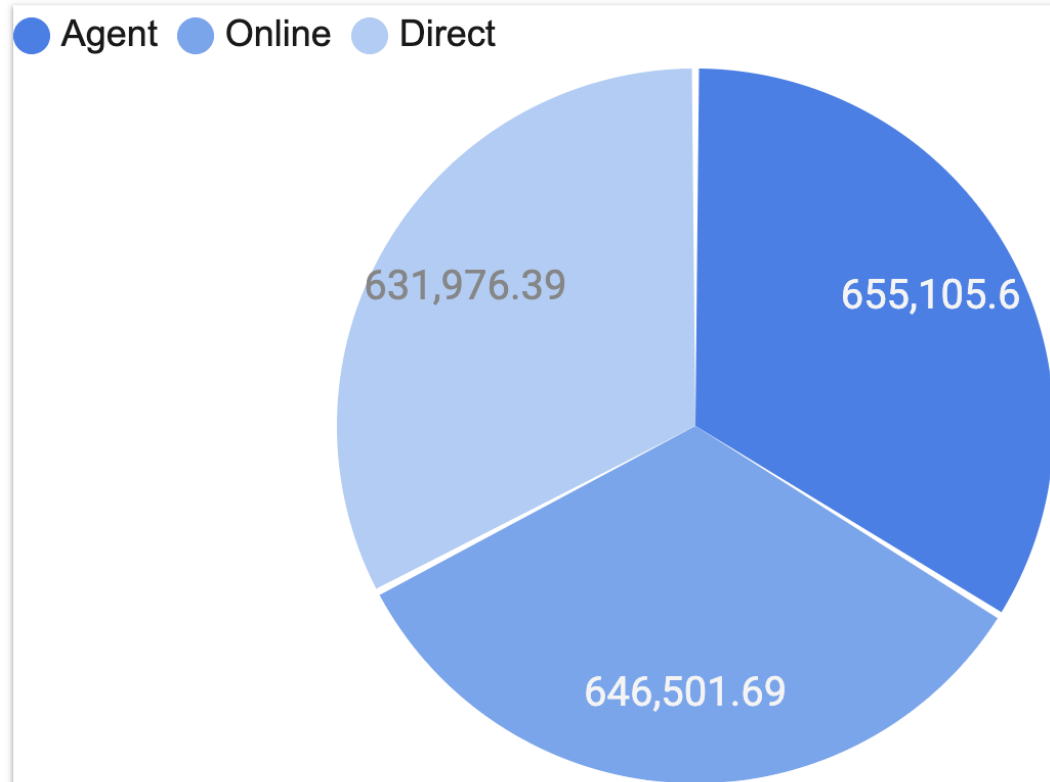
All three booking channels—Direct (~$632K), Agent (~$655K), and Online (~$647K)—deliver similar profitability, showing a balanced revenue contribution.

Summary

I analyzed the dataset of airline customers who purchased tickets on September 29, 2025. The total revenue for the day was approximately $2 million, generated across 3,842 flights operating from three airports to five distinct routes. Each route contributed between $360K and $420K in revenue, which is a strong performance.

In terms of customer segmentation, passengers with Standard loyalty status generated the highest revenue compared to other loyalty tiers. Additionally, tickets booked through the Agent channel yielded the greatest profit among the booking channels.

Regarding flight scheduling, customers showed a clear preference for afternoon and evening departures, as reflected in the revenue distribution by time of day.