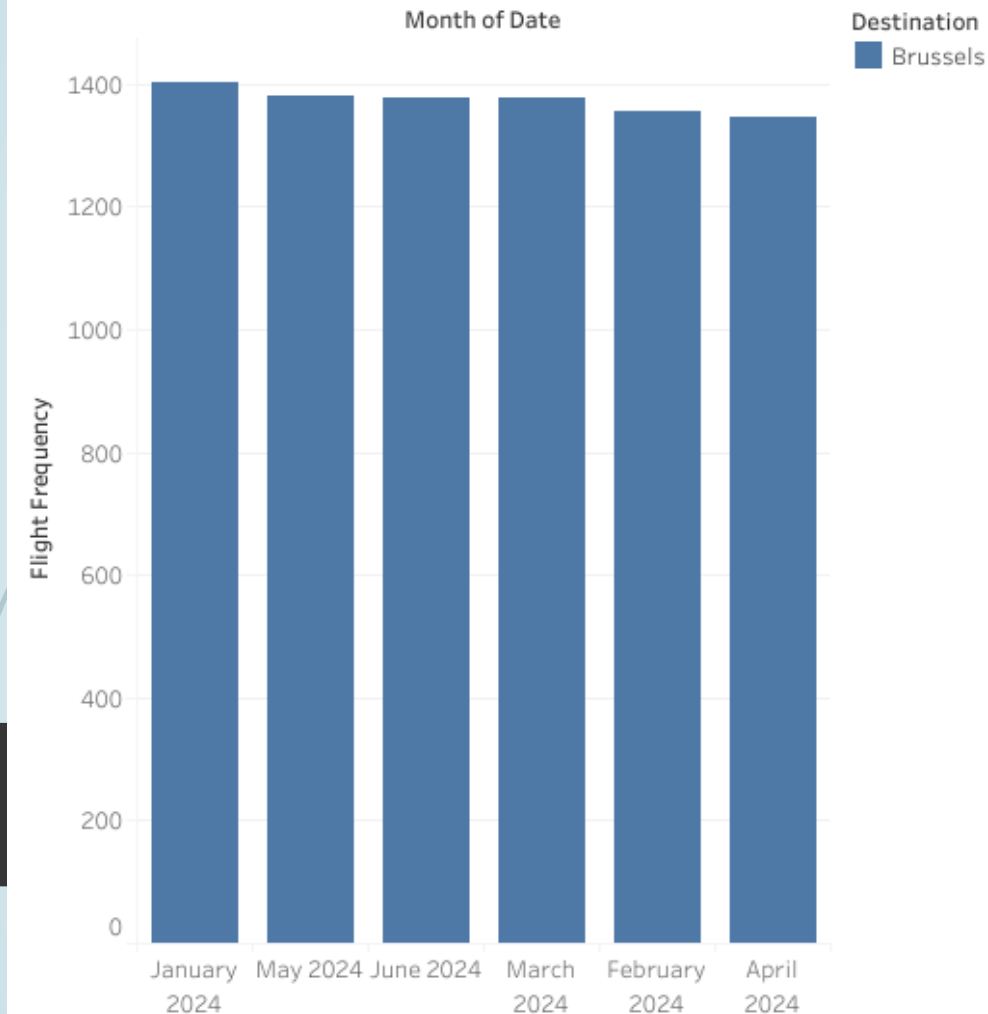




# BRUSSLES Airlines

File created on: 7/8/2025 8:53:09 PM

## Flight Frequency Over Time



### ◆ Heading: Total Flights by Origin City

#### Report:

This chart visualizes the total number of flights from each European city to Brussels between January and June 2024.

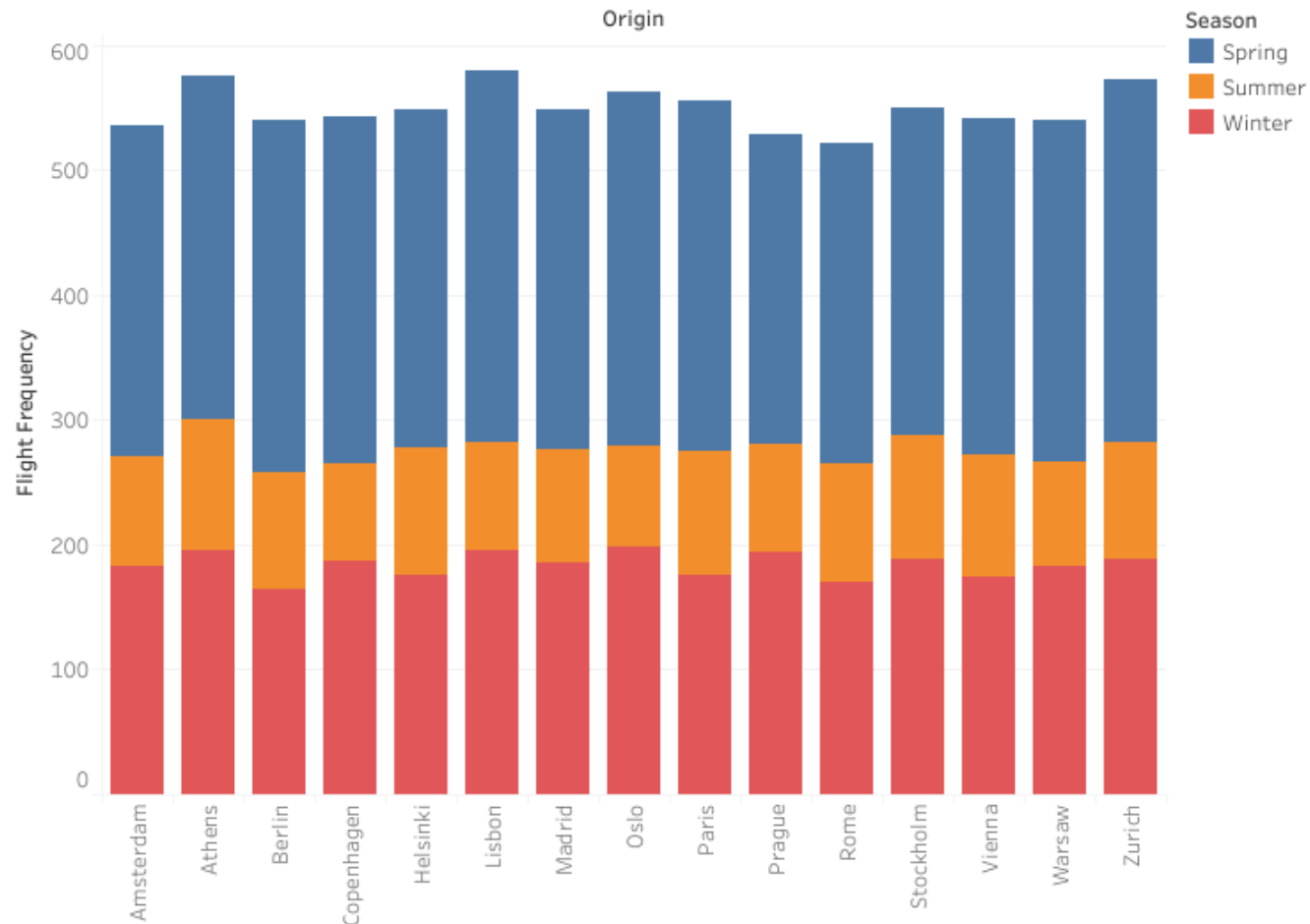
#### Observation:

Paris and Amsterdam are the top contributors in terms of flight frequency, followed by Madrid and Vienna.

#### Conclusion:

Brussels is most connected with Western European capitals, indicating strong regional connectivity and demand concentration.

## Top City



### ◆ Heading: Monthly Trend in Flight Frequency

#### Report:

Line chart showing how total flight volumes have changed over the 6-month period.

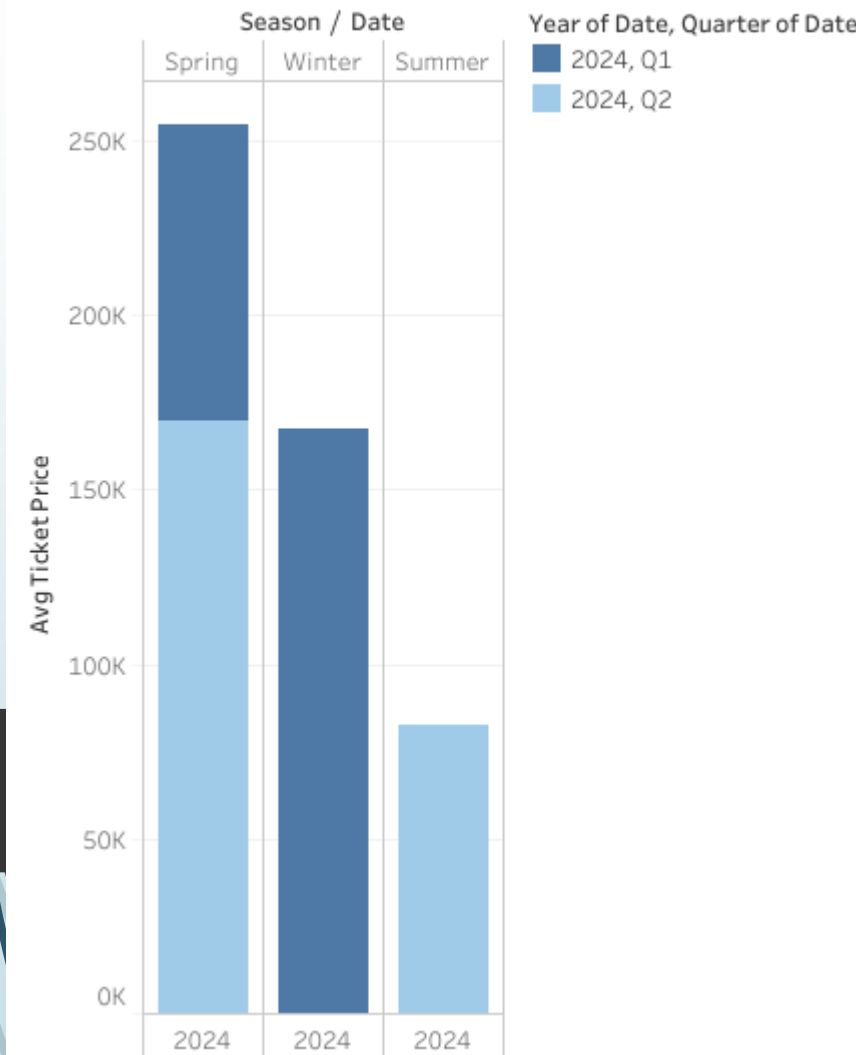
#### Observation:

Flight frequency gradually increases from January to June, with visible peaks around late Spring and early Summer.

#### Conclusion:

There is strong seasonality in demand — June is likely part of the early summer surge in travel, requiring capacity planning.

## AVG Price by Season



## Heading: Average Ticket Prices – City Comparison

### Report:

This chart compares the average ticket price from each origin city to Brussels.

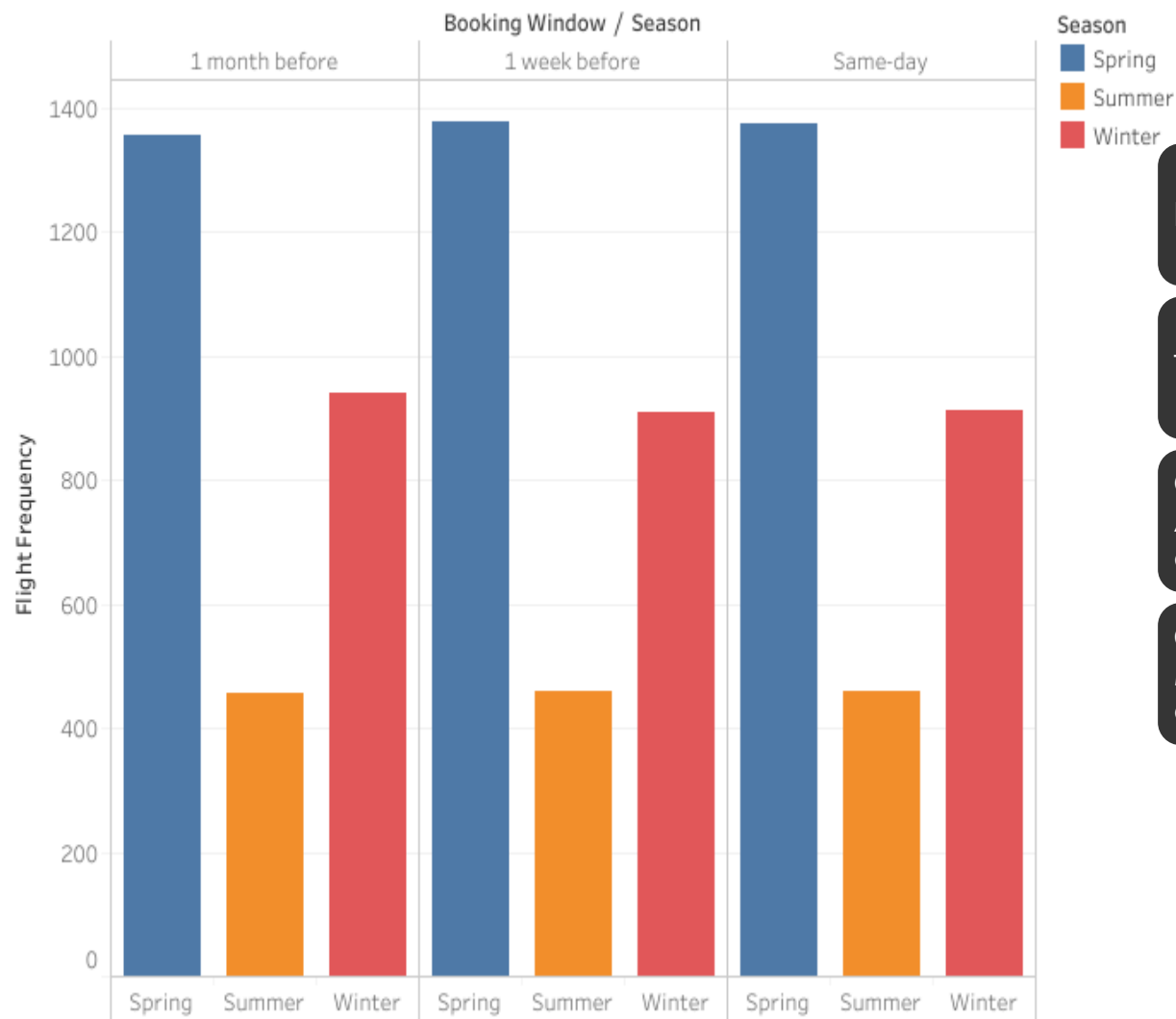
### Observation:

Paris, Vienna, and Rome command higher average fares, whereas Lisbon and Warsaw remain lower-cost.

### Conclusion:

There is potential for revenue optimization by adjusting pricing based on city-tier, frequency, and seasonal trends.

# Booking Window Behaviour




**Heading: Booking Behavior by Lead Time**

**Report:**  
This chart displays how far in advance passengers book flights (same-day, 1-week, 1-month).

**Observation:**  
A majority of passengers book within 1 week of departure, especially during Spring and Summer months.

**Conclusion:**  
Marketing and pricing strategies should target last-minute bookers — flash deals and mobile ads may yield better engagement.



# Conclusion Summary:

- **Western Europe dominates demand:**  
Paris, Amsterdam, and Madrid consistently show the highest flight volumes to Brussels, reflecting strong business and leisure connectivity.
- **Seasonality drives traffic and pricing:**  
A clear upward trend in flight frequency and ticket prices during Spring and Summer indicates demand surges and pricing opportunities.
- **Pricing is not always tied to volume:**  
Cities like Amsterdam have high frequency but mid-level pricing, suggesting potential for fare optimization without demand loss.
- **Traveler behavior is short-term focused:**  
A significant share of bookings occur within one week of travel, especially in warmer months. This indicates a reactive booking pattern.
- **Actionable insight:**  
To maximize yield, airlines should:
  - Deploy last-minute promotions in Spring/Summer
  - Expand capacity on high-frequency, underpriced routes
  - Introduce dynamic pricing strategies based on origin city and season