

Final Project Report



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Project Description:

The airline project is a comprehensive analysis of airline passenger data, aiming to provide insights into various aspects of the business and enable data-driven decision-making.

The dashboards cover the following areas:

* **Customer Segmentation:** Analyzes customer demographics, loyalty, and satisfaction levels.

- * **Satisfaction Analysis:** Evaluates passenger satisfaction with different aspects of the flight experience, such as on-board services, seat comfort, and inflight entertainment.
- * **Flight Performance:** Tracks on-time performance, departure/arrival times, and other operational metrics.
- * **Predictive Analysis:** Utilizes data mining techniques to forecast future trends and identify potential areas for improvement.
- * **Profitability Analysis:** Examines revenue streams, cost structures, and key drivers of profitability.

By leveraging these dashboards, the airline can gain a deeper understanding of its customers, optimize operations, enhance customer experience, and identify opportunities for growth and profitability