

Flight Experience Analytics

Neutral or
Dissatisfied

Satisfied

First-time

Returning



129K
Count of Passengers



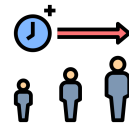
49.26%
% of Male Passengers



50.74%
% of Female Passengers



1.19K
Avg Flight Distance(miles)



39.43
Avg Passenger Age



43.45%
% of Satisfied Passengers



15.09
Avg Arrival Delay (mins)

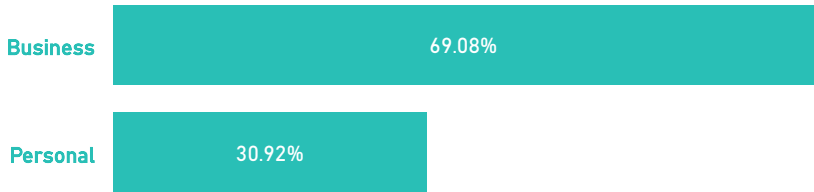


14.64
Avg Departure Delay (mins)

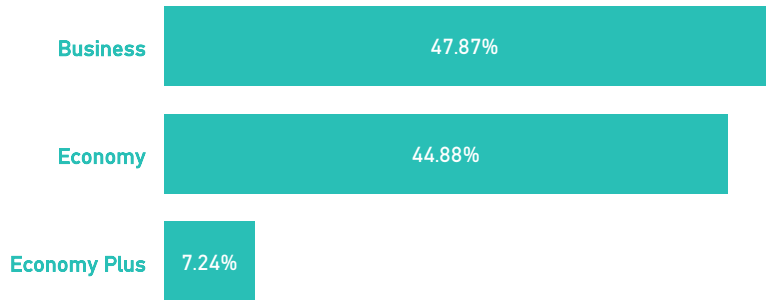


56.55%
% of Dissatisfied Passengers

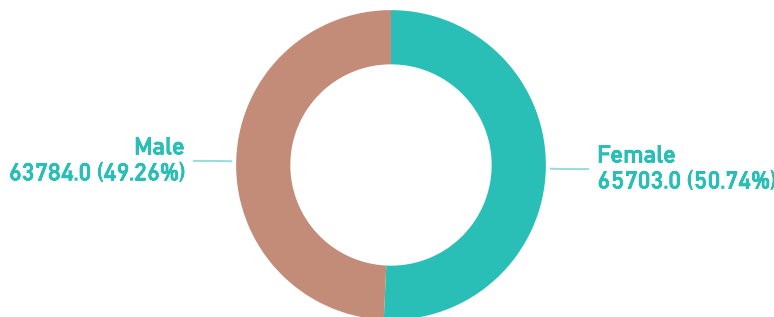
Satisfaction by Type of Travel



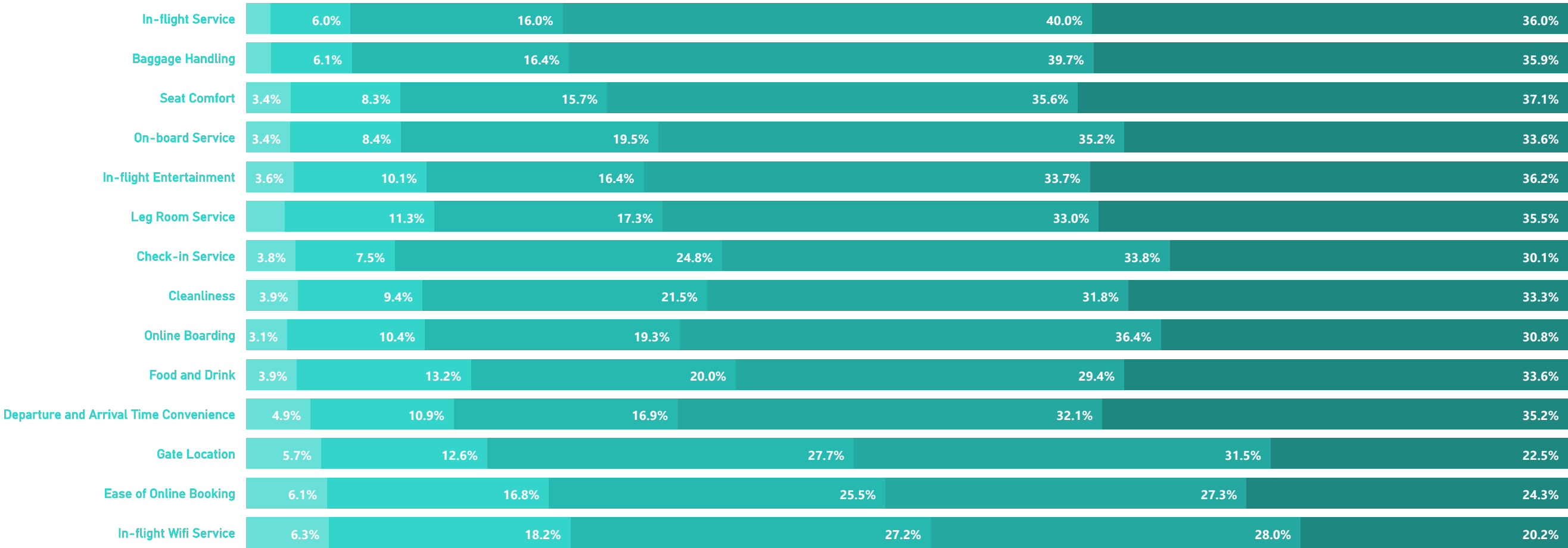
Satisfaction by Customer Type



Satisfaction by Gender

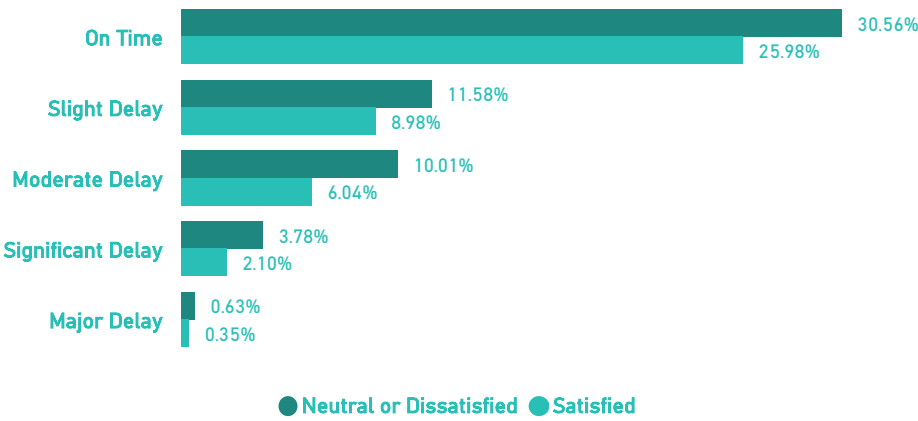


Impact of Flight Experience Metrics

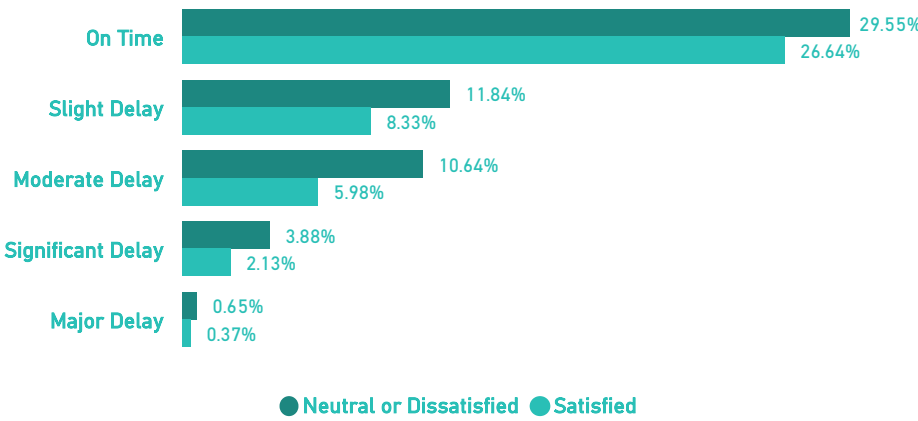


Rating (1-Lowest, 5-Highest) ● 1 ● 2 ● 3 ● 4 ● 5

% of Passengers By Departure Delay Range and Satisfaction Level



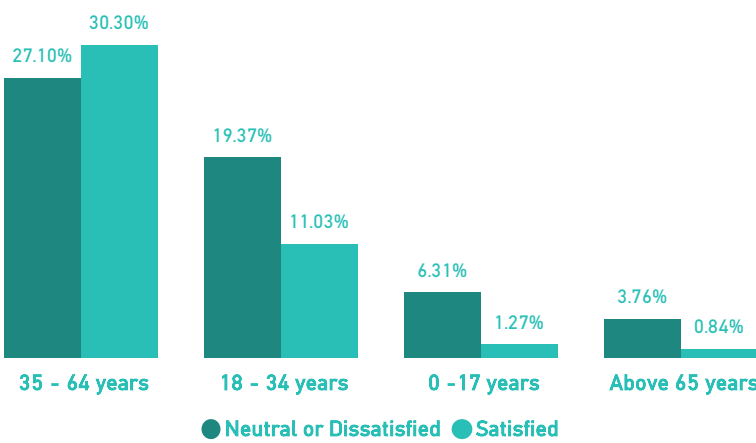
% of Passengers By Arrival Delay Range and Satisfaction Level



%GT Count of Passengers by Flight Distance Range and Satisfaction

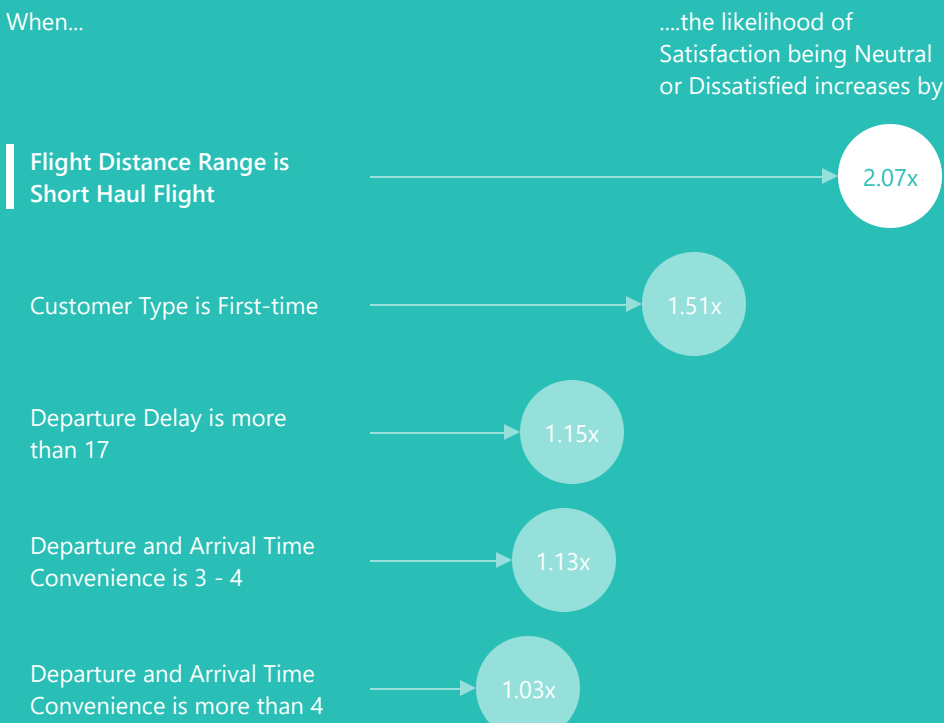


% of Passengers By Age Group and Satisfaction Level

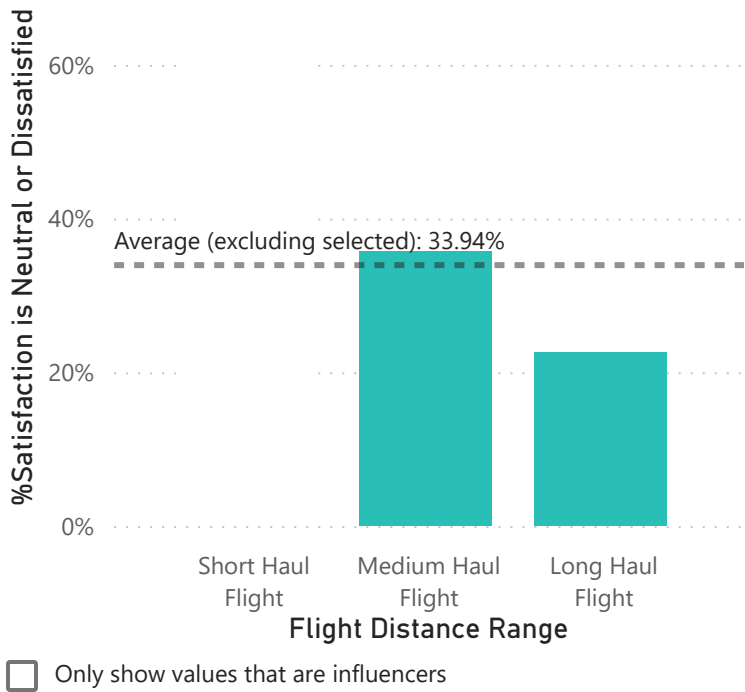


Key influencers

What influences Satisfaction to be Neutral or Dissatisfied ?



← Satisfaction is more likely to be Neutral or Dissatisfied when Flight Distance Range is Short Haul Flight than otherwise (on average).



KEY INSIGHTS:

- **Overall Satisfaction Trend:** Satisfaction dipped below 50% signaling a need for strategic intervention to improve Customer satisfaction.
- **Segmented Satisfaction Analysis:** Both Genders exhibited a high degree of satisfaction. All age groups showed a high level of dissatisfaction with the exception of Ages 35-64 age group which had a distinctly lower level of satisfaction than the other age groups at 52.79%. First time customers exhibit more higher levels of dissatisfaction than returning customers, Business class customers report the highest levels of satisfaction which is a sharp contrast to the other two classes of customers (Economy and Economy Plus).
- **Impact of Flight Experience Metrics:** Passengers satisfaction has been largely influenced by In-Flight Service, Baggage Handling, Seat Comfort, In-Flight Entertainment and Departure and Arrival Time Convenience. In-Flight WiFi Service and Ease of Online Booking registered the highest negative sentiments. These metrics need more attention.

RECOMMENDATIONS:

- **Streamline Online Booking:** Ensuring a seamless experience from booking to boarding can improve overall satisfaction. Streamlining the booking experience and making it hassle free would lead to improved positive sentiments.
- **Tailored Services for Different Classes and Travel Type:** Satisfaction varies across different travel classes and travel types. Tailor services to address specific expectations of passengers in different classes, ensuring an equally satisfying experience for all.
- **Focus on Timeliness and Communication:** Passengers experience lower levels of satisfaction during short haul flights which experiences either an arrival or departure delay. Improve communication regarding delays and work towards minimizing delays to enhance passenger confidence and satisfaction.
- **Leverage Customer Segmentation:** Utilize customer segmentation insights to tailor marketing campaigns and services to different passenger segments. A personalized approach can create a stronger emotional connection and higher satisfaction.