

# Airline\_Passenger\_Referral\_Prediction

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## Abstract:

Air transport or aviation plays a very important role in the present transport structure of the world and surely it is considered as the gift of the twentieth century to the world. In today's fast paced world, air transport has been a blessing to all because of its speed of transportation. This mode of transport is very useful to get the products with short delivery times quickly and safely to those who require it. It also allows the tourism industry in each country to have stable growth by shortening the distance among all the people who inhabit the world. Here, I have a dataset regarding the ratings on services provided by different airlines to the customers. Main objective of this project is to understand how likely the passengers will recommend the airlines to others.

The dataset here is quite large which initially had 131895 rows and 17 columns. On checking the data information, it was derived that there were basically two different types of data in the dataset: there are 7 columns with 'float64' dtypes, 10 columns with 'object' dtypes. Coming to the null and missing values in the dataset, it was observed that there was a mismatch in the non-null counts which clearly stated that a large number of missing and null values were present in the dataset. 1326305 were the total count of null or missing values present in the dataset.

## 1. Introduction:

Any youngster who sees a plane overhead fantasizes about riding in it. Going via plane has turned into a frenzy, and as a grown-up, one

will think about dealing with the experience. Accordingly, the assessments of the individuals who have voyaged have become progressively significant. This better individuals' good travel encounters, as well as the aircrafts' capacity to comprehend what their clients are feeling and this expanded how much opportunity to get better those carriers can do.

Skytrax is one of the main air transport associations. It is a global air transport rating association settled in the United Kingdom whose objective is to support carrier and air terminal client encounters all over the planet. Individual input left by affirmed clients of the greater part of the world's significant aircrafts make up the dataset.

## 2. Problem Statement

Data is scraped in Spring 2019 from Skytrax website. Data includes airline reviews from 2006 to 2019 for popular airlines around the world with multiple choice and free text questions. The main objective is to predict whether passengers will refer the airline to their friends or not.

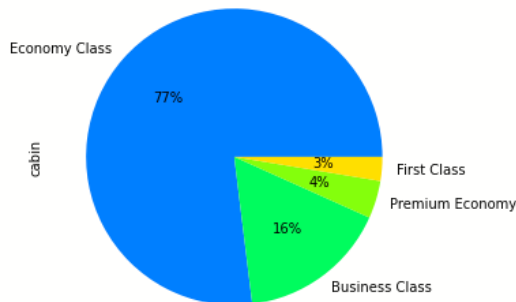
## 3.ExploratoryData Analysis

Exploratory Data Analysis (EDA) plays a vital role in the analysis of the data variables which are important from the aspect of feature engineering. It will help us to distribute and relate between dependent and independent variables. We have gone through an analysis of every independent as well as the dependent variable to check which independent factor affects the dependent factor.

### 3.1 percentage of class of passenger

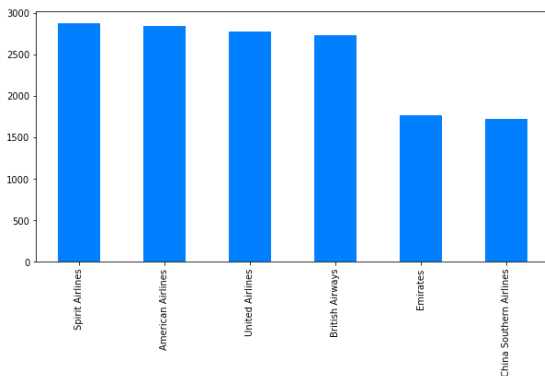
#### in cabin

The pie plot on the down tells about the cabin in which most of the passengers travelled. It can be clearly derived from the plot that almost 77% of total passengers were “Economy Class” traveller and only 3% of total passengers were “First Class” traveller.



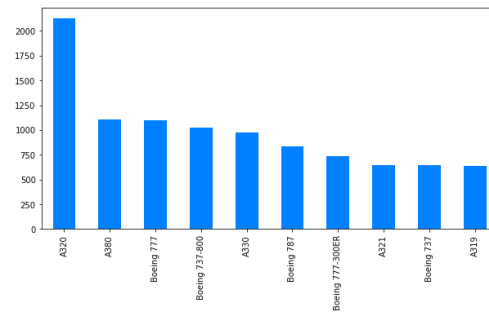
### 3.2 top 6 most frequently used airlines

These are the top 5 most frequently used airlines in the given data.



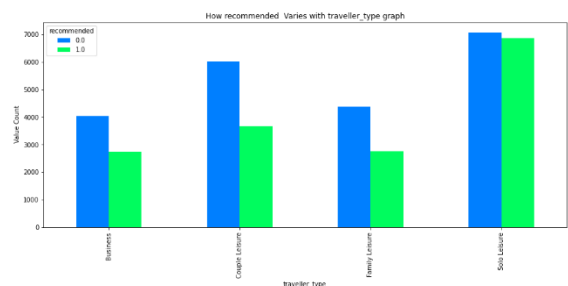
### 3.3 Top 10 aircrafts used

The below plot shows the top 10 aircrafts used in the given data. The A320 is the most used aircraft in the given data.



### 3.4 Types of customer categories and their opinion

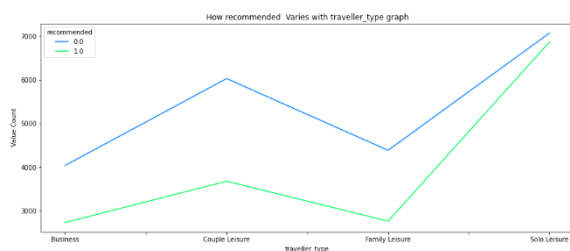
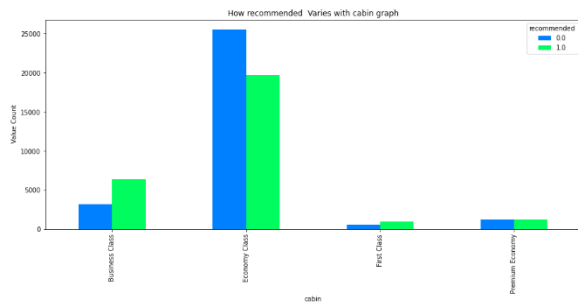
We can see that people have given both 1 or 0 which we will consider from now on as positive and negative recommendations so as to interpret it effectively to the solo leisure. This may be because of the poor infrastructure or the service received by the people and positive recommendation may be because of low price for solo. But this is an approximate analysis based on the data provided. In Traveller type we can see that both the recommendation trend as of yes or no increases from business to couple leisure and decreases to family then again increases high in solo leisure. Which indicates people prefer solo leisure higher than any of the other leisure's.



### 3.5 Cabin wise analysis

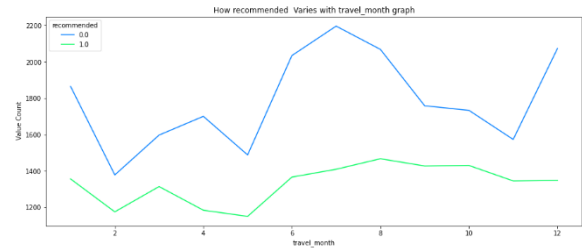
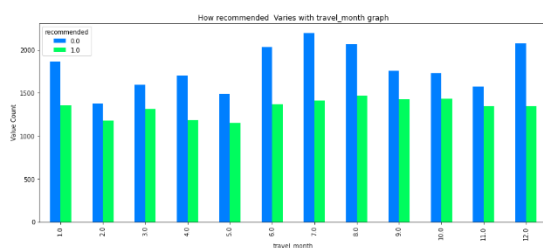
Also, we can see that people give highly positive recommendations to the economy class in the cabin. From this we can conclude that people love to travel in economy class as of low price. In the same way we can see people give the highest negative recommendation to economy class maybe because less infrastructure or service provided to them. Also we can see people have given the highest positive recommendation to Business class. It

may be because of the quality of service provided to them in Business class and similarly negative recommendation because of the high price of business class or less travelling percentage. In Cabin type we can see that both the recommendation trend of yes or no increases from business to Economy class and decreases to First class then again increases slightly in Premium class. Which indicates most people travel in economy class.



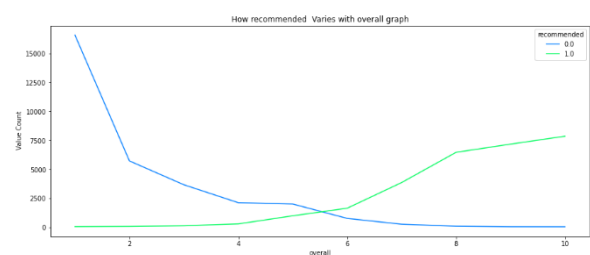
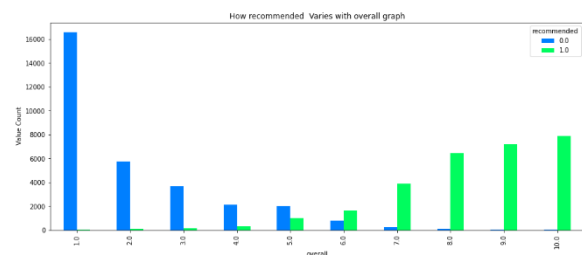
### 3.6 travel month analysis

From month vs no. of recommendation. We can see that people tend to travel most in the month of July considering the total of positive and negative recommendations combined. In month we cannot see any preferable trend but here we can conclude people tend to travel highest during the month of July.



### 3.7 overall rating

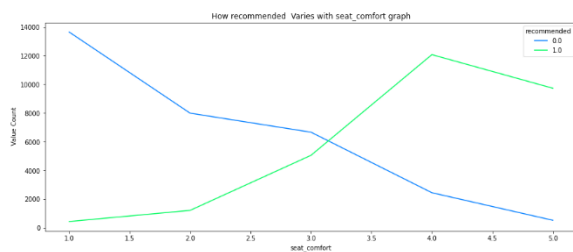
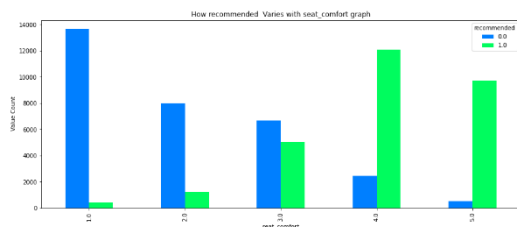
From overall vs recommended graph we can see which is perfectly understandable that negative recommendation has been given to the overall rating of 1.0 and high positive recommendation has been given to the overall rating of 10. But it is very true that the highest negative recommendation has been given to an overall rating of 1.0 which is really a matter of concern. In overall rating we can experience very good insights which are also regular. We can see as the positive recommendation increases with the overall rating and also negative recommendation on the same decreases.



### 3.8 Seat comfort Analysis

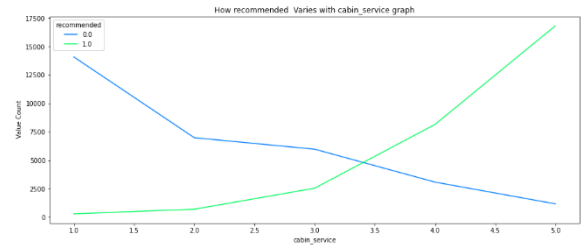
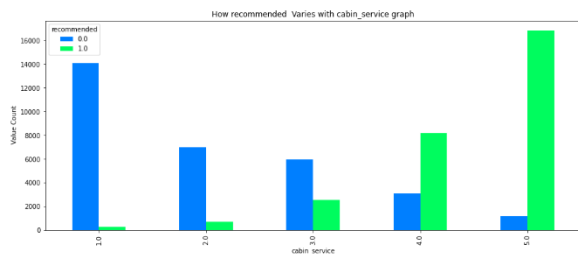
In seat comfort people have given the highest positive recommendation to the seat of class 5 as compared to very low negative recommendation to the same. Also we can see seat of class 1 have been given the highest negative recommendation as compared to its positive recommendation. Here we come to a

conclusion it must be removed as early as possible. In seat comfort we can see as the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also we can see an intersection in seat comfort rating 3.0 where we can see similar positive and negative recommendation.



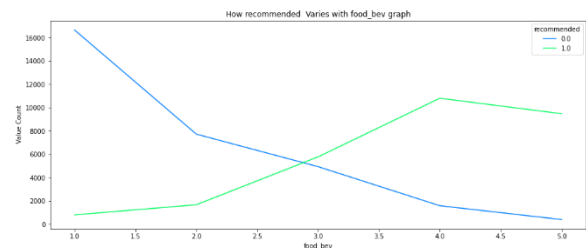
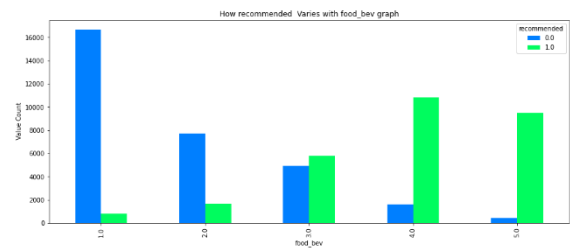
### 3.9 Cabin service Analysis

In cabin service rating people has given highest recommendation to rating to cabin service rating 5 as compare to its counterpart. From this we can conclude that cabin service is doing pretty good. In cabin service we can see same as the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also we can an intersection in cabin service rating 3.5 where we can see similar positive and negative recommendation.



### 3.10 Food beverages

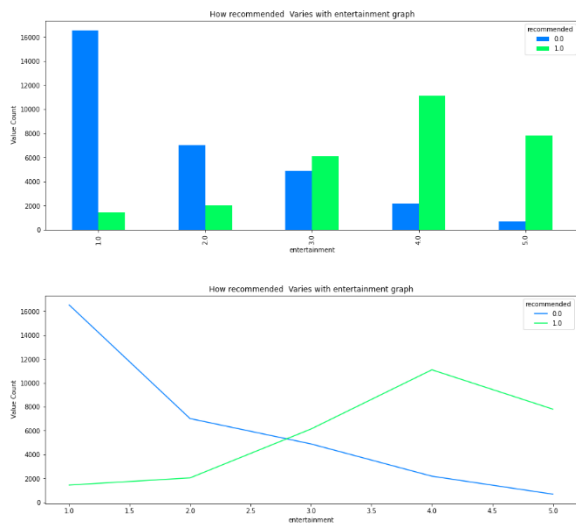
In food and beverage ratings people have given the highest negative recommendation to rating 1.0 from this we can conclude that airline service has to improve their food delivery and quality service. In food service we can see the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also we can see an intersection in food service rating close to 3.0 where we can see similar positive and negative recommendation.



### 3.11 Entertainment Analysis

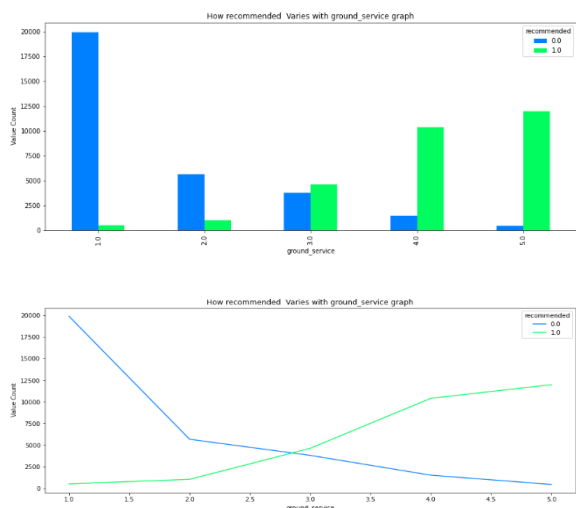
In entertainment also we can see most people has given highest negative recommendation to entertainment rating 1 which shows that airline has to improve their entertainment system as well. In Entertainment service too we can see same as the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also we can an intersection in Entertainment service rating between 2.5 and

3.0 where we can see similar positive and negative recommendation.



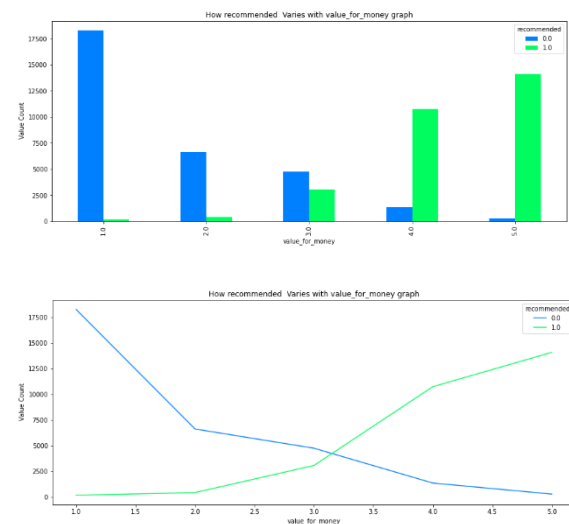
### 3.12 Ground service Analysis

In Ground service also we can see the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also, we can see an intersection in Ground service rating close 3.0 where we can see similar positive and negative recommendation. In ground service also we can see most people has given the highest negative recommendation to ground service rating 1 which shows that airline must improve their ground service.



### 3.13 Value for money

In value for money also we can see most people has given the highest negative recommendation to value for money rating 1 which shows that airlines have to make their flight service more cost effective. Lastly in Value for money rating we can see the positive recommendation increases with the overall rating and also negative recommendation on the same decreases also we can an intersection in Value for money rating greater than 3.0 where we can see similar positive and negative recommendation.

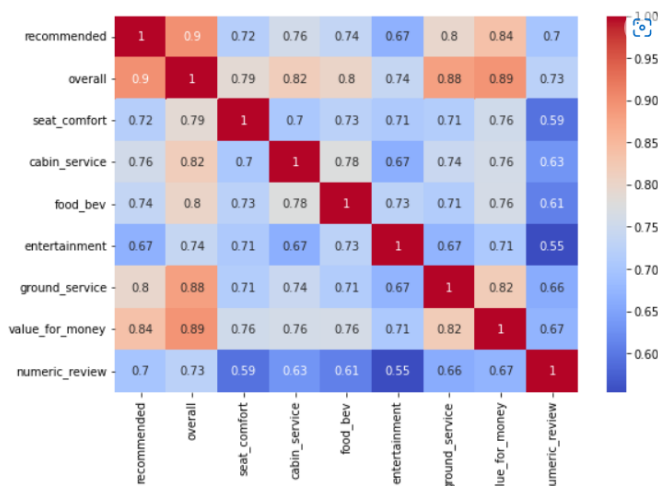


## 4. Correlation Analysis

The correlation analysis has been done to get a better understanding of dependent and independent variables' multicollinearity. Multicollinearity may not affect the accuracy of the model as much but we might lose reliability in determining the effects of individual independent features on the dependent feature in your model and that can be a problem when we want to interpret your model.

### 4.1 Heatmap

Let's check the heatmap plotted concerning independent variables.



Overall and Recommended are highly correlated, Overall and Value for money are highly correlated

## 5 Feature description

- **airline:** Name of the airline in str format
- **overall:** Overall point is given to the trip between 1 to 10 in float format.
- **author:** Author of the trip in str format
- **review date:** Date of the Review customer review: Review of the customers in free text format in str need to be converted into DateTime Format
- **aircraft:** Type of the aircraft in str format
- **traveller type:** Type of traveler (e.g. business, leisure) consist of four class in str format
- **cabin:** Cabin at the flight date flown: Flight date in str format consist of 4 class.
- **seat comfort:** Rated between 1-5 in float format
- **cabin service:** Rated between 1-5 float format

- **foodbev:** Rated between 1-5 entertainment: Rated between 1-5 in float format
- **groundservice:** Rated between 1-5 in float format
- **value for money:** Rated between 1-5 in float format

## 5. Feature Engineering

The given information in its crude structure was not straightforwardly utilized as a contribution to the model. A few components designing were completed where barely any elements were changed, few were dropped, and few were added. The following is a rundown of the element designing completed with the gave informational index

We have Engineered new features based on the existing features which are date of travel, review text, overall rating etc.

We have done imputation of missing values in the target variable, we also did imputation of missing values in the independent variable. We handled categorical variables and date columns. We used NLP for handling the review text feature.

We also did one hot encoding on the categorical features like airline, cabin, traveller\_type.

## 6. WORKING WITH DIFFERENT MODELS

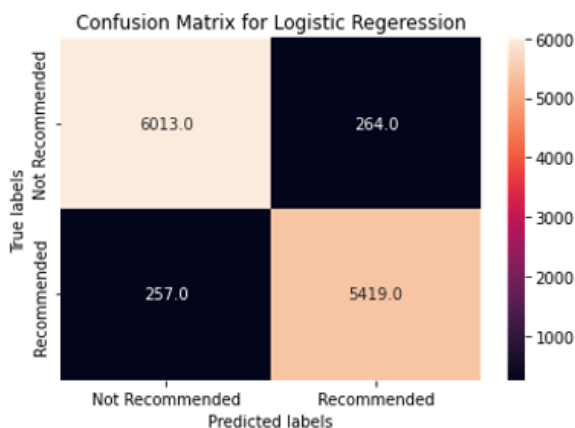
### 6.1 Train/Test Split

The train/test split was done as 80/20 % of data with a random state of 0. The final dataset was of shape (61183, 17) which was split to (48946, 17) as Train data and (12237,17) as Test data.

### 6.2 Logistic Regression



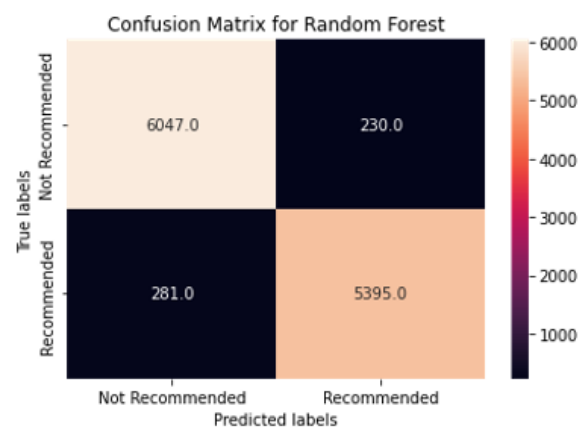
Logistic regression is a classification technique that predicts the likelihood of a single-valued result (i.e. a dichotomy). A logistic regression yields a logistic curve with values only ranging from 0 to 1. The likelihood that each input belongs to a specific category is modelled using logistic regression. Logistic regression is a fantastic tool to have in your toolbox for classification purposes. For classification situations, where the output value we want to predict only takes on a small number of discrete values, logistic regression is an important technique to know. The logistic function offers a number of appealing characteristics. The probability is represented by the y-value, which is always confined between 0 and 1, which is exactly what we wanted for probabilities. A 0.5 probability is obtained for an x value of 0. A higher likelihood is also associated with a higher positive x value, while a lower probability is associated with a greater negative x value. In logistic regression to learn the coefficients of features in order to maximize the probability of correctly classifying the classes. For this maximum likelihood concept is used.



Accuracy	0.9564
Precision	0.9547
Recall	0.9535
F1	0.9541
ROC AUC	0.9563

## 6.3 Random Forest

We create several trees in the Random Forest model rather than a single tree in the CART model. From the subsets of the original dataset, we create trees. These subsets can contain a small number of columns and rows. Each tree assigns a categorization to a new object based on attributes, and we say that the tree "votes" for that class. The classification with the highest votes is chosen by the forest.

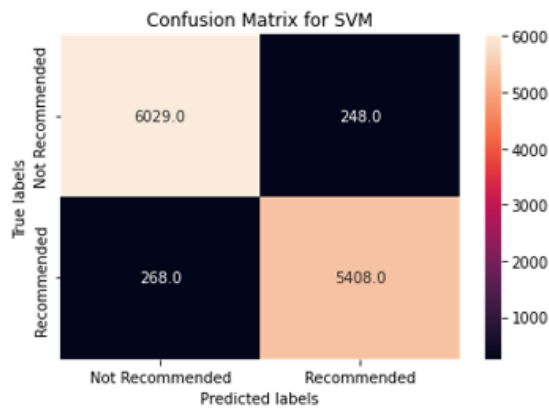


Accuracy	0.9572
Precision	0.9504
Recall	0.9591
F1	0.9547
ROC AUC	0.9569

## 6.4 Support Vector Machine

SVM(Support Vector Machine) SVMs take a direct approach to binary classification by attempting to find a hyperplane in a feature space that "best" separates the two classes. In practise, however, finding a hyperplane that completely separates the classes using only the original features is challenging (if not impossible). SVMs get around this by expanding the idea of separating hyperplanes in two different ways. (1)Expand the feature space to the point where perfect separation of

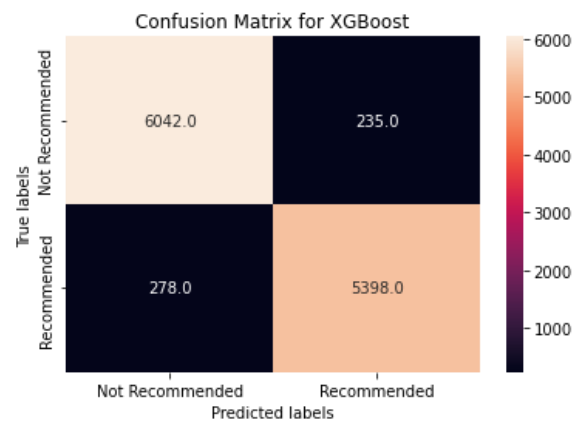
classes is (more) likely, and(2) apply the so-called kernel trick to extend the feature space. Support Vector - the dividing line between two sets of points that maximises the margin between them. A number of the training sites are nearly on the edge of the margin, as represented by the black circles in this diagram. The support vectors are the pivotal elements of this fit, and they are known as the key aspects of this fit.



Accuracy	0.9568
Precision	0.9527
Recall	0.9561
F1	0.9544
ROC AUC	0.9566

## 6.5 XGBoost Model

XGBoost is a distributed gradient boosting library that has been optimised for performance, flexibility, and portability. It uses the Gradient Boosting paradigm to implement machine learning algorithms. XGBoost is a parallel tree boosting (also known as GBDT, GBM) algorithm that solves a variety of data science problems quickly and accurately.



Accuracy	0.9570
Precision	0.9510
Recall	0.9582
F1	0.9546
ROC AUC	0.9567

## 7. Conclusion

1. We can see that people have given both 1 or 0 which we will consider from now on as positive and negative recommendations so as to interpret it effectively to the solo leisure. This may be because of the poor infrastructure or the service received by the people and positive recommendation may be because of low price for solo. But this is an approximate analysis based on the data provided.
2. Also we can see that people give the high positive recommendation to the economy class in the cabin. From this we can conclude that people love to travel in economy class at a low price. In the same way we can see people give the highest negative recommendation to economy class maybe because less infrastructure or service provided to them. Also we can see people have given the highest positive recommendation to Business class. It



may be because of the quality of service provided to them in Business class and similar negative recommendation because of the high price of business class or less travelling percentage.

3. From month vs no. of recommendation. We can see that people tend to travel most in the month of July considering the total of positive and negative recommendations combined.
4. From overall vs recommended graph we can see which is perfectly understandable that negative recommendation has been given to the overall rating of 1.0 and high positive recommendation has been given to the overall rating of 10. But it is very true that the highest negative recommendation has been given to an overall rating of 1.0 which is really a matter of concern.
5. In seat comfort people has given the highest positive recommendation to the seat of class 5 as compared to very low negative recommendation to the same. Also we can see seats of class 1 have been given the highest negative recommendation as compared to its positive recommendation. Here we come to a conclusion it must be removed as early as possible.
6. In cabin service rating people has given the highest recommendation to cabin service rating 5 as compared to its counterpart. From this we can conclude that cabin service is doing pretty good.
7. In food and beverage ratings people have given the highest negative recommendation to rating 1.0 from this we can conclude that airline service has to improve their food delivery and quality service.
8. In entertainment also we can see most people have given the highest negative recommendation to entertainment rating 1 which shows that airlines have to improve their entertainment system as well.
9. In ground service also we can see most people has given the highest negative

recommendation to ground service rating 1 which shows that airline has to improve their ground service.

10. In value for money also we can see most people has given highest negative recommendation to value for money rating 1 which shows that airline has to make their flight service more cost effective.
11. In model Selection we can see that Random Forest and XGBoost Model is having the same high Model Accuracy with a score 0.957082 but we can also see that recall, precision, f1-score and roc\_auc\_score of XGBoost model combined is giving higher score than Random Forest from which we have chosen XGBoost Model for further prediction.
12. In Shap JS summary we can see positive features overall, value for money, numeric\_review combined red colour block pushes the prediction toward right over base value and causes positive model prediction and it is common for all models.
13. In Shap summary scatter plot we can see in scatter plot high overall, value for money, numeric\_review, cabin service,ground\_service positive features and low airline\_British\_airways is increasing positive prediction and it is common for all models. Also we can see that overall, value for money,numeric\_review,cabin service,ground\_service has high shap feature value.