**Chart 1 insides**

* The majority of customers are **returning customers**, with a total of **106100** returning customers compared to **23780** first-time customers. This could indicate that the business has a high level of customer satisfaction and loyalty.
* The most common rating given by customers is a **4**, with a total of **36333** customers giving this rating. This suggests that the majority of customers are satisfied with the business and its services.
* The second most common rating given by customers is a **3**, with a total of **35453** customers giving this rating. This suggests that while many customers are satisfied with the business, there is still room for improvement in certain areas.
* A relatively small number of customers gave a rating of **0**, with only **1** customer giving this rating. This suggests that the business is generally successful in meeting the needs and expectations of its customers.

Overall, the data suggests that the business has a high level of customer satisfaction and loyalty, with the majority of customers being returning customers and giving ratings of 3 or 4. However, there is still room for improvement in certain areas to increase the number of customers giving higher ratings.

**Chart 2 insides**

* The majority of customers gave a seat comfort rating of **4**, with a total of **39756** customers giving this rating. This suggests that the majority of customers are satisfied with the seat comfort in all plane classes.
* The second most common seat comfort rating given by customers is a **5**, with a total of **33158** customers giving this rating. This suggests that many customers are very satisfied with the seat comfort in all plane classes.
* The majority of customers who gave a seat comfort rating flew in **Business class**, with a total of **62160** customers in this category. The second most common plane class flown by customers who gave a seat comfort rating is **Economy class**, with a total of **58309** customers in this category.
* A relatively small number of customers gave a seat comfort rating of **0**, with only **1** customer giving this rating. This suggests that the business is generally successful in providing comfortable seats in all plane classes.

Overall, the data suggests that the business is successful in providing comfortable seats in all plane classes, with the majority of customers giving seat comfort ratings of 4 or 5. However, there is still room for improvement in certain areas to increase the number of customers giving higher ratings.

**Chart 3 Insides**

* The majority of customers gave an in-flight service rating of **4**, with a total of **47323** customers giving this rating. This suggests that the majority of customers are satisfied with the in-flight service in all plane classes.
* The second most common in-flight service rating given by customers is a **5**, with a total of **34066** customers giving this rating. This suggests that many customers are very satisfied with the in-flight service in all plane classes.
* The majority of customers who gave an in-flight service rating flew in **Business class**, with a total of **62160** customers in this category. The second most common plane class flown by customers who gave an in-flight service rating is **Economy class**, with a total of **58309** customers in this category.
* A relatively small number of customers gave an in-flight service rating of **0**, with only **5** customers giving this rating. This suggests that the business is generally successful in providing satisfactory in-flight service in all plane classes.

Overall, the data suggests that the business is successful in providing satisfactory in-flight service in all plane classes, with the majority of customers giving in-flight service ratings of 4 or 5. However, there is still room for improvement in certain areas to increase the number of customers giving higher ratings.

**Chart 4 Insides**

* The majority of customers gave a gate location rating of **3**, with a total of **35717** customers giving this rating. This suggests that the majority of customers are satisfied with the gate location.
* The second most common gate location rating given by customers is a **4**, with a total of **30466** customers giving this rating. This suggests that many customers are very satisfied with the gate location.
* The age group with the highest number of customers who gave a gate location rating is **31-42**, with a total of **32498** customers in this category. The second most common age group is **43-54**, with a total of **32884** customers in this category.
* A relatively small number of customers gave a gate location rating of **0**, with only **1** customer giving this rating. This suggests that the business is generally successful in providing satisfactory gate locations for customers of all age groups.

Overall, the data suggests that the business is successful in providing satisfactory gate locations for customers of all age groups, with the majority of customers giving gate location ratings of 3 or 4. However, there is still room for improvement in certain areas to increase the number of customers giving higher ratings.

**Chart 5 Insides**

* The majority of customers traveled for **business**, with a total of **89693** customers in this category compared to **40187** customers who traveled for personal reasons.
* The majority of customers who traveled for business flew in **Business class**, with a total of **59487** customers in this category. The second most common class flown by business travelers is **Economy class**, with a total of **25304** customers in this category.
* The majority of customers who traveled for personal reasons flew in **Economy class**, with a total of **33005** customers in this category. The second most common class flown by personal travelers is **Business class**, with a total of **2673** customers in this category.

Overall, the data suggests that the majority of customers traveled for business and preferred to fly in Business class. However, there is still a significant number of customers who traveled for personal reasons and preferred to fly in Economy class.

**Chart 6 Insides**

It appears that the average departure delay for customers who reported being neutral or dissatisfied is **16 minutes**, while the average arrival delay for these customers is **17 minutes**. On the other hand, the average departure and arrival delay for customers who reported being satisfied is **13 minutes** for both.

Overall, it appears that customers who reported being satisfied experienced slightly shorter departure and arrival delays compared to customers who reported being neutral or dissatisfied. However, the difference in average delay times between the two groups is relatively small, with only a few minutes difference.

**Chart 7 insides**

It appears that customers in **Business class** generally gave higher ratings for all service quality categories compared to customers in **Economy Plus** and **Economy** classes. The highest average rating given by Business class customers is for **Baggage Handling** and **Service**, both with an average rating of **3.8 out of 5**. The lowest average rating given by Business class customers is for **Wifi Service**, with an average rating of **2.8 out of 5**.

On the other hand, customers in Economy Plus and Economy classes generally gave similar ratings for all service quality categories. The highest average rating given by Economy Plus customers is for **Baggage Handling** and **Service**, both with an average rating of **3.4 out of 5**. The lowest average rating given by Economy Plus customers is for **Wifi Service**, with an average rating of **2.8 out of 5**. Similarly, the highest average rating given by Economy class customers is for **Baggage Handling** and **Service**, both with an average rating of **3.5 out of 5**. The lowest average rating given by Economy class customers is also for **Wifi Service**, with an average rating of **2.7 out of 5**.

Overall, it appears that customers in all classes are generally satisfied with the service quality, with most categories receiving an average rating above 3 out of 5. However, there is still room for improvement in certain areas, particularly in providing better Wifi Service to customers.

Chart inside 8

It appears that **56.55%** of customers reported being neutral or dissatisfied, while **43.45%** of customers reported being satisfied.

Overall, it appears that there is a relatively even split between customers who are neutral or dissatisfied and those who are satisfied. However, the percentage of customers who are neutral or dissatisfied is slightly higher than the percentage of customers who are satisfied.

**Chart Inside 9**

It appears that out of the total number of customers surveyed, **56.55%** reported being neutral or dissatisfied, while **43.45%** reported being satisfied. This suggests that there is a relatively even split between customers who are neutral or dissatisfied and those who are satisfied, with a slightly higher percentage of customers reporting being neutral or dissatisfied.

When looking at the data by age group, it appears that customer satisfaction varies by age group. The age group with the highest percentage of satisfied customers is **43-54**, with **57.9%** of customers in this age group reporting being satisfied. On the other hand, the age group with the lowest percentage of satisfied customers is **7-18**, with only **17.6%** of customers in this age group reporting being satisfied.

Overall, it appears that there is room for improvement in increasing customer satisfaction, particularly among younger age groups.

Overall Summarization For Service Improvement

* **Improve Wifi Service**: One area where customers in all classes gave relatively low ratings is Wifi Service. Improving the quality and reliability of Wifi Service on flights could help increase customer satisfaction.
* **Enhance Baggage Handling and Service**: Customers in all classes gave relatively high ratings for Baggage Handling and Service. Continuing to focus on these areas and making further improvements could help increase customer satisfaction.
* **Increase Seat Comfort**: Customers in Business class gave relatively high ratings for Seat Comfort, while customers in Economy Plus and Economy classes gave slightly lower ratings. Improving the comfort of seats in Economy Plus and Economy classes could help increase customer satisfaction among customers in these classes.
* **Focus on younger age groups**: The data suggests that younger age groups, particularly those aged 7-18, reported lower levels of satisfaction compared to older age groups. Focusing on improving the experience for younger customers could help increase overall customer satisfaction.

Overall, focusing on improving these areas could help increase overall customer satisfaction among customers.