

CUSTOMERS PROFILING DASHBOARD

AGE GROUP

Select all	53 - 71yrs
Below 18yrs	36 - 53yrs
72 - 89yrs	18 - 35yrs

GENDER

Select all	Female	Male
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CUSTOMER TYPE

First-time
Returning

FLIGHT CLASS

Select all	Economy
Business	Economy Plus

TOTAL COUNT OF CUSTOMERS

129,880

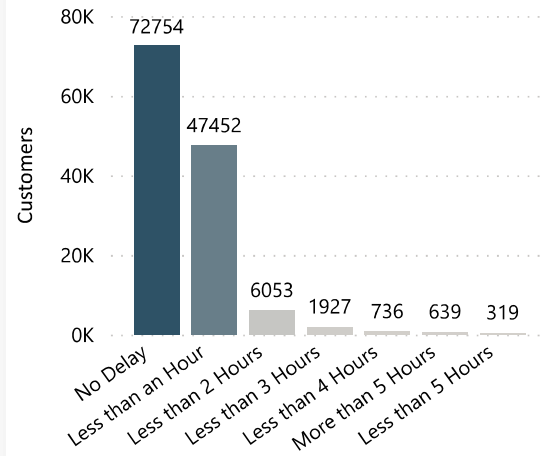
SATISFIED CUSTOMERS

43.45%

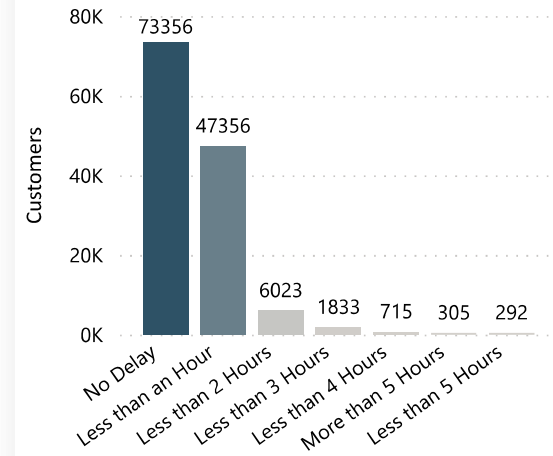
DISSATISFIED CUSTOMERS

56.55%

CUSTOMERS AFFECTED BY ARRIVAL DELAY

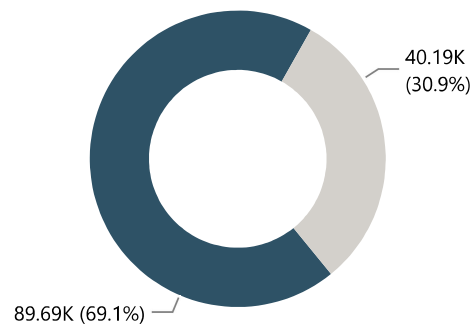


CUSTOMERS AFFECTED BY DEPARTURE DELAY



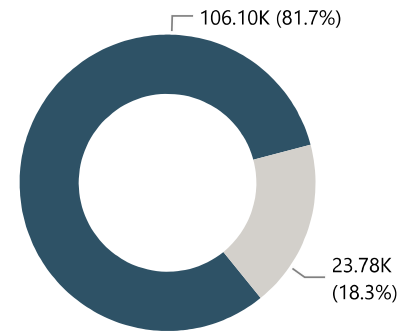
CUSTOMER DISTRIBUTION BY TRAVEL TYPE

● Business ● Personal



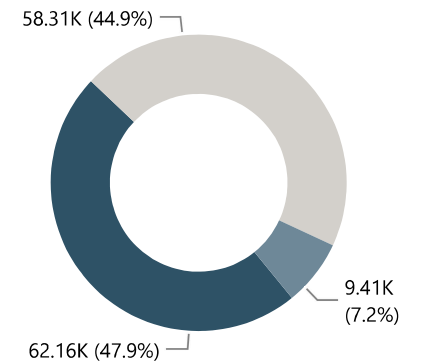
CUSTOMER DISTRIBUTION BY CUSTOMER TYPE

● Returning ● First-time



CUSTOMER DISTRIBUTION BY FLIGHT CLASS

● Business ● Economy ● Economy Plus



CUSTOMERS' RATINGS DASHBOARD

AGE GROUP

Select all	53 - 71yrs
Below 18yrs	36 - 53yrs
72 - 89yrs	18 - 35yrs

GENDER

Select all	Female	Male
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CUSTOMER TYPE

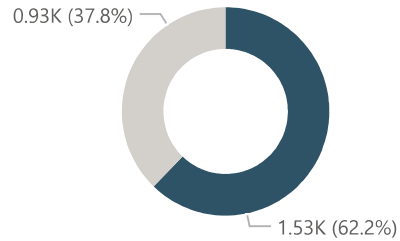
First-time
Returning

FLIGHT CLASS

Select all	Economy
Business	Economy Plus

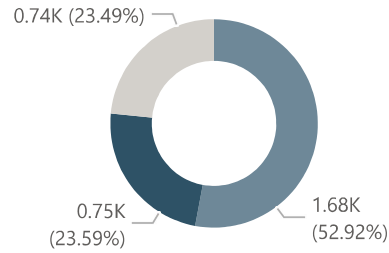
SATISFACTION vs AVG DISTANCE TRAVELLED

● Satisfied ● Neutral or Dissatisfied



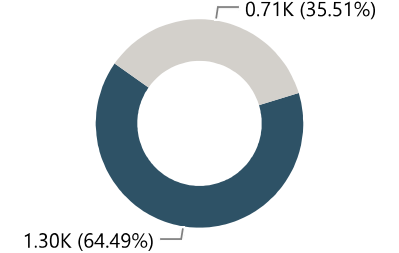
CLASS TYPE vs AVG DISTANCE TRAVELLED

● Business ● Economy Plus ● Economy



CUSTOMER TYPE vs AVG DISTANCE TRAVELLED

● Returning ● First-time



IN-FLIGHT SERVICES

Cleanliness



In-flight Service



Leg Room Service



In-flight Entertainment



In-flight Wifi Service



Food and Drink



Seat Comfort



PRE-FLIGHT SERVICES

Check-in Service



On-board Service



Gate Location



Online Boarding



Ease of Online Booking



D&A Time Convenience

