AR
Airline Inc.

BUSINESS INSIGHT REPORT

Customers are one of the survival needs of every company; therefore, ensuring customers are satisfied with a product or service is of utmost importance to any business. AR airline inc. – a fictitious international airline company, believes this to be right, and it's taking a step to analyze the satisfaction level of its customers with the services they provide.

The company gathered data from 129,880 customers displaying each customer's age, flight class, purpose of traveling, and ratings for each service provided by AR airline inc. These data were carefully reviewed for any data cleaning issues, issues spotted have been corrected, and noted alongside all data manipulation activities in the file containing the dataset.

The analysis for AR airline inc. screamed only one outcome "majority of the AR airline Inc. are not satisfied with the services provided by the company." On a holistic view, 53% of the 129,880 customers were either neutral or dissatisfied. However, drilling down this result by flight class and customer type showed that there is a great need for AR airline inc. to improve its services.

Let's take a deep dive into the analysis.
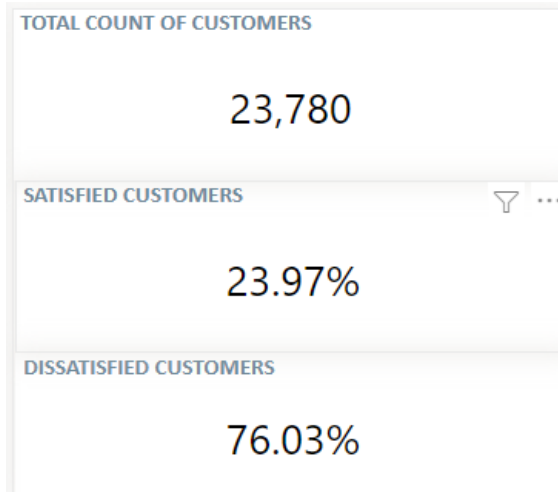
1. **Satisfaction Ratings by Customer Type:**

    o   What is customers' distribution by customer type?
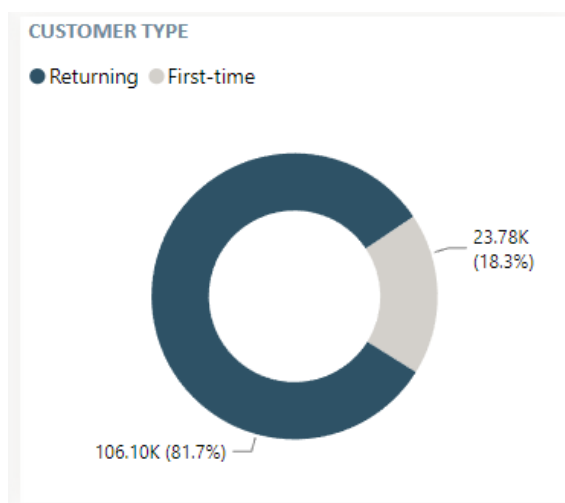
The first step taken in this analysis was to understand the count of customers that were first-time customers or returning customers. 82% of the customers are returning customers, i.e., customers that have taken more than one flight with AR airline inc., while 18% of the sample population are first-time customers.

The Importance of this result is to understand the volume of satisfaction ratings submitted by each customer group.

o How satisfied are the first-time customers?

TOTAL COUNT OF CUSTOMERS

23,780

SATISFIED CUSTOMERS

23.97%

DISSATISFIED CUSTOMERS

76.03%

From the results displayed, AR airline inc. had 23,780 first-time customers; out of which 76% were either neutral or dissatisfied, and 24% were satisfied with the flight services provided. Given the number of dissatisfaction ratings submitted by the customers, the flight experience of first-time customers with the company can be concluded to be very poor. I would recommend that reducing the poor ratings received from customers who are enjoying the flight services of AR airline inc. for the first time should be a key performance indicator for the business.

o How about the returning customers? Are they satisfied with the services of AR Airline Inc?

The result displayed show the business had 106,100 returning customers; out of which 52% were either neutral or dissatisfied, and 48% were satisfied with the flight services provided by the business. Is this a good and healthy result for AR airline inc.? No, not at all. This indicates that 56.55% of the sample population was dissatisfied with the services of AR airline inc., which is not a healthy result for the business as this might lead to the loss of first-time and returning customers.

TOTAL COUNT OF CUSTOMERS

106,100

SATISFIED CUSTOMERS

47.81%

DISSATISFIED CUSTOMERS

52.19%
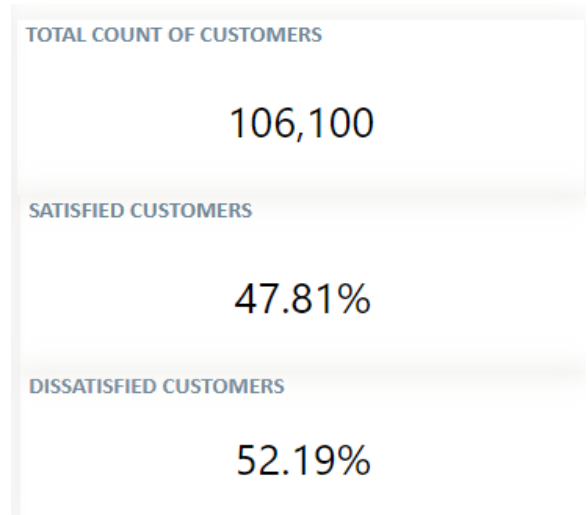
"…The satisfactory rating received from each customer type indicates that the company is at the risk of losing its customers with the level of flight services offered to customers…"

This result gave us a quick summary on the findings of this project, yet it is important that we understand the various factors that led to the ratings received from customers. Below contain questions developed to find insights on the causes of the low ratings and the answers to each question.

2. **What type of flight class was taken by first-time customers for their traveling? And what were the ratings received by each flight class?**
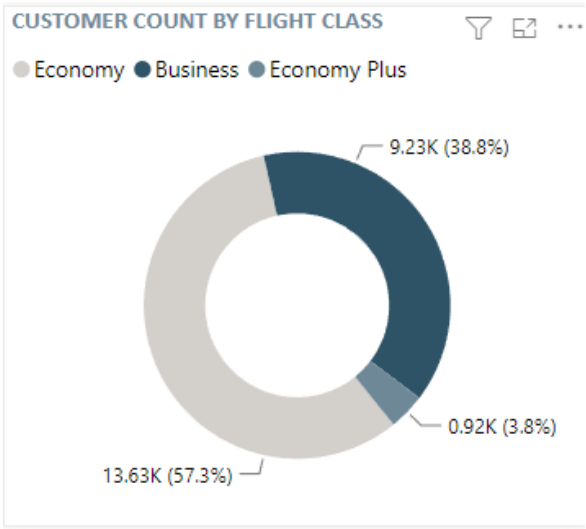

As seen from the donut chart, 57.3% of the first-time customers took the economy flight class, while 38.8% took the business flight class, and economy plus registered 3.8%.

BUSINESS	ECONOMY	ECONOMYS PLUS
TOTAL COUNT OF CUSTOMERS	TOTAL COUNT OF CUSTOMERS	TOTAL COUNT OF CUSTOMERS
9,231	13,634	915
SATISFIED CUSTOMERS	SATISFIED CUSTOMERS	SATISFIED CUSTOMERS
39.67%	14.41%	7.98%
DISSATISFIED CUSTOMERS	DISSATISFIED CUSTOMERS	DISSATISFIED CUSTOMERS
60.33%	85.59%	92.02%

Regardless of the flight class, first-time customers are not impressed with the services provided by the company. However, with 92% of customers who took the economy plus class, and 86% of those who took the economy class dissatisfied with the services offered, AR airline inc. is at significant risk of losing its customers.

3. **How about the returning customers? Do we have the same result with the ratings as we had with first-time customers?**

CUSTOMER COUNT BY FLIGHT CLASS
● Business ● Economy ● Economy Plus
44.68K (42.1%)
8.50K (8.0%)
52.93K (49.9%)
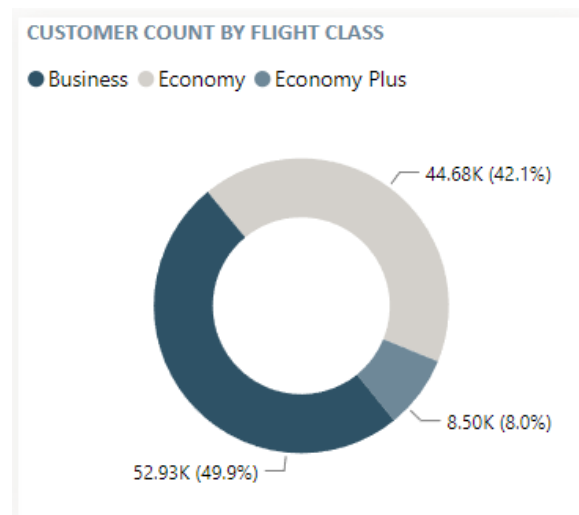
The chart above shows that 50% of the returning customers took the business class, 42% of the returning customers took the Economy class, and 8% of the returning customers took the economy plus class. The display of the information about the sect of customers has shown that a large population of the AR airline inc. customers took economy class for their traveling while economy plus has the lowest ticket purchase as it barely achieved 12% of the sample population.

BUSINESS	ECONOMY	ECONOMY PLUS
TOTAL COUNT OF CUSTOMERS	TOTAL COUNT OF CUSTOMERS	TOTAL COUNT OF CUSTOMERS
52,929	44,675	8,496
SATISFIED CUSTOMERS	SATISFIED CUSTOMERS	SATISFIED CUSTOMERS
74.64%	20.10%	26.44%
DISSATISFIED CUSTOMERS	DISSATISFIED CUSTOMERS	DISSATISFIED CUSTOMERS
25.36%	79.90%	73.56%

75% of returning customers who took the business class were very satisfied with the services they were offered. However, 80% of customers who took the economy class and 74% of customers who took the economy plus class were dissatisfied with the services provided.

These results have shown that while customers might be somewhat satisfied with the services offered in the business class, the customers who took the economy class and the economy plus class are highly dissatisfied. Therefore, we are faced with the question of what services contribute more to the satisfaction ratings and vice versa. In answering these questions, I will focus on services that contributed the most to the good ratings received in the business flight class, and services that led to the poor ratings in the economy and economy plus class.

4. **What services are the customers satisfied with? and what services contributed to the dissatisfaction ratings received?**

The overall average ratings for each service offered by AR airline inc. rarely crossed *3.3/5.* This shows how mid the services provided were. Generally, the company needs to improve all its services on all flight classes with core attention paid to Economy and Economy plus classes due to the poor ratings received from customers.

However, as seen from the dashboard, the services with good ratings include:
- In-flight service
- Seat comfort
- In-flight entertainment
- On-board service
- Leg room service

While the services extremely poor ratings include:

- In-flight Wi-Fi service
- Ease of online booking
- Gate location
- D&A Time convenience.