

Project Initialization and Planning Phase

Date	24 April 2024
Team ID	team-739906
Project Name	Identifying Airline Passenger Satisfaction Using Machine Learning
Maximum Marks	3 Marks

Problem Statement (Identifying Airline Passenger Satisfaction):

Many airline passengers aren't as satisfied as they could be. Issues like flight delays, uncomfortable seats, unclear communication, and high costs often leave travelers feeling frustrated. Improving overall satisfaction requires airlines to better understand and address these concerns to enhance the travel experience.

	Awareness	Consideration	Decision	Service	Loyalty
TOUCHPOINT	Newsroom	Customer Reviews	Check-in	AAdvantage® Program	Passenger Satisfaction Survey
Customer Actions	Customers visit the American Airlines newsroom for updates.	Customers check reviews from past American Airlines passengers.	Customers experience a hassle-free check-in process.	Customers actively engage with the AAdvantage® program.	Customers participate in post-travel surveys with options for advocates to share their testimonial.
Experience	<div>Positive</div> <div>Negative</div>	curious, excited	excited	frustrated	satisfied, happy
Pain Points	Limited access to timely and relevant news.	Concerns about potential travel issues.	Confusion or issues during the check-in process.	Perceived lack of rewards & benefits.	Limited avenues for sharing feedback.
Potential Solution	Regularly update the newsroom with current airline news and announcements.	Address negative reviews with prompt responses and service recovery efforts.	Offer mobile check-in options and provide clear instructions.	Enhance loyalty program perks & introduce tier-based rewards.	Implement post-travel surveys to gather customer insights and suggestions.

Example:



Passenger List	I am (a Passenger)	I'm trying to	But	Because	Which makes me feel
PS-1	Moving to Delhi on business work	Cancel my tickets because my work got cancelled	Ticket cancellation site is not getting open	Technology problem in airline ticket cancellation portal	It made me feel bad because I lost my ticket money
PS-2	Moving to America	Transfer all my things from India to America	My things got damaged	Negligence of ground staff in Airline	It made me feel worse because I need purchase new things