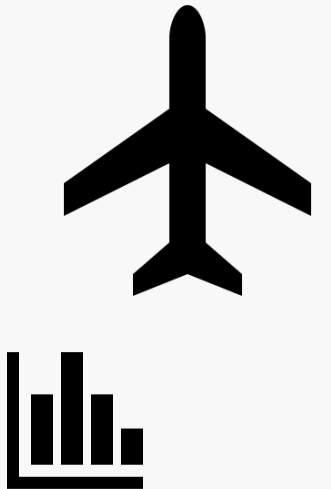


# Germanwings Airline Customer Satisfaction Report

By Ying Bei Lin



# Data Overview

- The dataset used for this analysis report includes **128 customers'** responses collected through post-flight surveys from **2008-2015** year.

The key fields include:

0	Column	Data Format
1	Nationality	Category [text]
2	Country Route	Category [text]
3	Type of Traveler	["business", "leisure"]
4	Cabin Flown	["business","economy"]
5	Year	Number
6	Review	Text
7	Rating	Number [1-10]
8	Recommendation	Boolean ["yes", "no"]



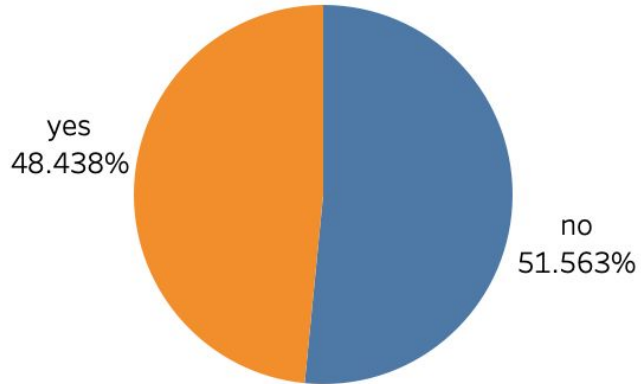
# Insights

How customer's recommendation looks like ?



# Majority of Customers Would Not Recommend: Urgent Need to Improve Experience

Overall Recommendation Trends



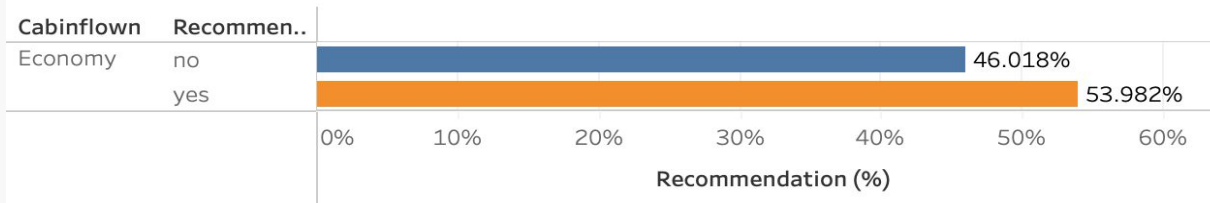
Recommendation



- **51.5%** of customers did not recommend their flight experience.
- In contrast, **48.3%** of customers recommended it.

# Improving Experience for Business and Leisure Travelers to Raise Overall Recommendation Rates While Maintaining Economy Satisfaction

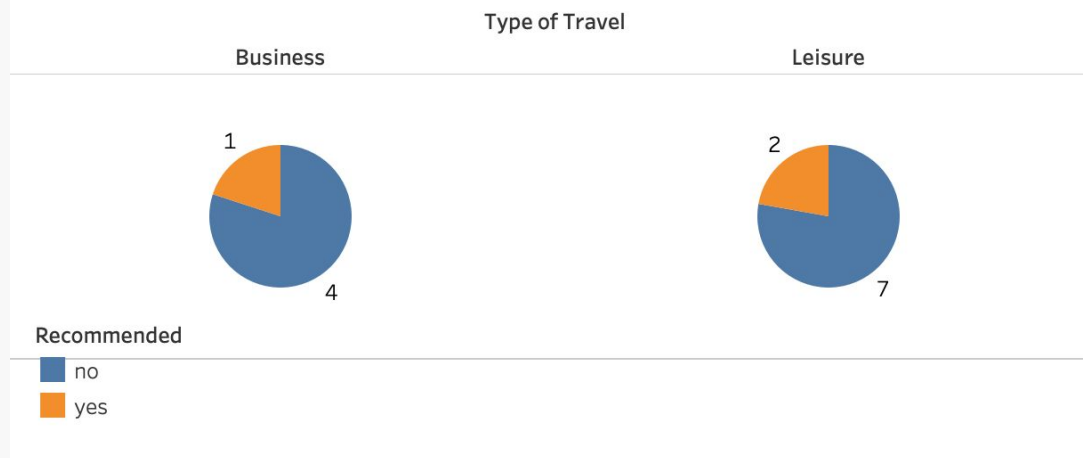
Recommendation by Class



Recommended



Recommendation by Type of Travel



- **53.5% of Economy passengers** recommended the airline, while 46% did not.
- In contrast, **Business class and leisure travelers** were less likely to recommend the airline.

# Key insights of data

## - What affect “Customer Dissatisfaction”?

### Key factors:

- Airport cities & Traveler nationalities:

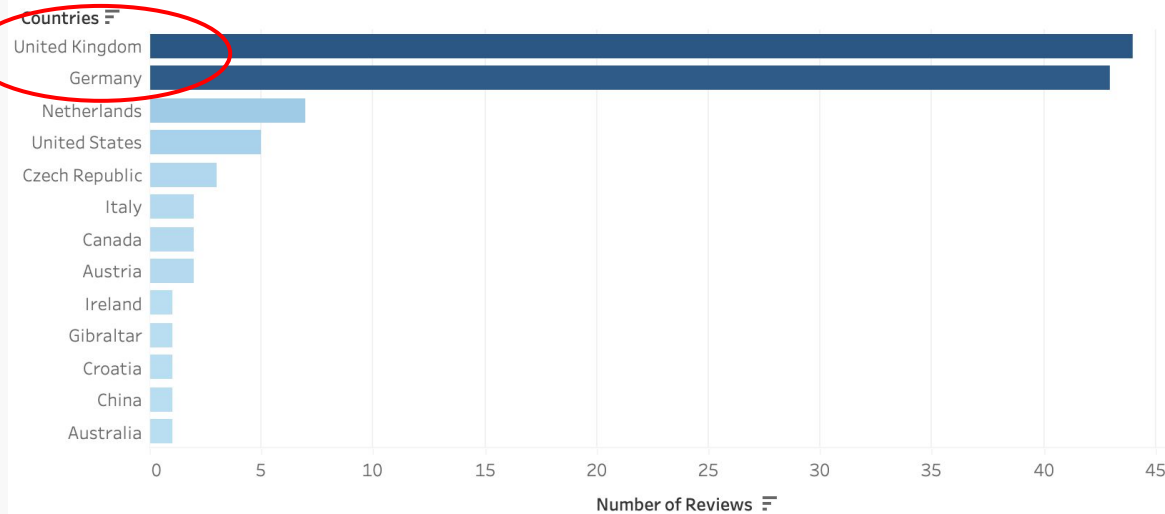
→ London and Cologne/Bonn airports have the highest usage and satisfaction scores, while Hamburg and Stuttgart also have many travelers but lower satisfaction.

- Flight delay
- Check-in
- Food & Drink
- Seat
- Service

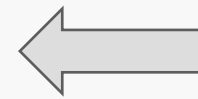
→ Customer satisfaction has declined consistently since 2011, with drops across all key factors—indicating key issues in the travel experience that require attention.

# UK and German Customers Lead in Airline Use: Improve Airport Satisfaction in Hamburg & Stuttgart

Most Active Reviewing Countries

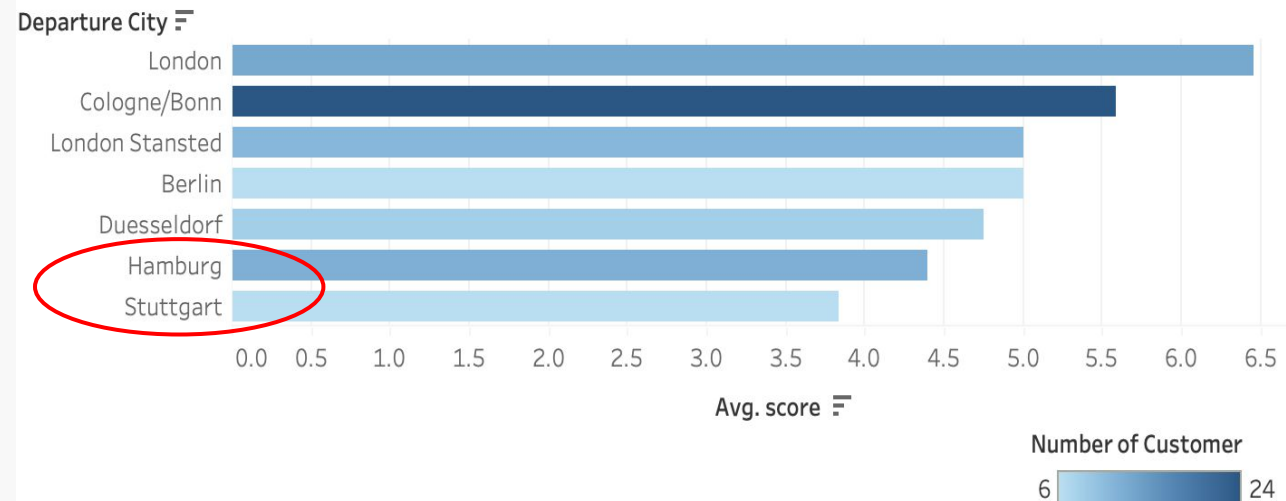


- **London** and **Cologne/Bonn** airports are the most frequently used departure cities and receive **higher satisfaction scores**.
- **Hamburg** and **Stuttgart** airports also serve many travelers but have **average satisfaction scores below 5**, indicating room for improvement.



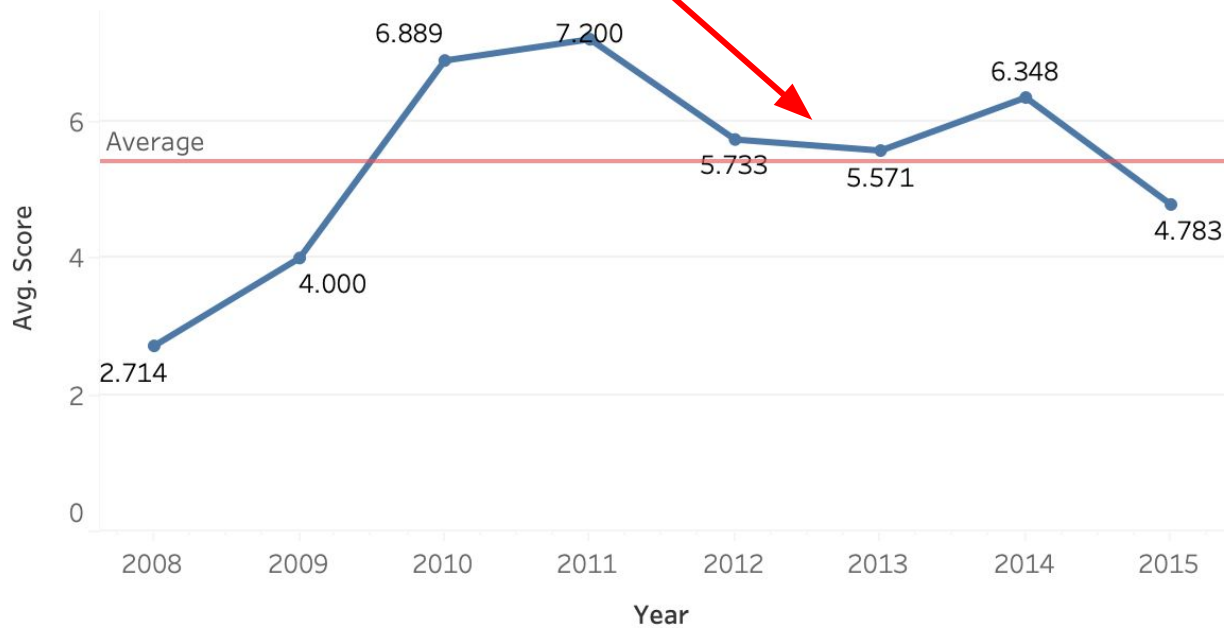
The majority of active customers are from **the UK and Germany**.

Average Score by most frequented departure airports

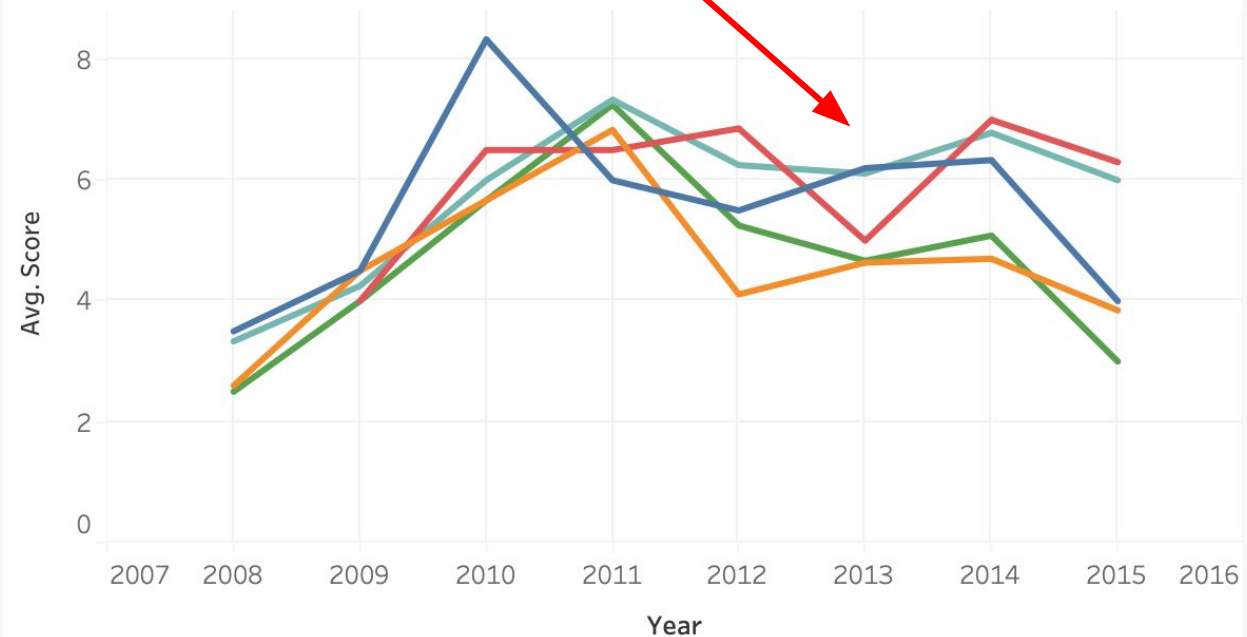


# Declining Customer Satisfaction Since 2011: Address Service and Delay Issues

Average Score by Year



Average score of keywords by year

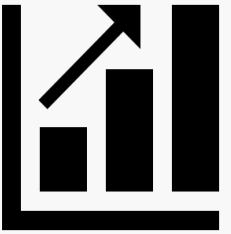


- Overall customer satisfaction, also key factors including check-in, service, seats, food & drink, and delays, peaked between 2009–2011 but has steadily declined afterwards.
- This consistent decline suggests correlated issues affecting the travel experience that need to be identified and addressed.

## Keywords

- Check-in
- Flight Delay
- Food&Drink
- Seat
- Service





# Recommendations for Next Step

## Short-Term Actions

- **Reduce the frequency of delayed flights.**
- **Improve the on-board service quality.**
- **Improve the quality and experience for most use airports for target customers.**
- **Improve experience for business and leisure travelers and maintain economy class royalty.**

## Medium-Term Initiatives

- **Customer Segmentation Strategy:** Personalize offers and service improvements for different traveler types to boost each satisfaction, ensuring to deliver the specific needs of each type of travelers.
- **Delay Communication System:** Implement proactive communication strategies (e.g., SMS alerts, compensation offers) during delays to manage customer expectations and reduce dissatisfaction.

## Data-Driven Next Steps

- **Text Analysis:** Analyze open-ended survey responses to uncover additional customer sentiments and root causes of dissatisfaction.
- **Satisfaction Dashboard:** Develop a dashboard to monitor improvements monthly, segmented by route, travel class, customer type, and other relevant factors.

**Question ?**



# Appendix

The other key fields include:

- **Flight Details:**

Date Flown (date & year)

Inflight Entertainment

Value for Money

Wi-Fi % Connectivity

etc.

→ The rest of flight details here mostly are 12345 without any specific and consistency and some of them don't even have values.

```
"no problems or delays, very friendly staff"
Oliver Numrich (Germany) 20th September 2015
10
Good flight from Berlin-Tegel to London Heathrow, no pr
Type Of Traveller  Business
Route  Berlin-Tegel to London Heathrow
Date Flown  August 2015
Seat Comfort  12345
Cabin Staff Service 12345
Food & Beverages  12345
Inflight Entertainment  12345
Ground Service  12345
Wifi & Connectivity 12345
Value For Money 12345
Recommended yes

"I don't get why Germanwings is always late"
Andreas Huettenhoelscher (Germany) 14th September 2015
4
I don't get why Germanwings is always late and on top o
Type Of Traveller  Business
Cabin Flown Economy
Route  CGN to LHR
Date Flown  September 2015
Seat Comfort  12345
Cabin Staff Service 12345
Food & Beverages  12345
Ground Service  12345
Value For Money 12345
Recommended no
```