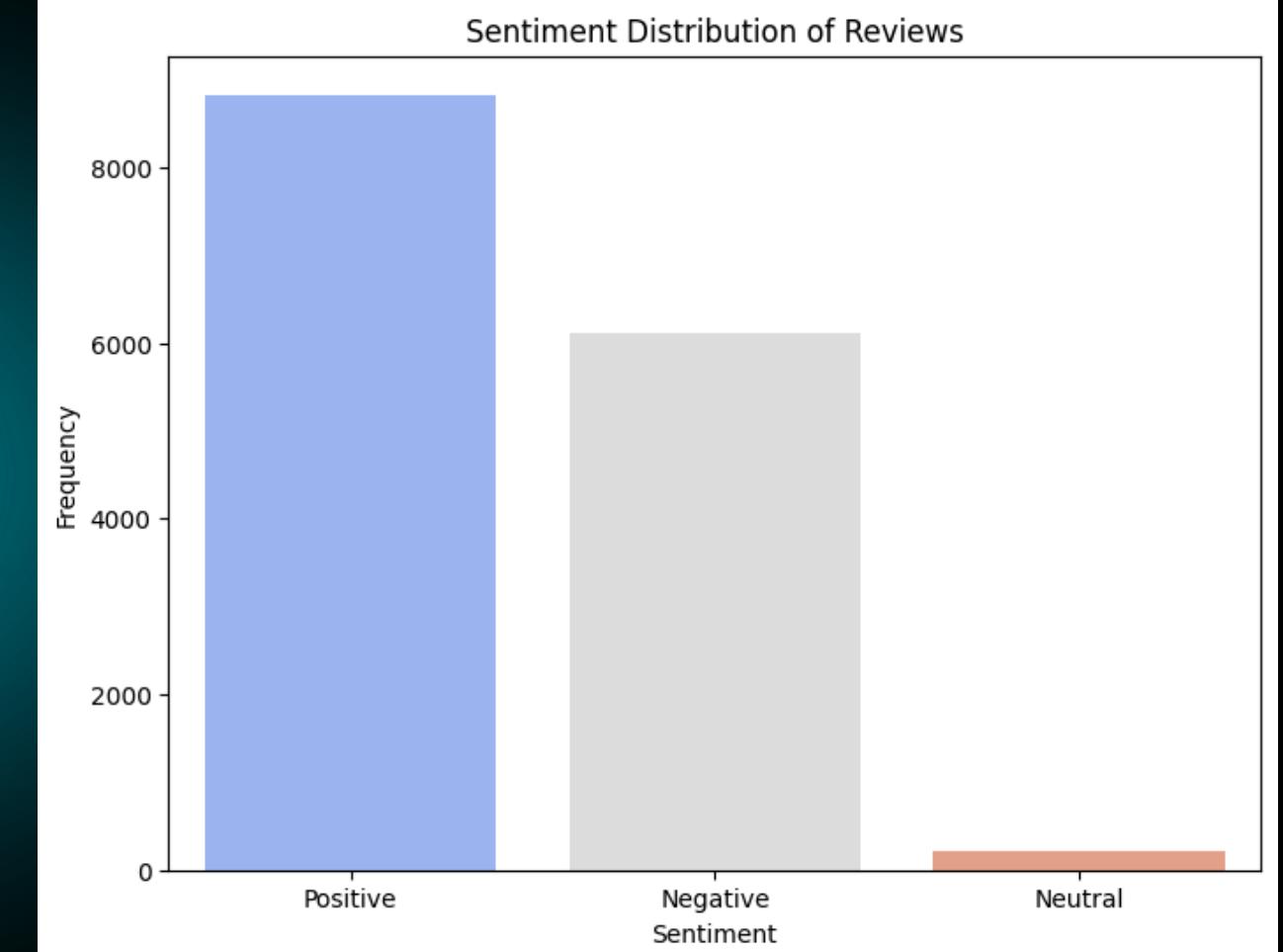
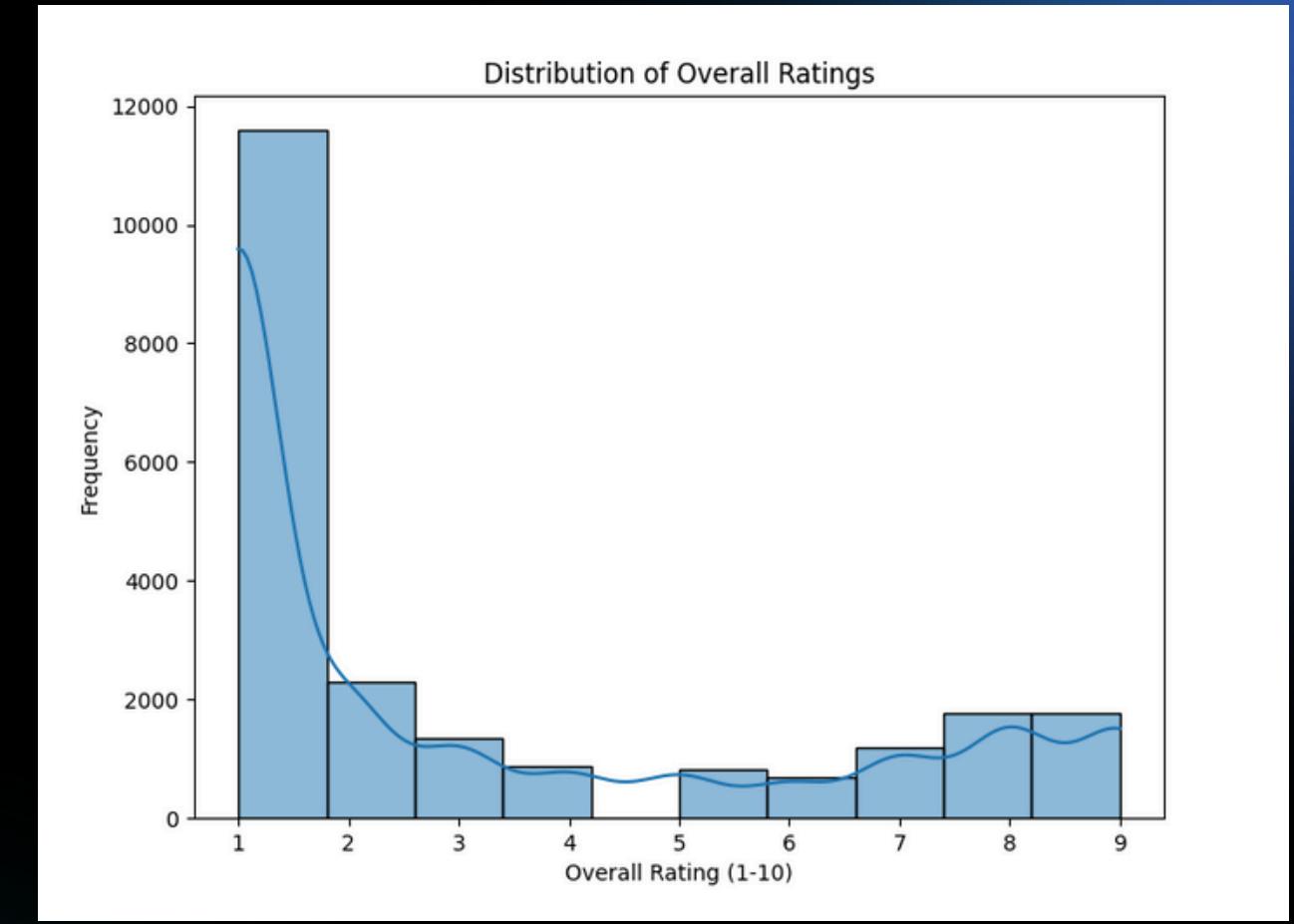
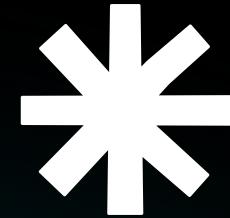


PASSENGER SATISFACTION OVERVIEW

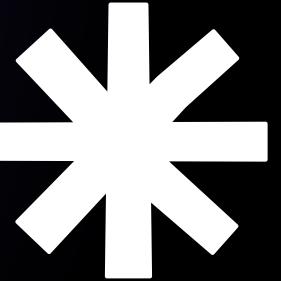


Overall Rating:
Reflects final satisfaction, influenced by major issues (e.g., delays, poor service).

Sentiment Analysis:
Evaluates tone of the review, capturing positive language even with low ratings.

Example:
A 1-star rating might still mention positives like "good crew" or "comfortable seats", leading to positive sentiment.

TEXT INSIGHTS

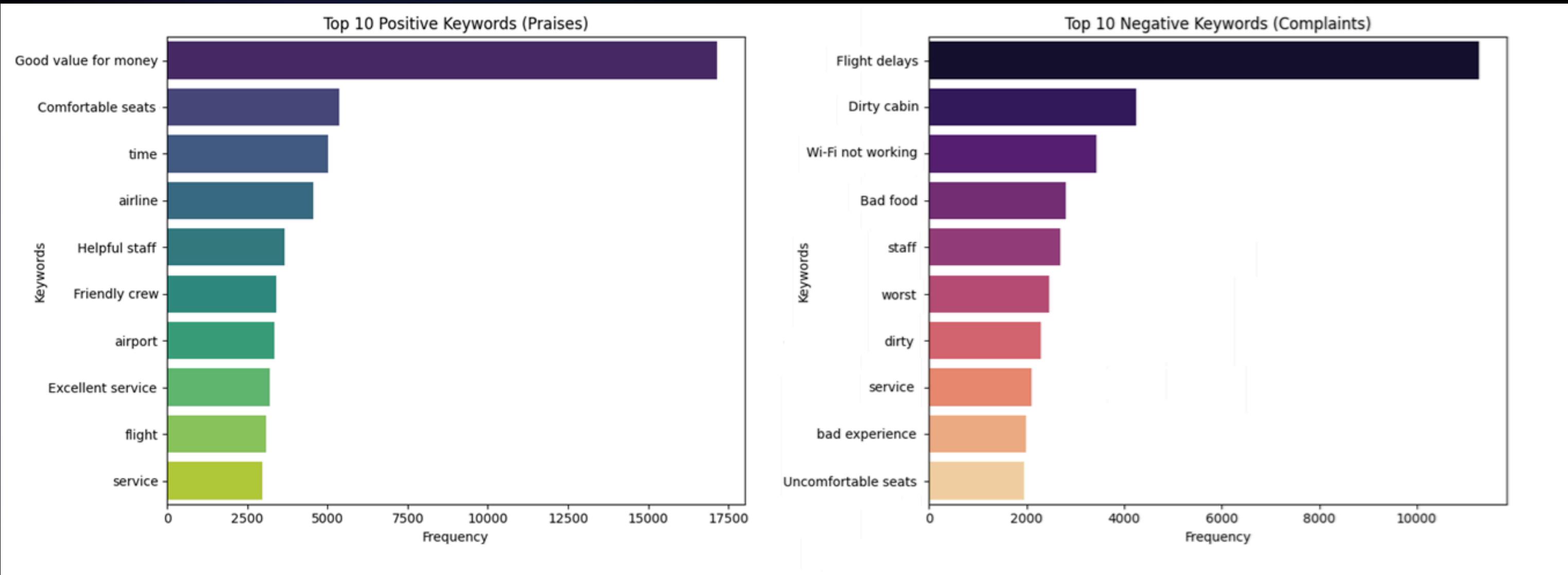


TOP PRAISES □

- Value for Money
- Comfortable Seats
- Excellent Staff & Service
- Strength: People & Core Product

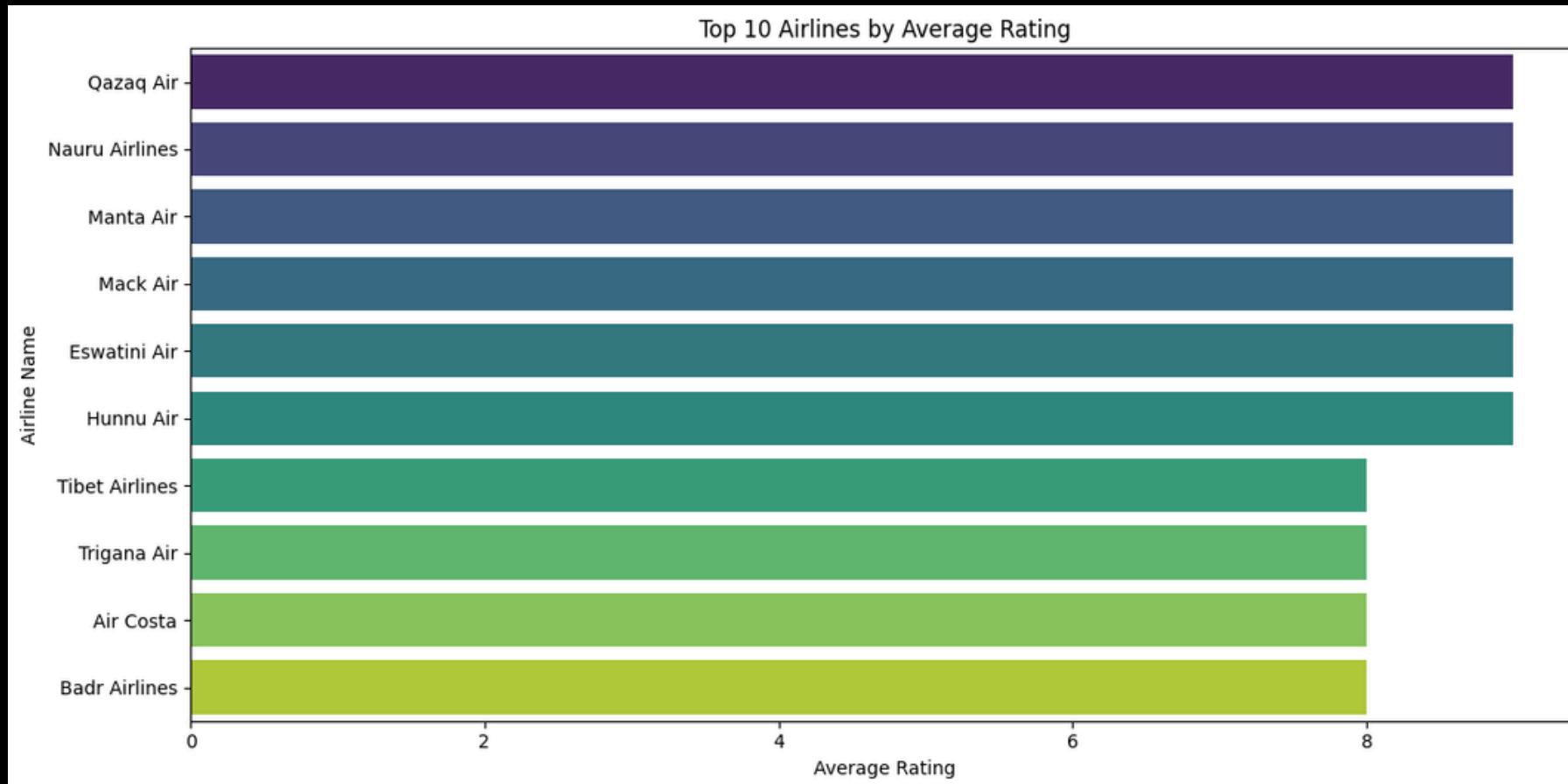
TOP COMPLAINTS □

- Flight Delays
- Dirty Cabin / Seats
- Broken Wi-Fi
- Bad Food
- Weakness: Operations & Maintenance



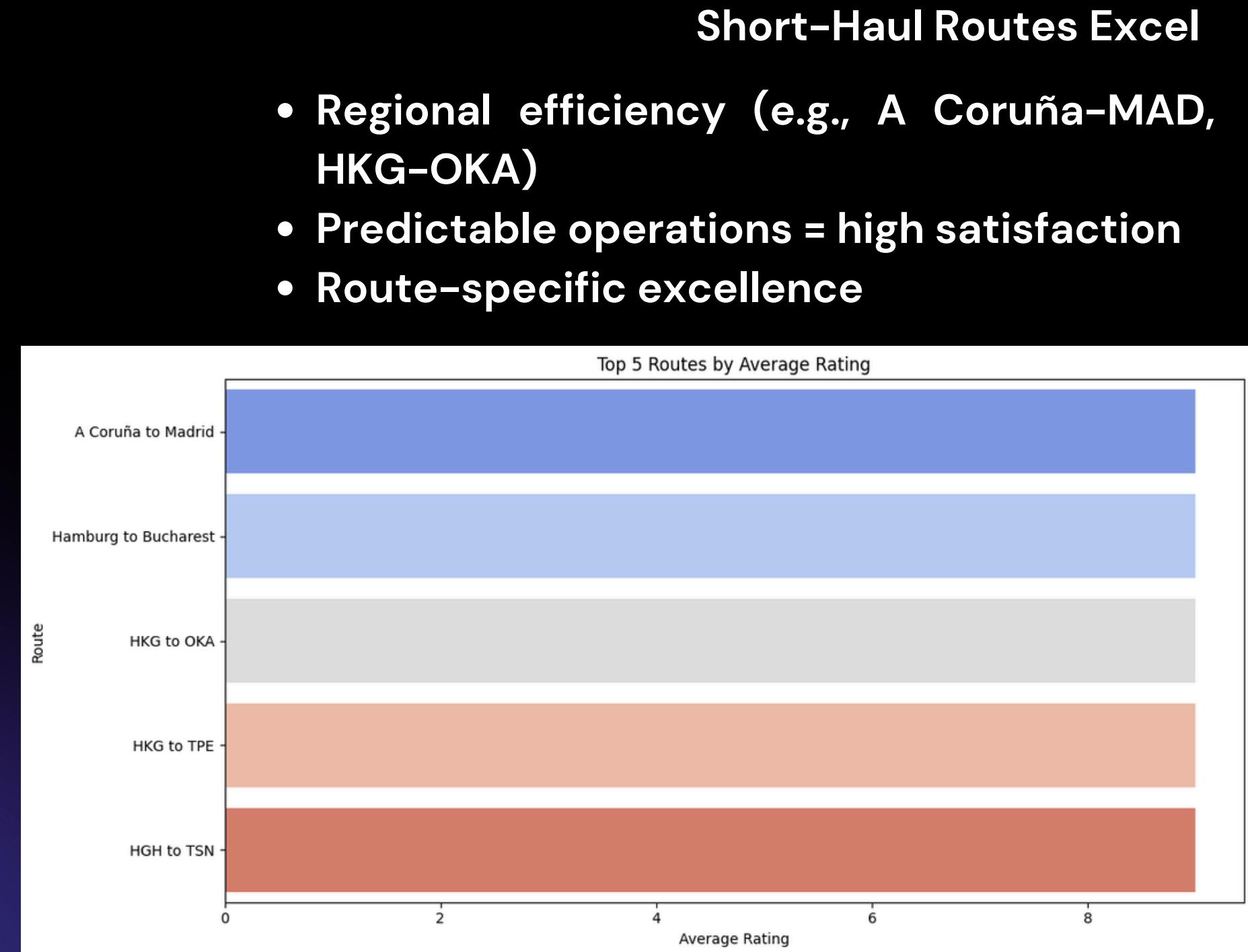
Our great staff is hampered by operational failures. Fixing delays and cleanliness is the top priority.

* BENCHMARKING

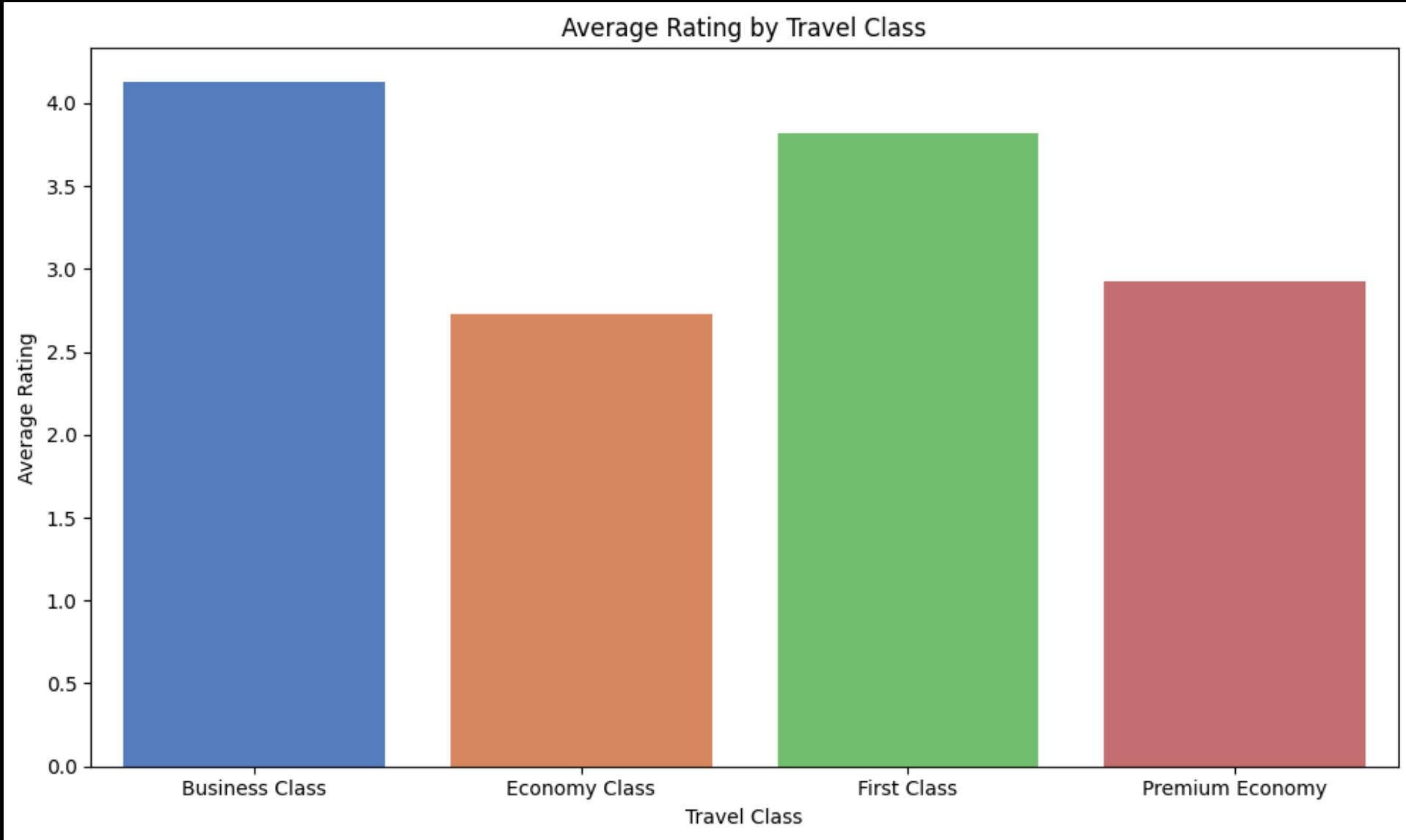


Regional Carriers Dominate

- Niche & smaller airlines lead (Qazaq, Nauru, Manta)
- Consistency over scale
- Major airlines absent from top 10

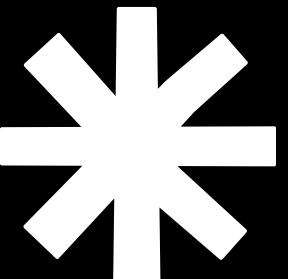


BENCHMARKING

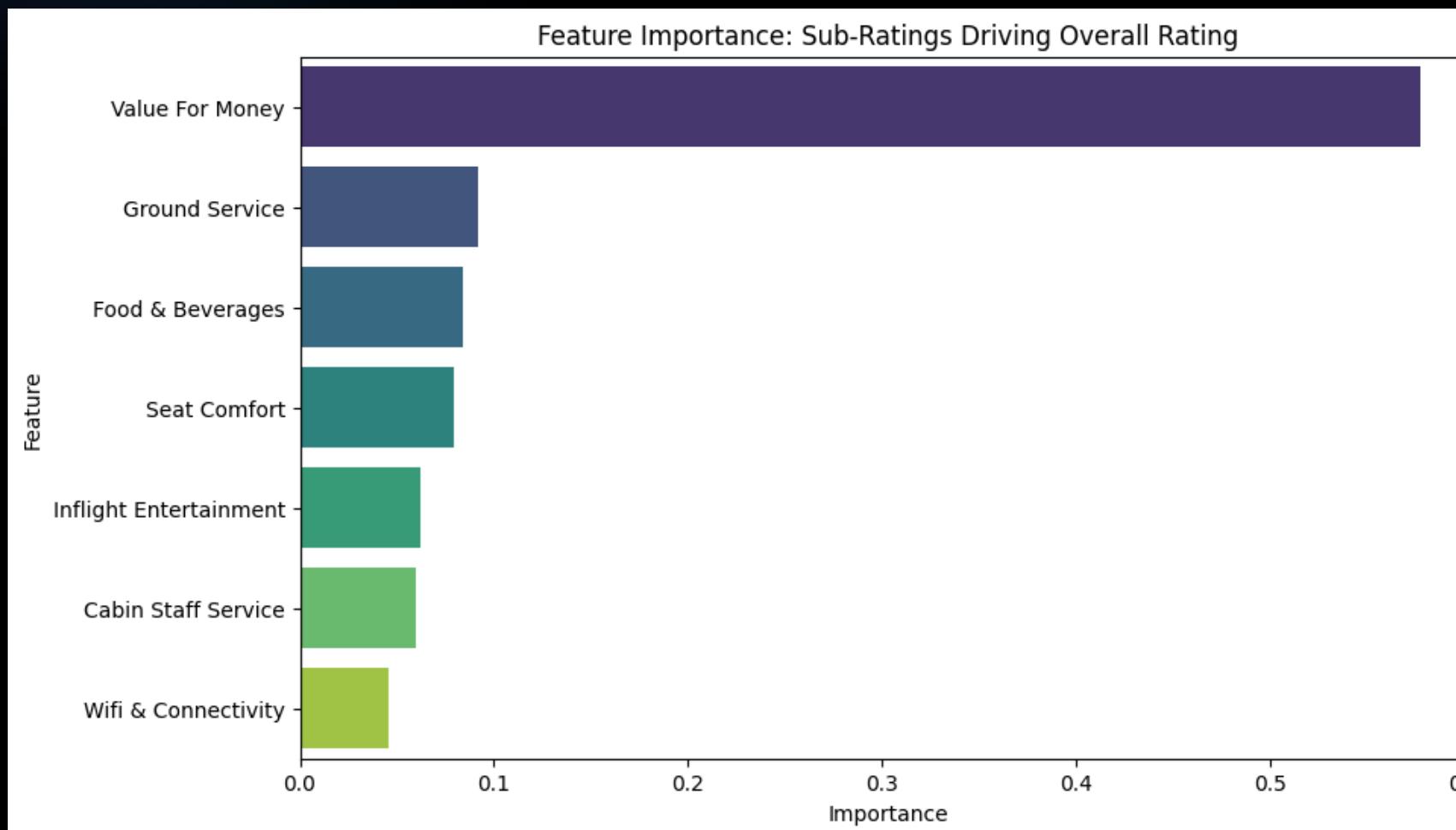


You Get
What You Pay For

- Satisfaction directly tied to cost
- Major gap: Economy vs. Premium Cabins
- Key Insight: Economy class is the biggest opportunity for improvement.



KEY DRIVERS & ACTIONS *



!!! Optimize Pricing and Value Perception

Ensure the pricing is competitive

!!! Invest in Staff Training and Service Efficiency

Make every passenger feel valued with exceptional support

!! Enhance Food & Beverages and Inflight Entertainment

To include more variety, healthier options, and regionally popular dishes. In-flight

!! Focus on Improving Seat Comfort

Ensure physical comfort is prioritized.

! Reevaluate Wi-Fi Investments

Airline should reconsider large-scale investments in improving Wi-Fi.

