Summarized Report of Airline Passenger Satisfaction

Total Passengers
129880

Gender

Female
65899

Male
63981

Passengers Delays

Average Departure
14.71

Maximum Departure
1,592

Average of seat comfort
3.44

Average Arival
15.09

Maximum Arrival
1,584

Average of Baggage handling
3.63

Rating In flight service

Legend: ● Average of Infli... ● Average of I... ● Average of ...

- 3.64
- 2.73
- 3.36

(Y-axis: Average, 0–4)
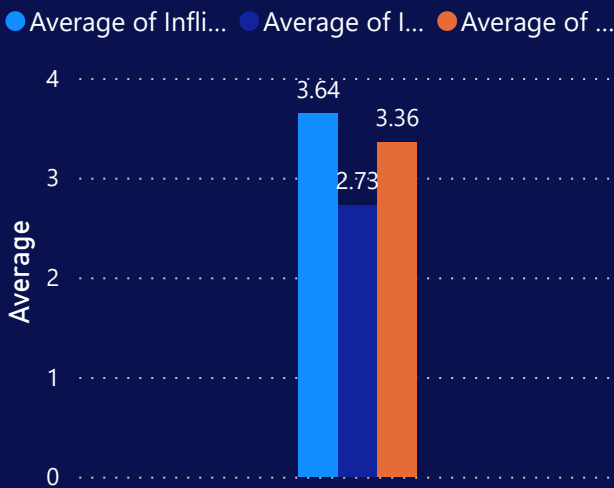
Class of Passengers to the Travel Type

- Business travel: 59487, 25304, 4902
- Personal Travel: 33005, 2673, 4509

Class
- ● Business
- ● Eco
- ● Eco Plus

Satisfaction in Gender

- Female: 37630, 28269
- Male: 35822, 28159

satisfaction
- ● neutral or dissatisfi...
- ● satisfied
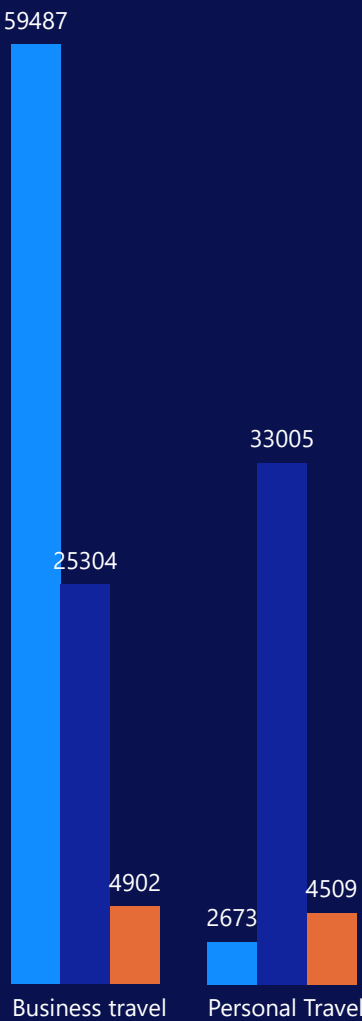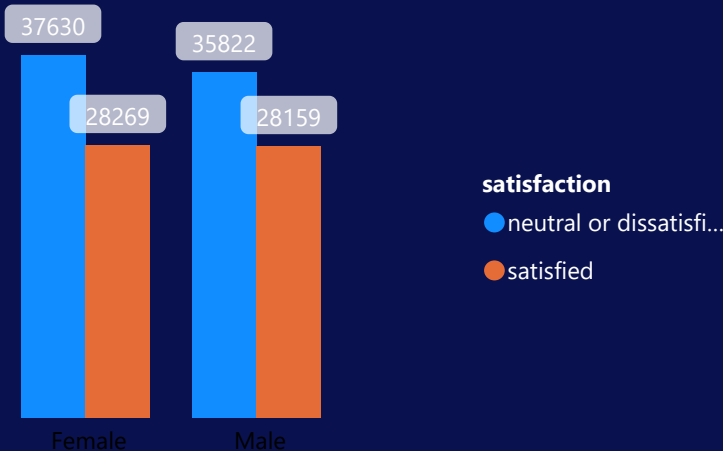
Type of Travel of Passengers

- Business travel: 89693
- Personal Travel: 40187
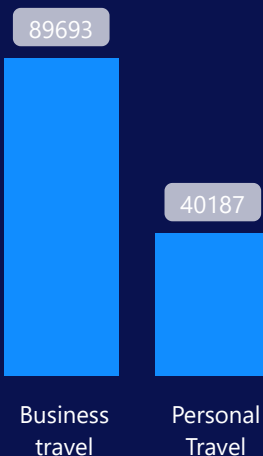
Satisfaction of Passengers

- 56428 (43.45%)
- 73452 (56.55%)

satisfaction
- ● neutral or dissatisfied
- ● satisfied

(Age chart)
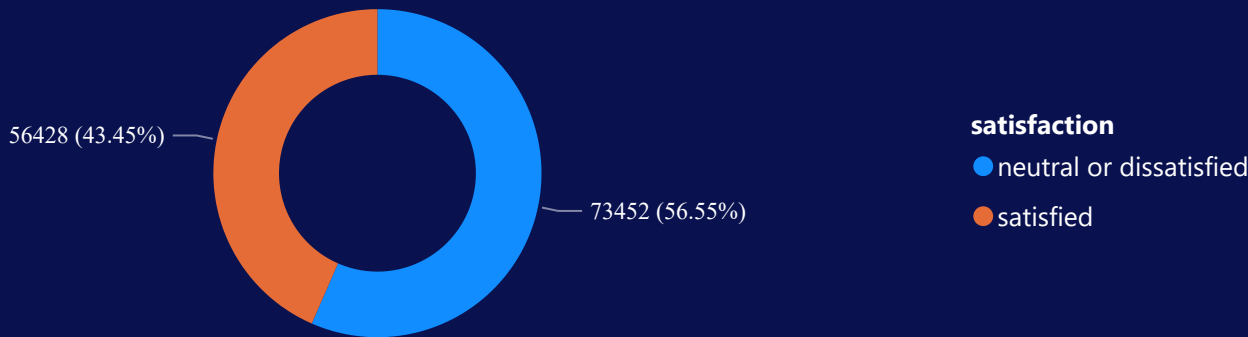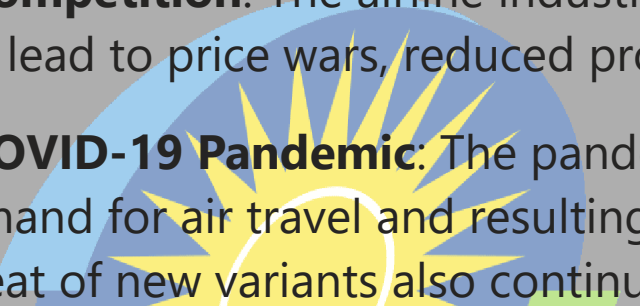
Legend: ● Average of Baggage handling ● Average of Checkin service ● Average of Online boarding

Y-axis: Average of Baggage handling. Av... (5, 10)

X-axis: Age (0, 20, 40, 60, 80)
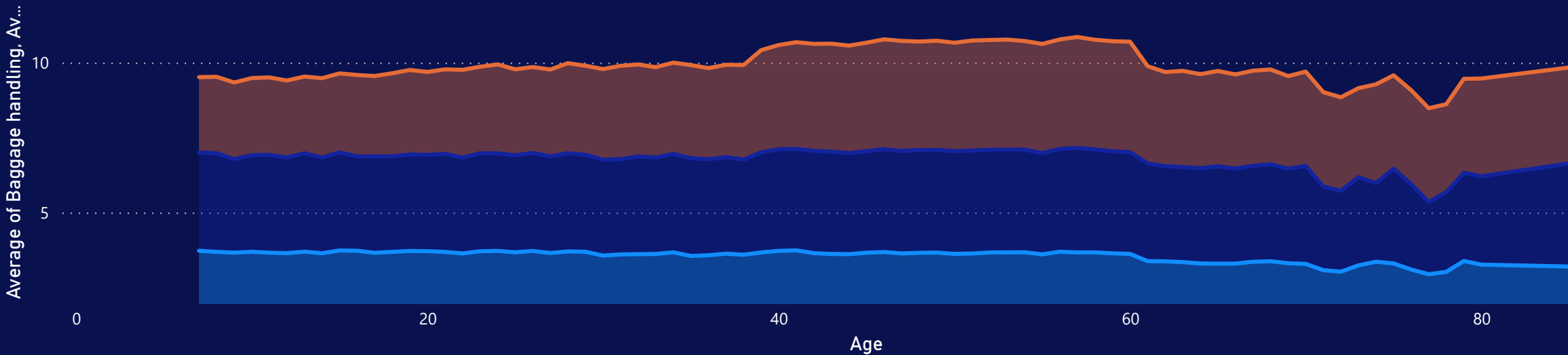
Case Study 1:   Airline Passenger Satisfaction

What are the major challenges facing RwandAir?

1.High Operating Costs: The cost of operating airlines is high, with fuel, labor, and maintenance expenses being some of the biggest contributors. Airlines are constantly looking for ways to reduce costs while maintaining safety and service levels.

2.Competition: The airline industry is highly competitive, with many airlines vying for market share. This competition can lead to price wars, reduced profit margins, and pressure to improve service quality and customer experience.

3.COVID-19 Pandemic: The pandemic has had a significant impact on the airline industry, causing a sharp decrease in demand for air travel and resulting in travel restrictions, border closures, and quarantine requirements. The ongoing threat of new variants also continues to impact the industry's recovery.

How does RwandAir's route network and aircraft fleet compare to other regional and international airlines?

RwandAir is Rwanda's national airline with over 30 destinations across Africa, the Middle East, Europe, and Asia, including long-haul flights to New York City. It operates a mix of 13 Boeing and Airbus aircraft, with orders for more planes. RwandAir's focus on African destinations and high-quality service has earned it recognition and awards, making it a significant player in the African aviation market.

The reputation of airlines can be affected by a number of factors, including:

1.Flight delays and cancellations: One of the most common reasons for poor airline reputation is flight delays and cancellations. These can be caused by a wide range of factors, including weather, mechanical issues, and air traffic congestion. When flights are delayed or canceled, it can be frustrating for passengers who may miss connecting flights or important events.

2.Poor customer service: Airlines that provide poor customer service, such as unfriendly staff, unresponsive call centers, or inadequate amenities, can leave a negative impression on passengers. Customer service issues can also arise from overbooking, baggage handling, and other operational problems.

3.Safety concerns: Any incidents or accidents involving airlines can have a major impact on their reputation, as passengers prioritize safety above all else when choosing an airline. Even incidents that are not the airline's fault, such as a terrorist attack or a natural disaster, can hurt an airline's reputation.

4.Hidden fees and charges: Many airlines have been criticized for hidden fees and charges, such as baggage fees, seat selection fees, and reservation change fees. These fees can add up quickly and leave passengers feeling nickel-and-dimed.

5.Negative media coverage: Negative media coverage, such as stories about accidents, customer service issues, or scandals involving airline staff or executives, can have a major impact on an airline's reputation. Such coverage can create a negative perception of the airline in the minds of potential passengers, and damage its brand image.

Summary of findings

Here there findings we found regarding to analysis we made :

1. Research indicates that business travel is more frequently undertaken than personal travel.
2. The majority of passengers held a neutral opinion regarding their satisfaction level, with fewer expressing a high level of satisfaction.
3. The number of female passengers is greater than the number of male passengers.
4. Business class is considered a high-class option that is typically chosen by those traveling for business purposes.
5. On average, arrival delays are longer than departure delays.
6. There is low number of customer satisfaction .

Recommendations

1. Improve communication: Provide regular updates to passengers about any delays or changes in the flight schedule. This can help to manage expectations and reduce frustration among passengers.
2. Enhance operational efficiency: Identify the root cause of the delays and implement measures to improve the efficiency of the airport's operations. This may include improving the maintenance of equipment and infrastructure, streamlining security procedures, and optimizing flight schedules.

3. Gather customer feedback: Conduct regular surveys to understand the reasons behind customer dissatisfaction and identify areas for improvement. Use this feedback to make necessary changes to policies and procedures.