

Customer & Satisfaction Overview

Gender



All

Age Group



All

Customer Type



All

Travel Class



All

Travel Purpose



All

104K

Total Customers

39

Average Age

43%

% Satisfied

57%

% Dissatisfied

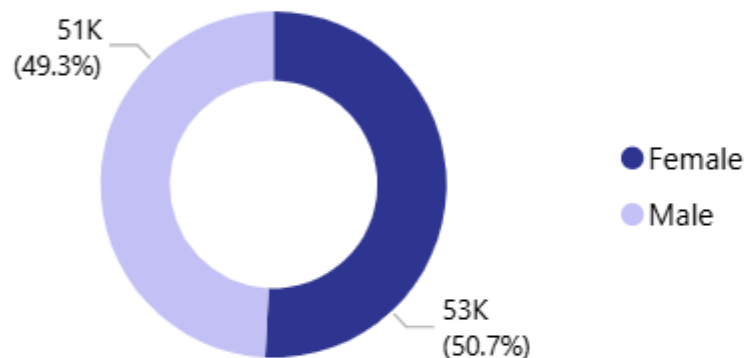
82%

% Loyal Customers

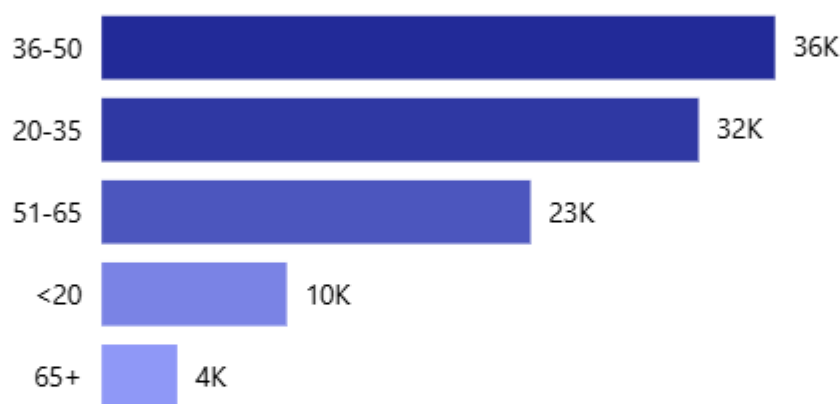
18%

% Disloyal Customers

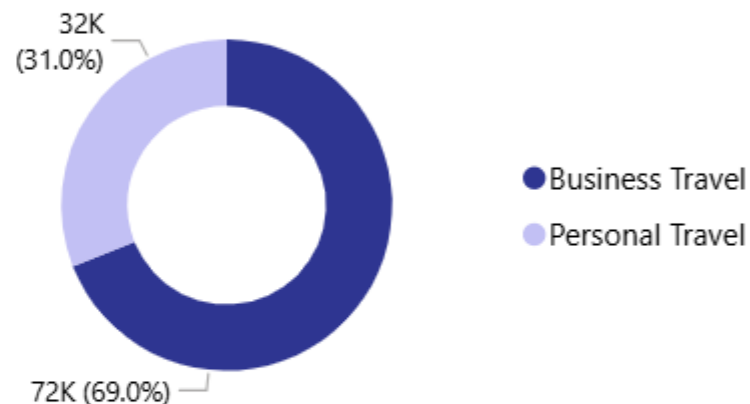
Total Customers by Gender



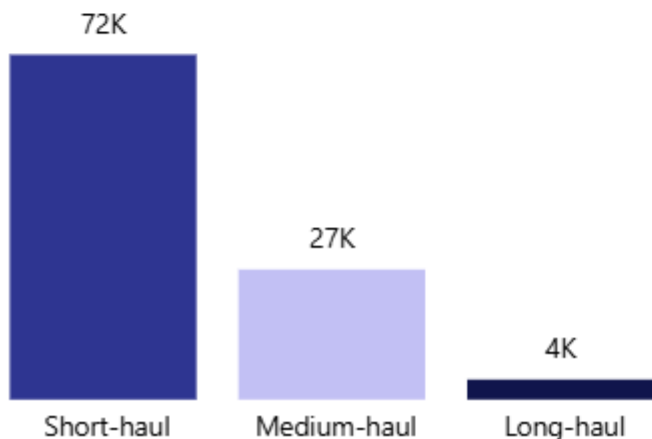
Total Customers by Age Group



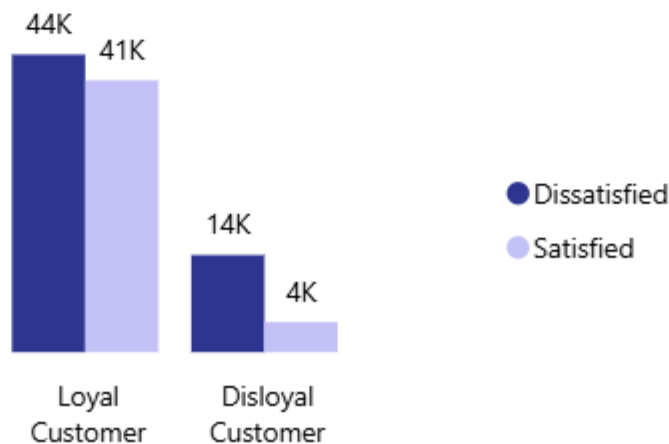
Total Customers by Travel Purpose



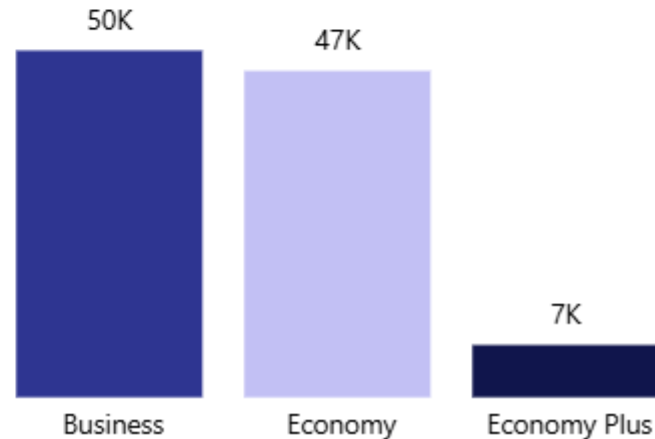
Total Customers by Flight Distance



Total Customers by Loyalty and Satisfaction



Total Customers by Travel Class





Customer Segments

Gender

All

Age Group

All

Customer Type

All

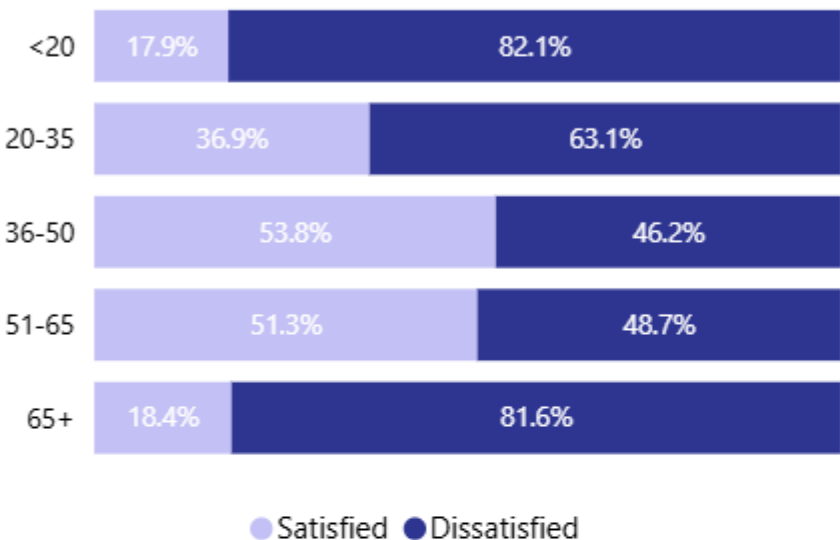
Travel Class

All

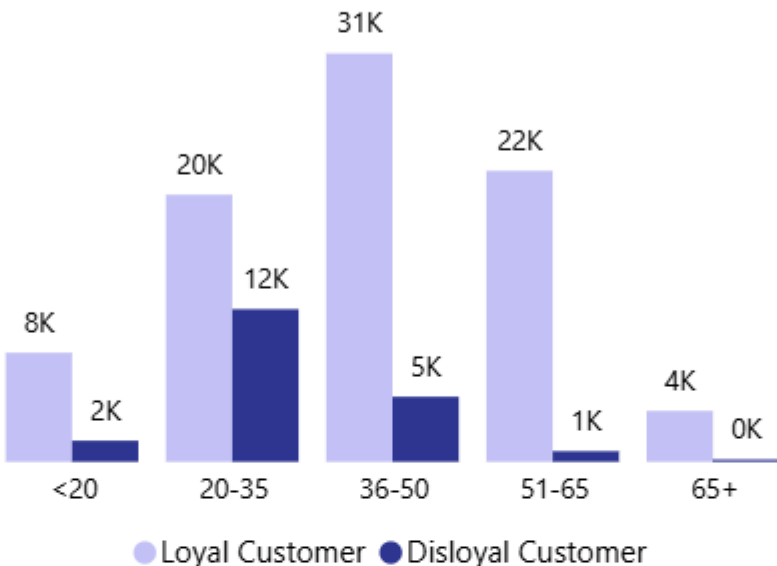
Travel Purpose

All

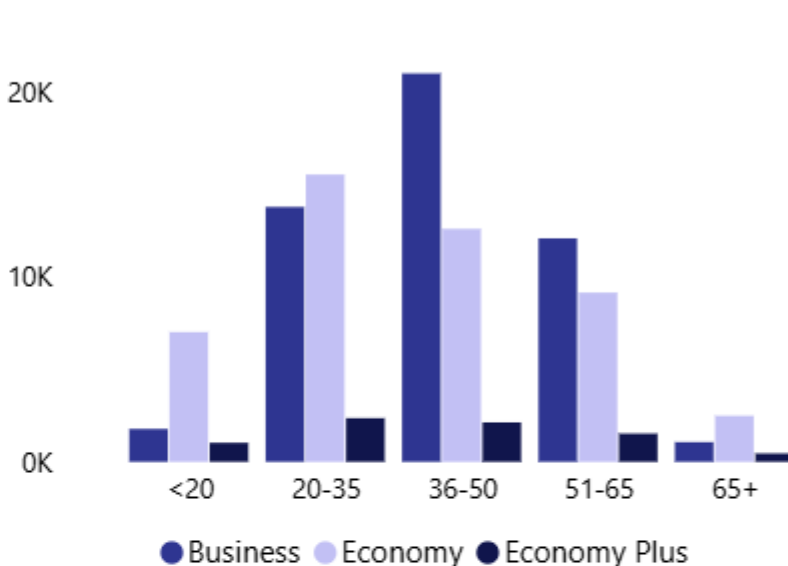
Customer Satisfaction Rate by Age Group



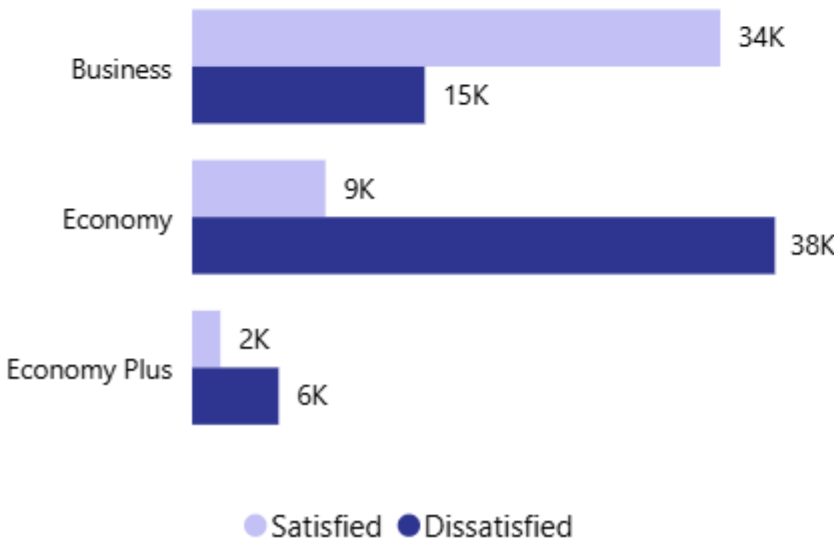
Total Customers by Age Group and Loyalty



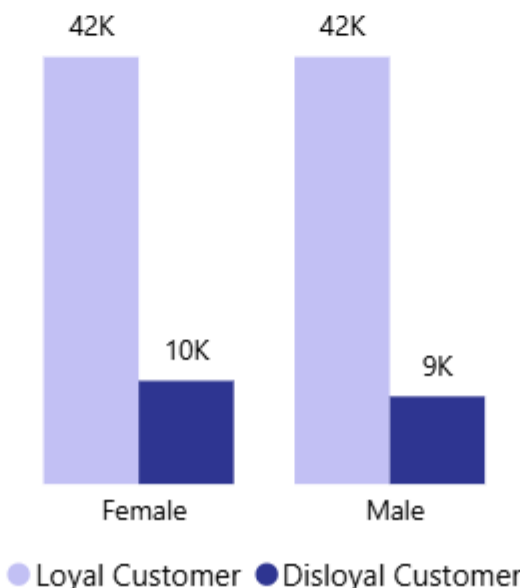
Total Customers by Age Group and Travel Class



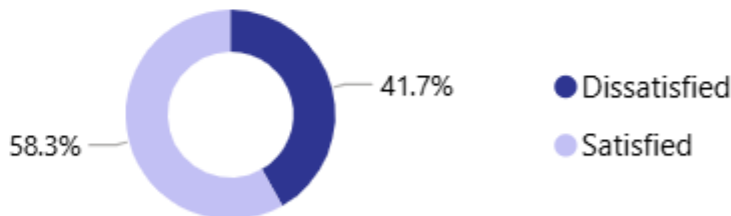
Total Customers by Travel Class and Satisfaction



Total Customers by Gender and Loyalty



Satisfaction Rate - Business Travel



Satisfaction Rate - Personal Travel





Service Quality

Service Level

All

Gender

All

Age Group

All

Customer Type

All

Travel Class

All

Travel Purp...

All

3.2

Overall Service Rating

3.1

Pre-Flight Service Rating

3.3

In-Flight Service Rating

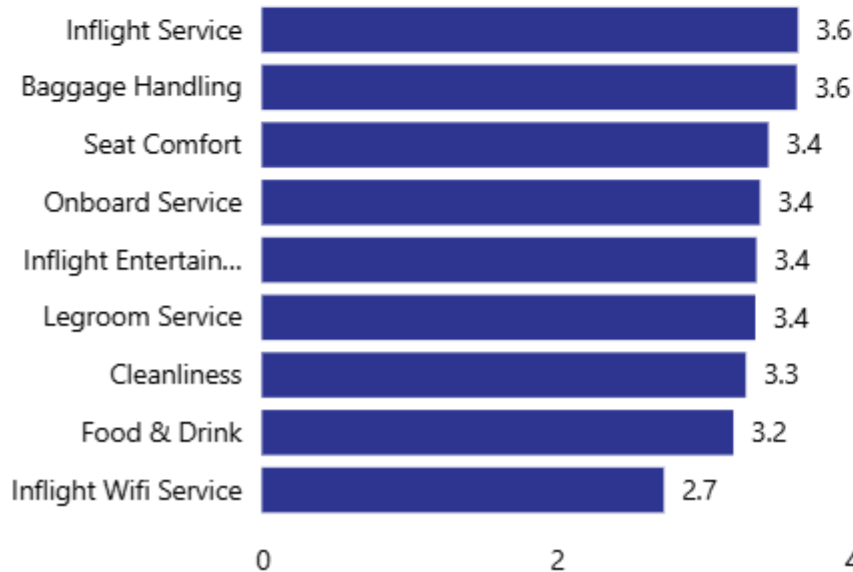
Avg Service Scores by Travel Purpose and Class



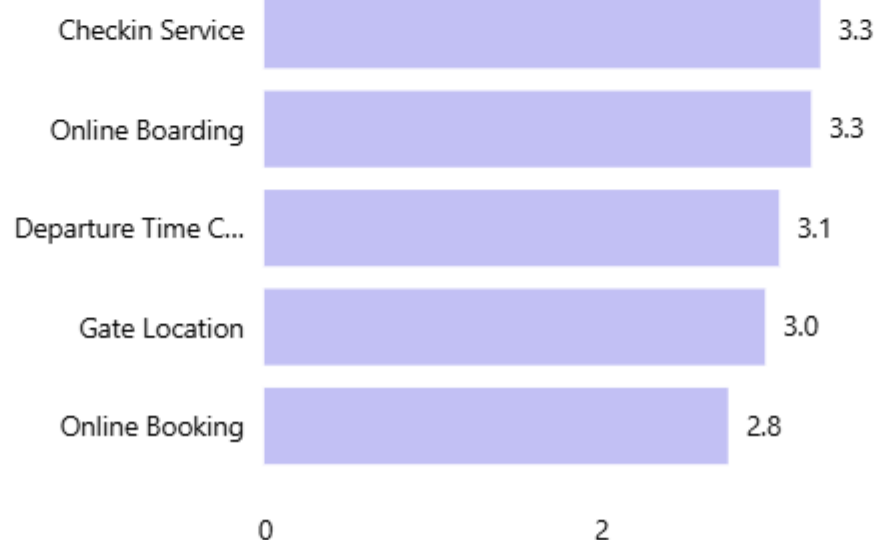
Avg Service Rating by Customer Loyalty



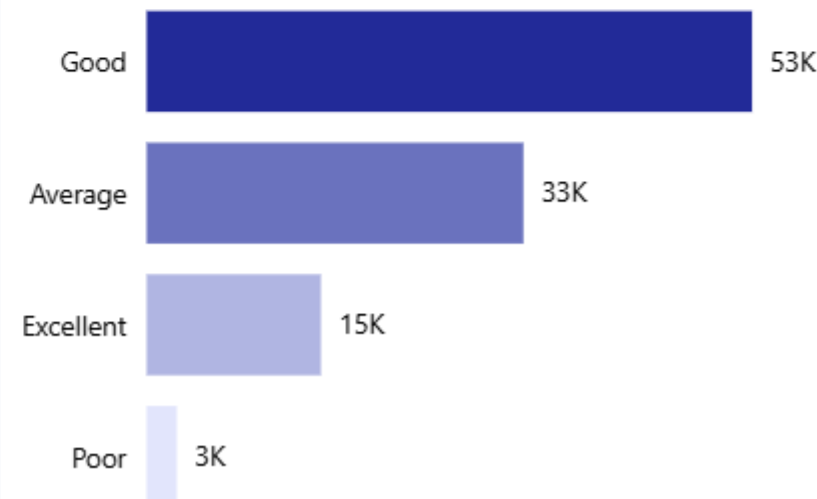
Avg Rating of In-Flight Services



Avg Rating of Pre-Flight Services



Customer Distribution by Service Level





Flight Distance & Delay

Gender

All

Age Group

All

Customer Type

All

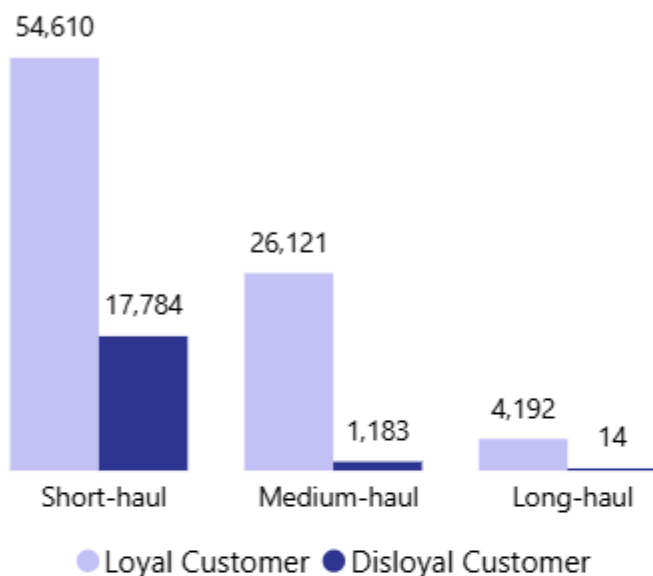
Travel Class

All

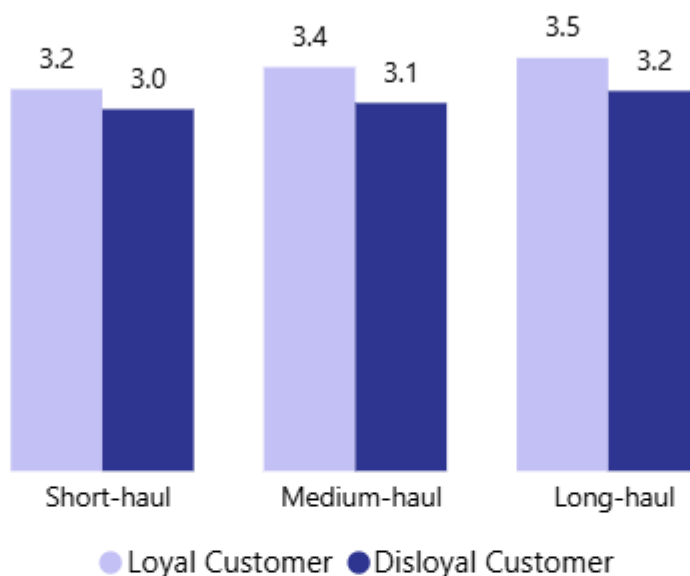
Travel Type

All

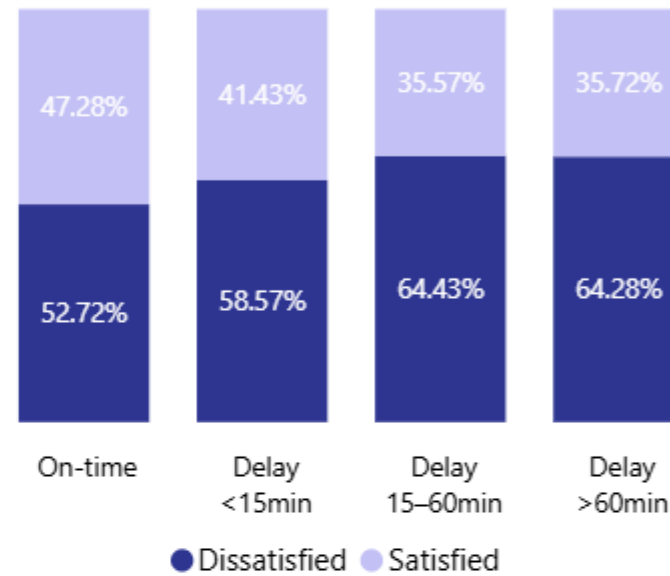
Total Customers by Loyalty & Distance



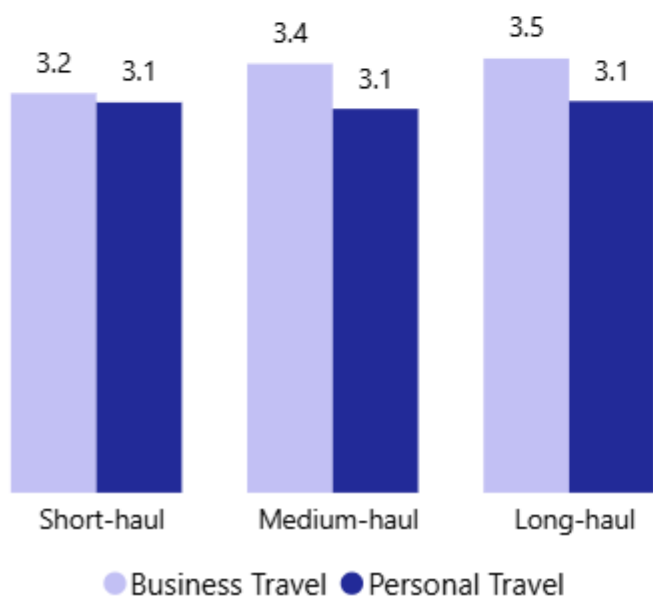
Avg Service Score by Distance & Loyalty



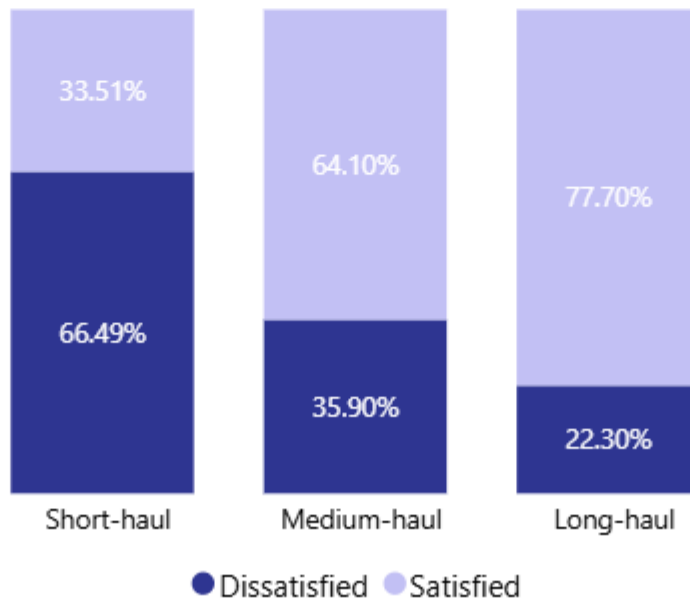
Satisfaction by Arrival Delay Duration



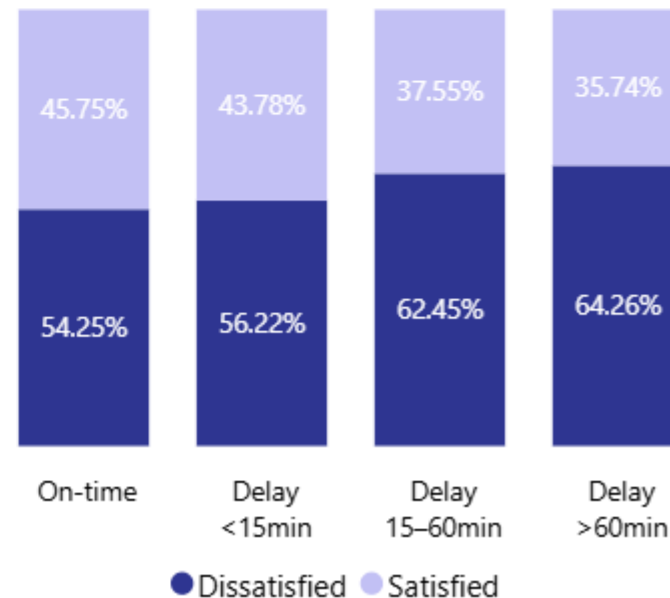
Avg Service Score by Distance & Purpose



Satisfaction by Flight Distance



Satisfaction by Departure Delay Duration



Customer & Satisfaction Details												
Gender	Passenger ID	Gender	Satisfaction	Customer Type	Age	Age Group	Travel Class	Travel Purpose	Flight Distance	Flight Haul Type	Arrival Delay Minutes	Arrival Delay Sta
	29824	Female	Satisfied	Disloyal Customer	23	20-35	Economy	Business Travel	31	Short-haul	0	On-time
All	29863	Female	Satisfied	Loyal Customer	53	51-65	Economy	Business Travel	31	Short-haul	0	On-time
	29992	Female	Dissatisfied	Disloyal Customer	26	20-35	Economy	Business Travel	31	Short-haul	0	On-time
Age Group	30078	Female	Dissatisfied	Loyal Customer	22	20-35	Economy	Personal Travel	31	Short-haul	0	On-time
	30125	Female	Dissatisfied	Loyal Customer	54	51-65	Economy	Personal Travel	31	Short-haul	22	Delay 15–60min
All	30130	Female	Dissatisfied	Loyal Customer	12	<20	Economy	Personal Travel	31	Short-haul	8	Delay <15min
	30144	Female	Dissatisfied	Loyal Customer	17	<20	Economy	Personal Travel	31	Short-haul	11	Delay <15min
Customer...	30184	Male	Satisfied	Loyal Customer	43	36-50	Economy Plus	Business Travel	31	Short-haul	0	On-time
	48765	Female	Satisfied	Loyal Customer	39	36-50	Business	Business Travel	56	Short-haul	0	On-time
All	48804	Female	Dissatisfied	Loyal Customer	10	<20	Business	Personal Travel	56	Short-haul	2	Delay <15min
	49684	Female	Dissatisfied	Disloyal Customer	47	36-50	Economy	Business Travel	56	Short-haul	26	Delay 15–60min
Travel Class	49862	Male	Satisfied	Loyal Customer	41	36-50	Economy	Business Travel	56	Short-haul	0	On-time
	50202	Female	Satisfied	Loyal Customer	33	20-35	Business	Business Travel	56	Short-haul	0	On-time
All	50349	Female	Satisfied	Loyal Customer	32	20-35	Economy	Business Travel	56	Short-haul	17	Delay 15–60min
	51215	Female	Dissatisfied	Disloyal Customer	43	36-50	Economy Plus	Business Travel	56	Short-haul	0	On-time
Travel Pu...	51394	Male	Dissatisfied	Loyal Customer	66	65+	Economy Plus	Personal Travel	56	Short-haul	13	Delay <15min
	39	Female	Satisfied	Loyal Customer	46	36-50	Business	Business Travel	67	Short-haul	0	On-time
Service L...	52	Female	Dissatisfied	Disloyal Customer	20	20-35	Economy	Business Travel	67	Short-haul	10	Delay <15min
	57	Female	Satisfied	Loyal Customer	56	51-65	Business	Business Travel	67	Short-haul	0	On-time
All	67	Male	Satisfied	Loyal Customer	50	36-50	Business	Business Travel	67	Short-haul	0	On-time
	77	Female	Dissatisfied	Disloyal Customer	72	65+	Economy	Business Travel	67	Short-haul	296	Delay >60min
Departur...	87	Male	Dissatisfied	Loyal Customer	65	51-65	Economy	Personal Travel	67	Short-haul	0	On-time
	88	Female	Dissatisfied	Loyal Customer	52	51-65	Economy	Personal Travel	67	Short-haul	0	On-time
All	5869	Female	Dissatisfied	Disloyal Customer	25	20-35	Business	Business Travel	67	Short-haul	101	Delay >60min
	5889	Male	Satisfied	Loyal Customer	47	36-50	Business	Business Travel	67	Short-haul	0	On-time
Arrival D...	5908	Male	Satisfied	Loyal Customer	39	36-50	Business	Business Travel	67	Short-haul	0	On-time
	5912	Male	Dissatisfied	Loyal Customer	54	51-65	Economy	Personal Travel	67	Short-haul	19	Delay 15–60min
All	5913	Male	Satisfied	Loyal Customer	15	<20	Economy	Personal Travel	67	Short-haul	12	Delay <15min
	5920	Female	Satisfied	Loyal Customer	39	36-50	Economy	Personal Travel	67	Short-haul	4	Delay <15min
Flight Ha...	5921	Male	Dissatisfied	Loyal Customer	41	36-50	Economy	Personal Travel	67	Short-haul	352	Delay >60min
	5924	Male	Dissatisfied	Loyal Customer	56	51-65	Economy	Personal Travel	67	Short-haul	0	On-time