AIRLINE CUSTOMER SATISFACTION DATA REPORT

Problem Statement

Customer satisfaction is critical for airlines to retain loyal customers and maintain profitability. This dataset provides customer reviews and feedback on major airlines . The text reviews describe both positive and negative experiences with factors like service, comfort, food, entertainment, and flight delays.

So, They are facing problems regarding their reviews and customer's loyalty

And , how does satisfaction rate towards an airline vary across Classes and age group . What kind of travel does mostly preferred in the airline. and what is the average dealy in arrival and departure of the flights.

Data Overview

Got this dataset from Kaggle

This dataset has 25 column and 103905 rows .

And these are the following columns in this dataset.

Gender: Gender of the passengers (Female, Male)

Customer Type: The customer type (Loyal customer, disloyal customer)

Age: The actual age of the passengers

Type of Travel: Purpose of the flight of the passengers (Personal Travel, Business Travel)

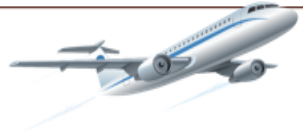Class: Travel class in the plane of the passengers (Business, Eco, Eco Plus)

Flight distance: The flight distance of this journey

Inflight wifi service: Satisfaction level of the inflight wifi service (Not Applicable;1-5)

- *Departure/Arrival time convenient: Satisfaction level of Departure/Arrival time convenient*
- *Ease of Online booking: Satisfaction level of online booking*
- *Gate location: Satisfaction level of Gate location*
- *Food and drink: Satisfaction level of Food and drink*
- *Online boarding: Satisfaction level of online boarding*
- *Seat comfort: Satisfaction level of Seat comfort*
- *Inflight entertainment: Satisfaction level of inflight entertainment*
- *On-board service: Satisfaction level of On-board service*
- *Leg room service: Satisfaction level of Leg room service*
- *Baggage handling: Satisfaction level of baggage handling*
- *Check-in service: Satisfaction level of Check-in service*
- *Inflight service: Satisfaction level of inflight service*
- *Cleanliness: Satisfaction level of Cleanliness*
- *Departure Delay in Minutes: Minutes delayed when departure*
- *Arrival Delay in Minutes: Minutes delayed when Arrival*
- *Satisfaction: Airline satisfaction level(Satisfaction, neutral or dissatisfaction)*
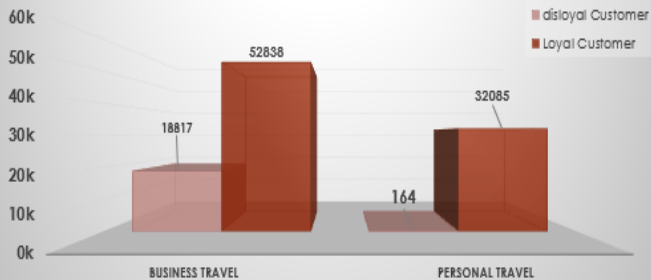
The Dashboard

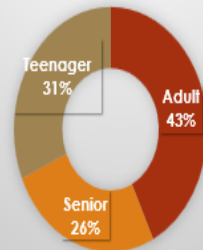
AIRLINE PASSENGER SATISFACTION

Class
Business | Eco | Eco Plus
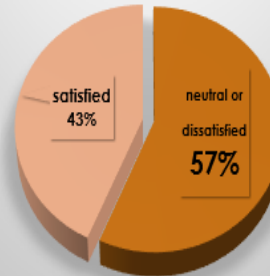
Customer and Travel type
- disloyal Customer
- Loyal Customer

	BUSINESS TRAVEL	PERSONAL TRAVEL
disloyal	18817	164
Loyal	52838	32085

TOTAL NUMBER OF PASSENGERS
- Teenager 31%
- Adult 43%
- Senior 26%

Satisfaction rate
- satisfied 43%
- neutral or dissatisfied 57%

Avg departure delay (min)
14.8 min

Avg arrival delay (min)
15.1

Mostly preferred travel
- Business travel 71655, 69%
- Personal Travel 32249, 31%

Count of passengers on the basis of Gender
- FEMALE 52727
- MALE 51177
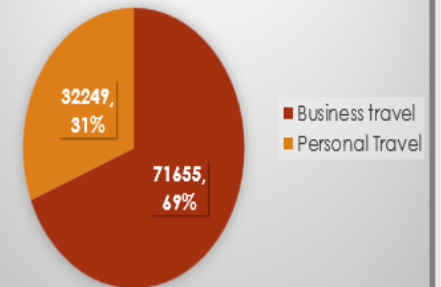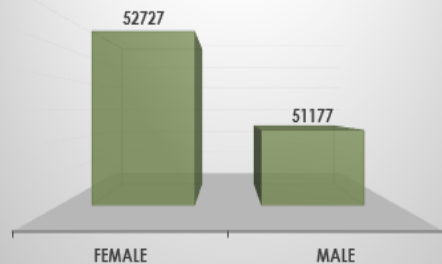
INFLIGHT SERVICE
- Inflight wifi service ★★★☆☆
- Seat comfort ★★★☆☆
- Leg room service ★★★☆☆
- Checkin service ★★★☆☆
- Inflight service ★★★☆☆

OTHER NECESSARY SERVICE..
- Gate location ★★★☆☆
- Food and drink ★★★☆☆
- Baggage handling ★★★☆☆
- Cleanliness ★★★☆☆

ON BOARD SEVICE...
- Departure/Arrival time convenient ★★★☆☆
- Ease of Online booking ★★★☆☆
- Online boarding ★★★☆☆
- On-board service ★★★☆☆
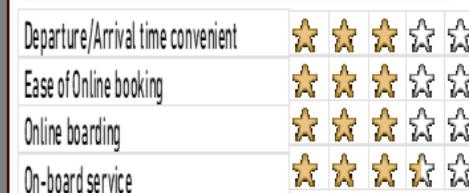
### AVERAGE FLIGHT DISTANCE
0 | 500 | 1000 | 1500
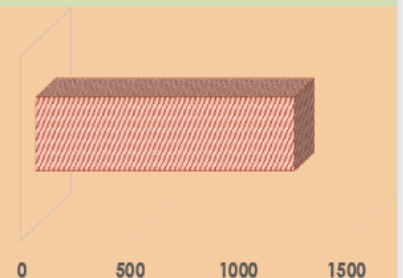
Useful Insights

Which age-group and Gender are the most passengers of the people

- The total number of passengers are 1,03,904 .

- Where mostly Adult People (30-50 yrs old) are the traveller of this airline.

- And mostly female are the passengers of this airline

Age_Groups	Count of Age_group
Adult	44402
Senior	26745
Teenager	32757
Grand Total	103904

TOTAL NUMBER OF PASSENGERS

Teenager 31%

Adult 43%

Senior 26%

Count of passengers on the basis of Gender

52727

51177

FEMALE

MALE
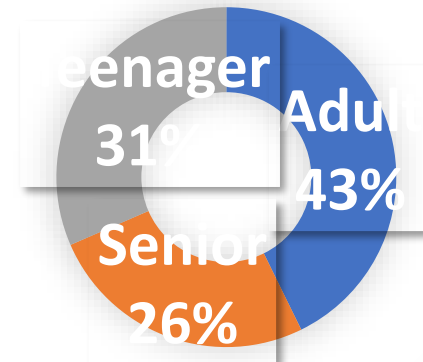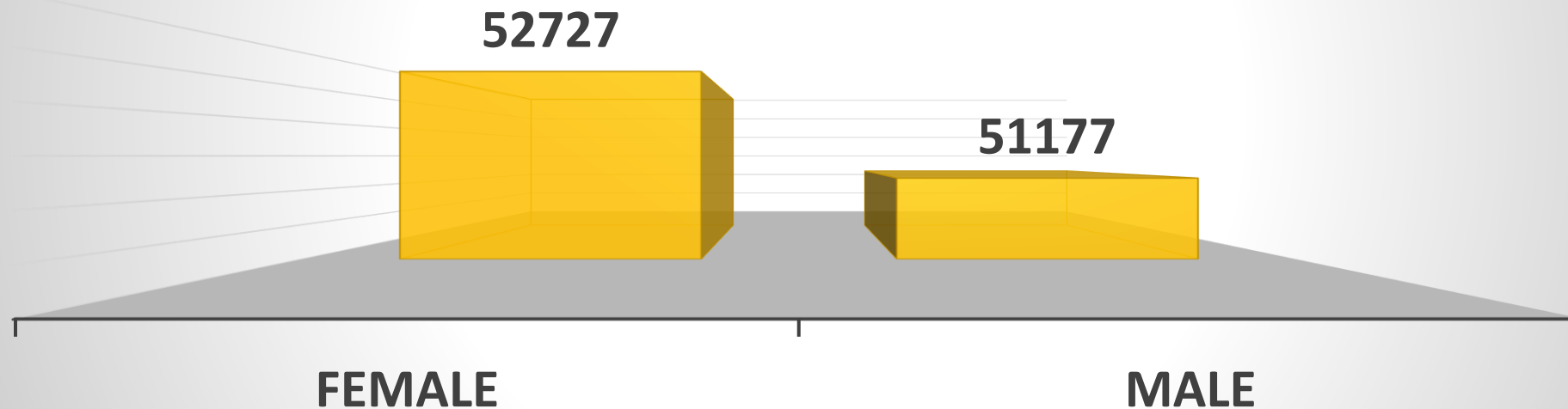
- As per the above dashboard , we get mostly people prefer personal travelling (69%)through this airline as compared to business travel(31%)

- Loyality play a crucial role in any business, and here In this airline mostly passengers are loyal .

Row Labels	Count of Customer Type
disloyal Customer	18981
Loyal Customer	84923
Grand Total	103904

- Mostly people prefer business class.

Row Labels	Count of id
Business	49665
Eco	46745
Eco Plus	7494
Grand Total	103904

- Business class passengers are mostly satisfied around 69% and Whereas eco class people are 19 % satisfied and Eco plus passengers are 25 % satisfied.

- So if we look deeper then airline satisfaction rate are likely to be

    Business Class > Economy Plus Class > Economy Class

Infight Service Rating

Inflight wifi service   ★ ★ ★ ☆ ☆

Seat comfort   ★ ★ ★ ⯪ ☆

Leg room service   ★ ★ ★ ⯪ ☆

Checkin service   ★ ★ ★ ☆ ☆

Inflight service   ★ ★ ★ ⯪ ☆

Onboard service

Departure/Arrival time convenient	★	★	★	☆	☆
Ease of Online booking	★	★	★	☆	☆
Online boarding	★	★	★	☆	☆
On-board service	★	★	★	⯪	☆

OTHER NECESSARY SERVICE..

Gate location ★ ★ ★ ☆ ☆
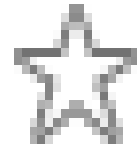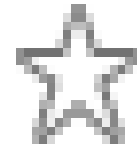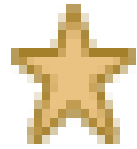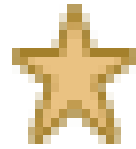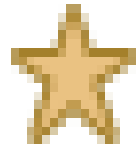
Food and drink ★ ★ ★ ☆ ☆
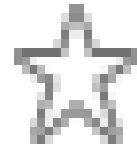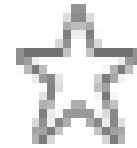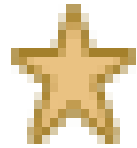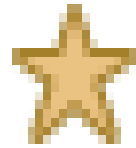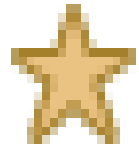
Baggage handling ★ ★ ★ ⯪ ☆
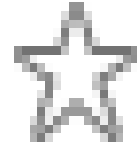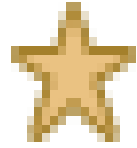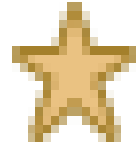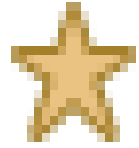
Cleanliness ★ ★ ★ ☆ ☆
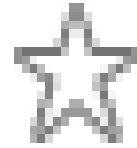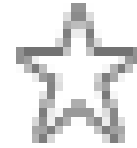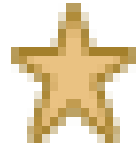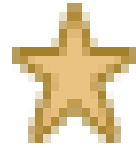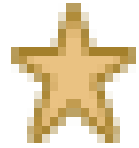
Conclusion ………

- From the above insights , we mainly get to know that airline also focus towards their services to Economy class and Economy Plus class passengers .

- And they should launch few services to attract senior and teenagers age group people also.

- And people are more inclined towards this airline cause of personal travelling

- And people are mostly loyal , so loyalty will be no issue in the growth of the airline business.