

Insights

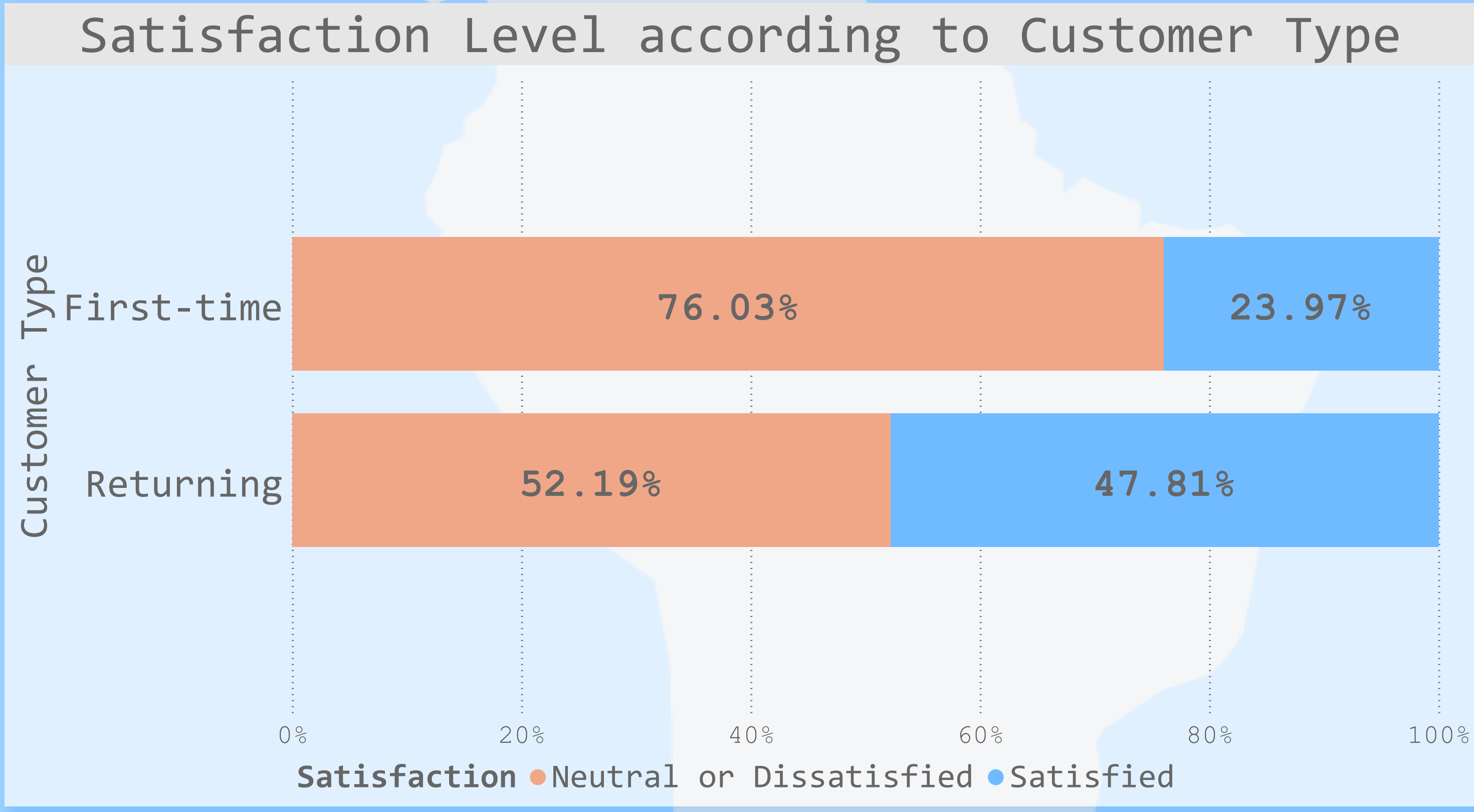
-No. of *Female Passengers* > *Male Passengers*.

-Around 57% (37,000) Female and 56% (35,000) Male are *Neutral or Dissatisfied*.

-No. of returning Customers' ratio is *very high* as compared to First time customers

-Around 52% Returning Customers are dissatisfied. Whereas, the dissatisfaction among first time customers is 76%

-Passengers aged between (0-45) are *highly dissatisfied* with the service level.

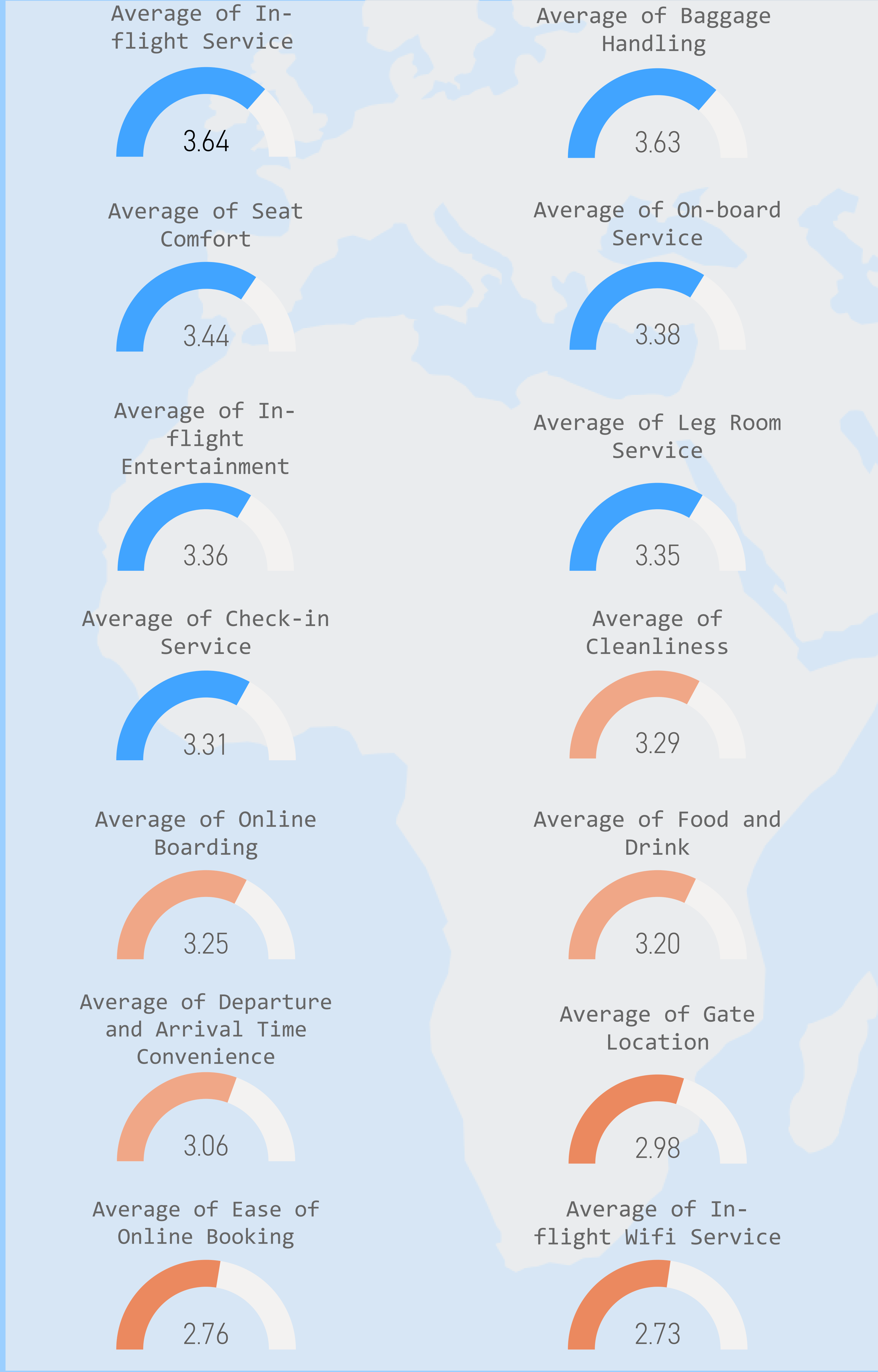


Recommendations:

-Experience of *returning customer is not good* enough and that will cause a threat in retaining customers in the long run. So, the company needs to focus on improving the service level.

-Dissatisfaction level of *first time customers is also high* therefore, the company should focus to facilitate them and introduce *promotional offers* to increase the number of new users to expand their customer base.

-Teenagers (0-18), Adults (18-30) and Middle aged (30-45) people are also *not satisfied* with the service. So, these three major age groups should be focused on, as they are in majority.



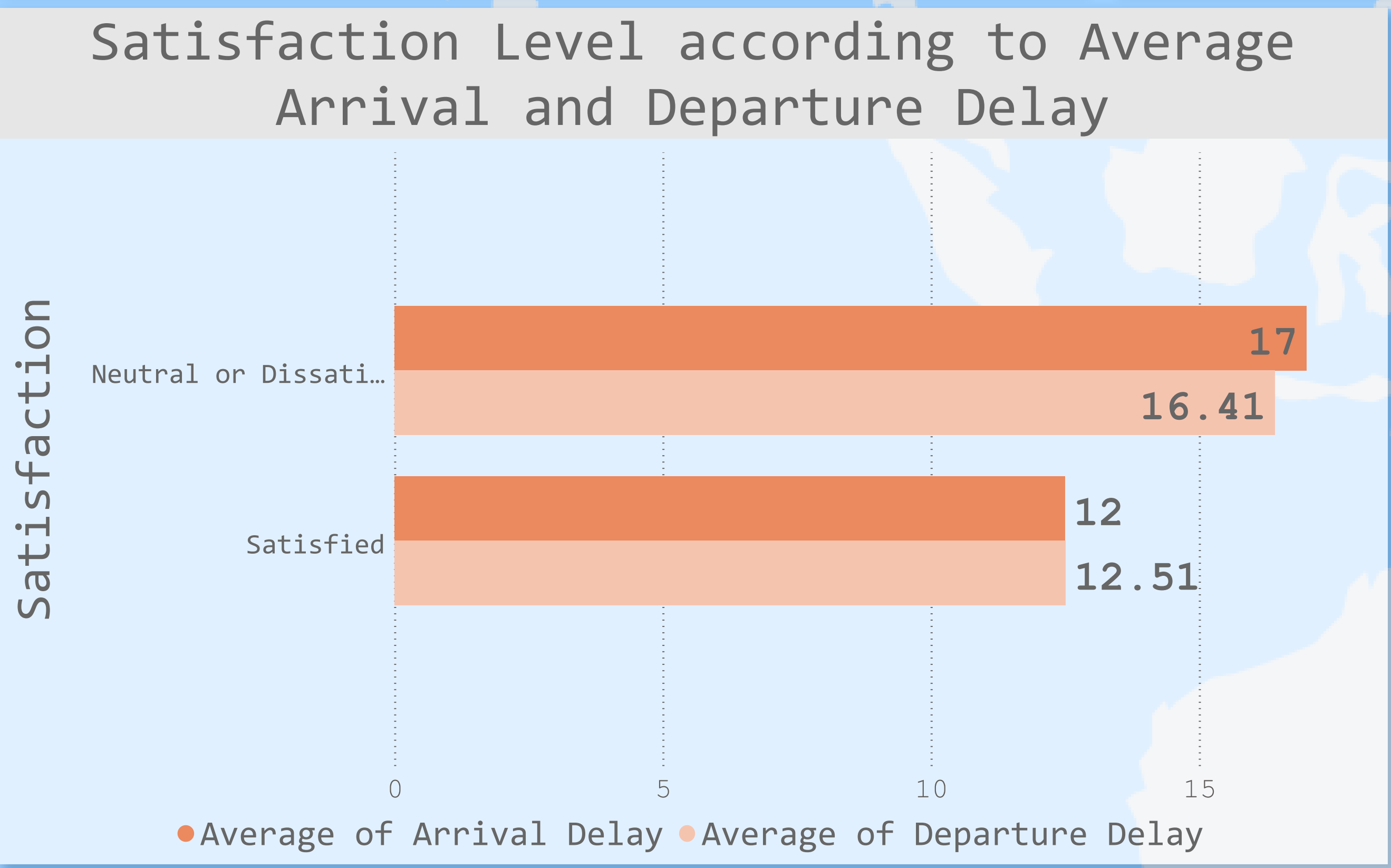
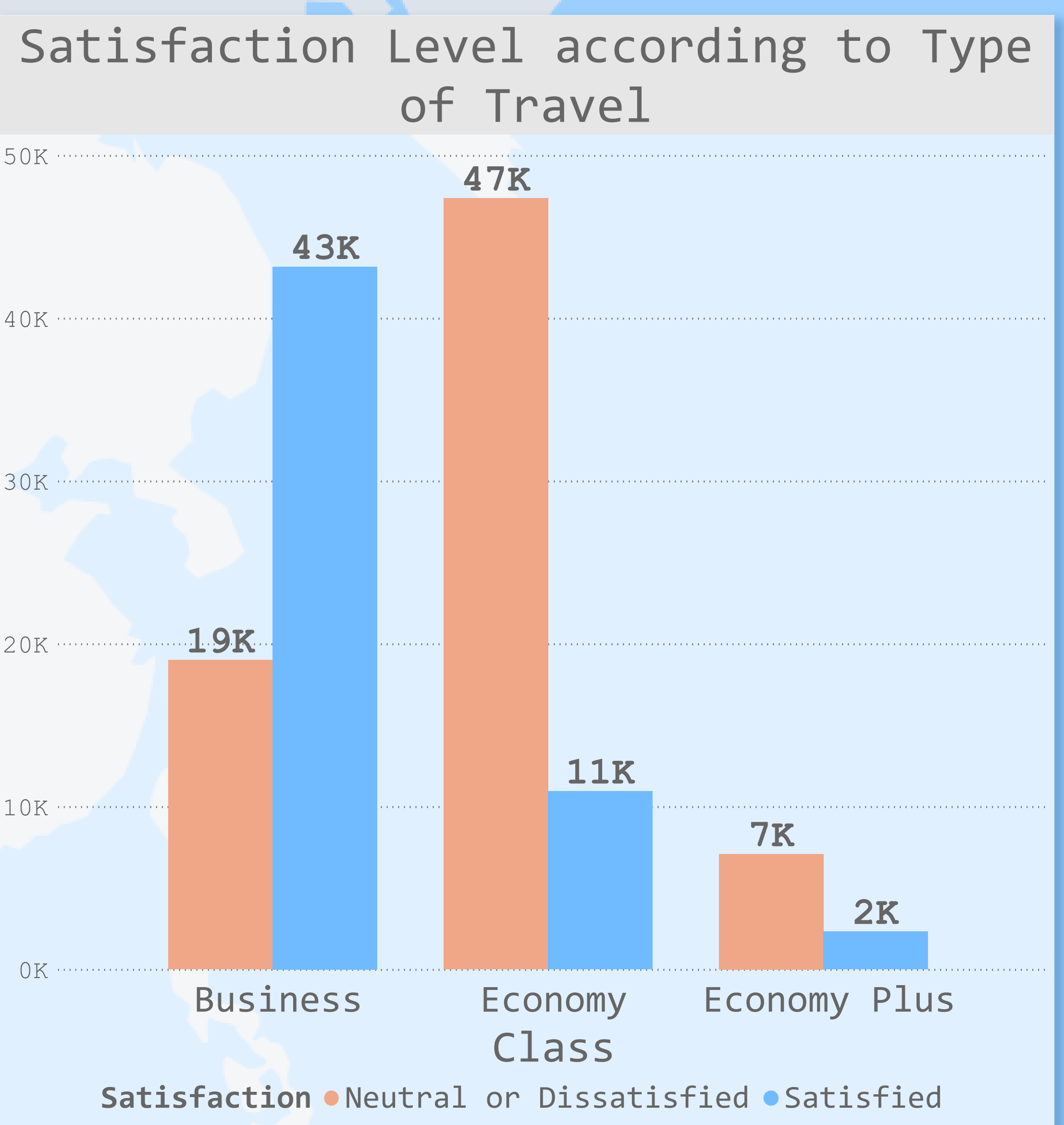
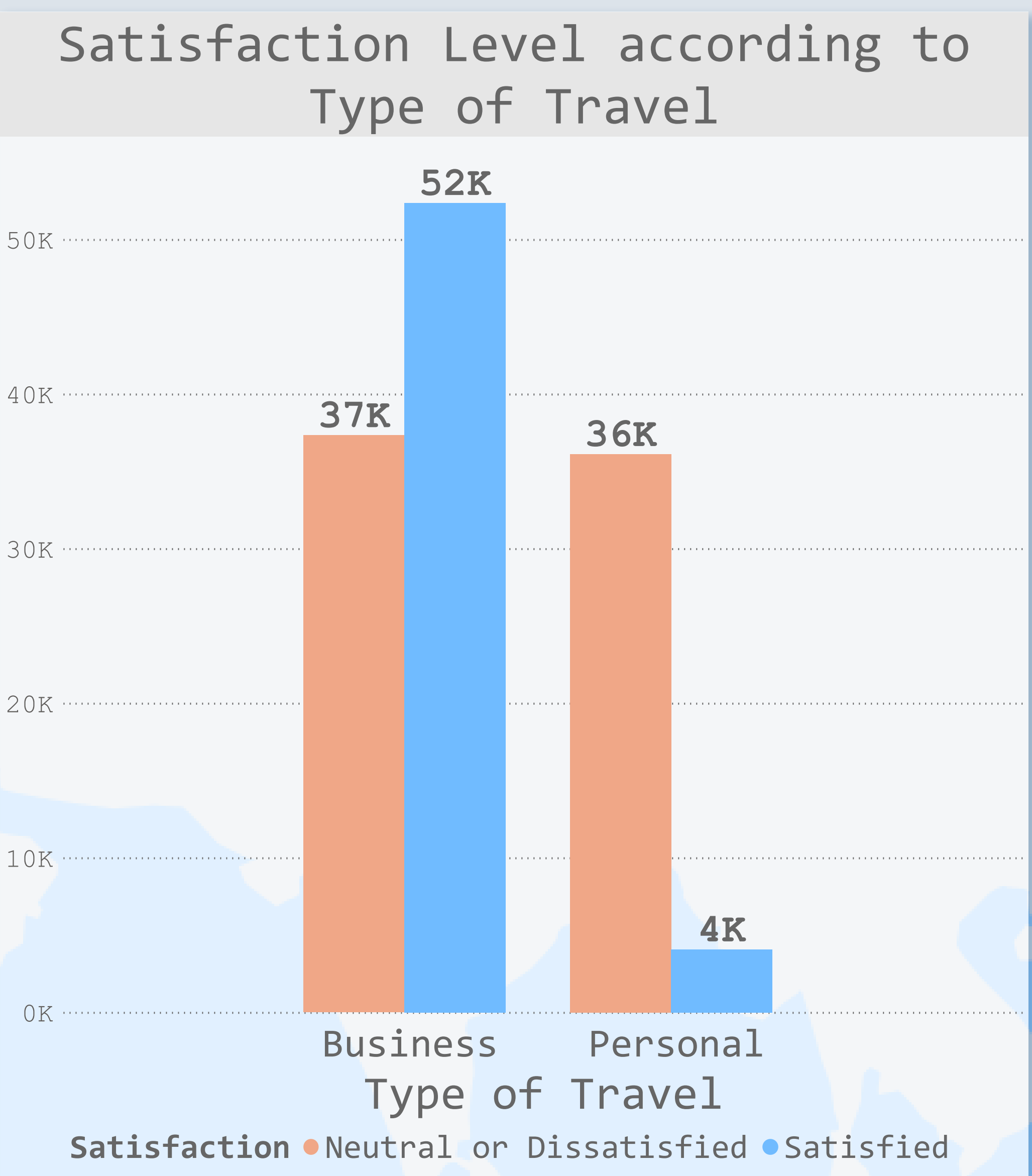
Insights and Recommendations:

The ratings of the following services *drop below 3.0*. Therefore, the company needed to improve them on priority basis:

-In-flight Wi-Fi Service (2.73/5.0)

-Ease of Online Booking (2.76/5.0)

-Gate Location (2.98/5.0)



Insights

-Around 89,000 Passengers are travelling for *Business Purpose* (69%) from which 52,000 are satisfied.

-Other 40,000 are travelling for *Personal purpose* (41%) and 90% of them neutral or dissatisfied with the service.

-Majority travelers have chosen Business Class and their *satisfaction level* (69%) is good.

-Whereas 81% Travelers are from the *Economy class* and 75% travelers of *Economy plus* are *dissatisfied* with the service which is quite alarming.

-Average 17 minutes of arrival and 16 minutes of departure delay causes dissatisfaction among the travelers.

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Recommendations:

-*Business Class* is really *satisfied* with the service. Whereas the service level of *Economy and Economy Plus Class* needs to be improved by improving the inflight services.

-Travellers who are traveling for *Personal purpose* are *highly dissatisfied* therefore, inflight services needs to be improved to entertain them.

-Average arrival and Departure delay *should be under average 15 minutes* to avoid dissatisfaction among travelers.