Airline Passenger Satisfaction Analysis

Project Summary

Objective: Analyze the Airline Passenger Satisfaction Survey dataset using Python libraries: **Pandas, Seaborn, and Plotly**.

Focus Areas:

- Traveler profiles

- Service quality ratings

- Delay metrics

- Travel types

Goal: Generate actionable insights to improve customer satisfaction in the airline industry.

Key Insights & Business Recommendations

Theme	Insight	Business Recommendation
Travel Class	Business class passengers report significantly higher satisfaction.	Enhance Economy-class service offerings to close the gap.
Online Boarding & Wi-Fi	These services have high correlation with satisfaction.	Prioritize investments in digital experience and promote it widely.
Arrival and Departure Delays	Passengers facing longer delays are less satisfied.	Improve on-time performance and delay communication systems.
Travel Type	Business travelers show higher satisfaction than personal ones.	Develop targeted offers for personal travelers to boost loyalty.
Customer Loyalty	Loyal customers consistently report higher satisfaction.	Expand loyalty programs and highlight exclusive benefits.
Age Group Differences	Older passengers are more satisfied than younger ones.	Introduce personalized, tech-savvy services for younger passengers.