

Jamil Ahmad Presents

# AIRLINE PASSENGER SATISFACTION SURVEY ANALYSIS

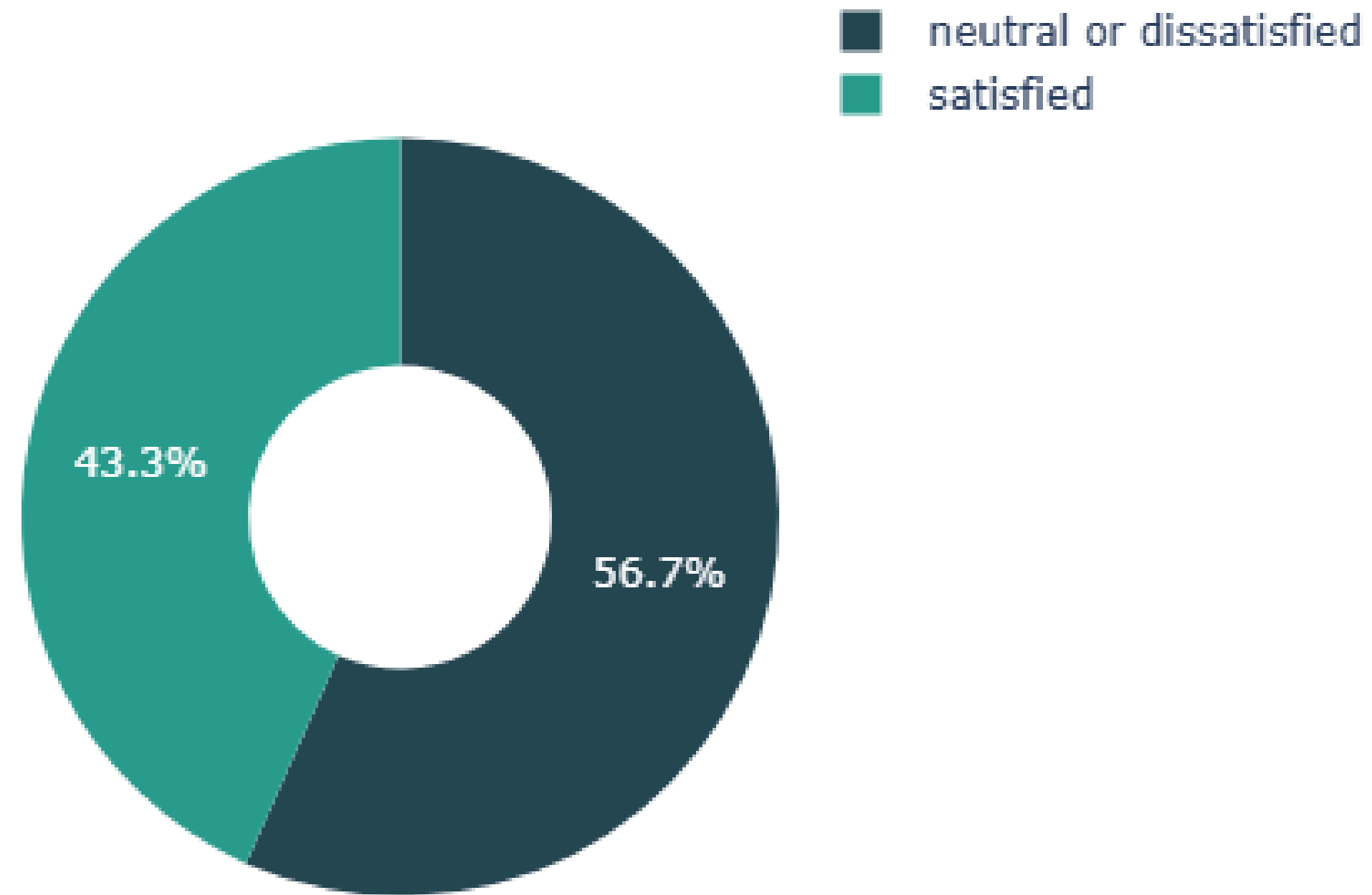
Tools: Python, Pandas, Seaborn, Plotly.

Date: August 2025

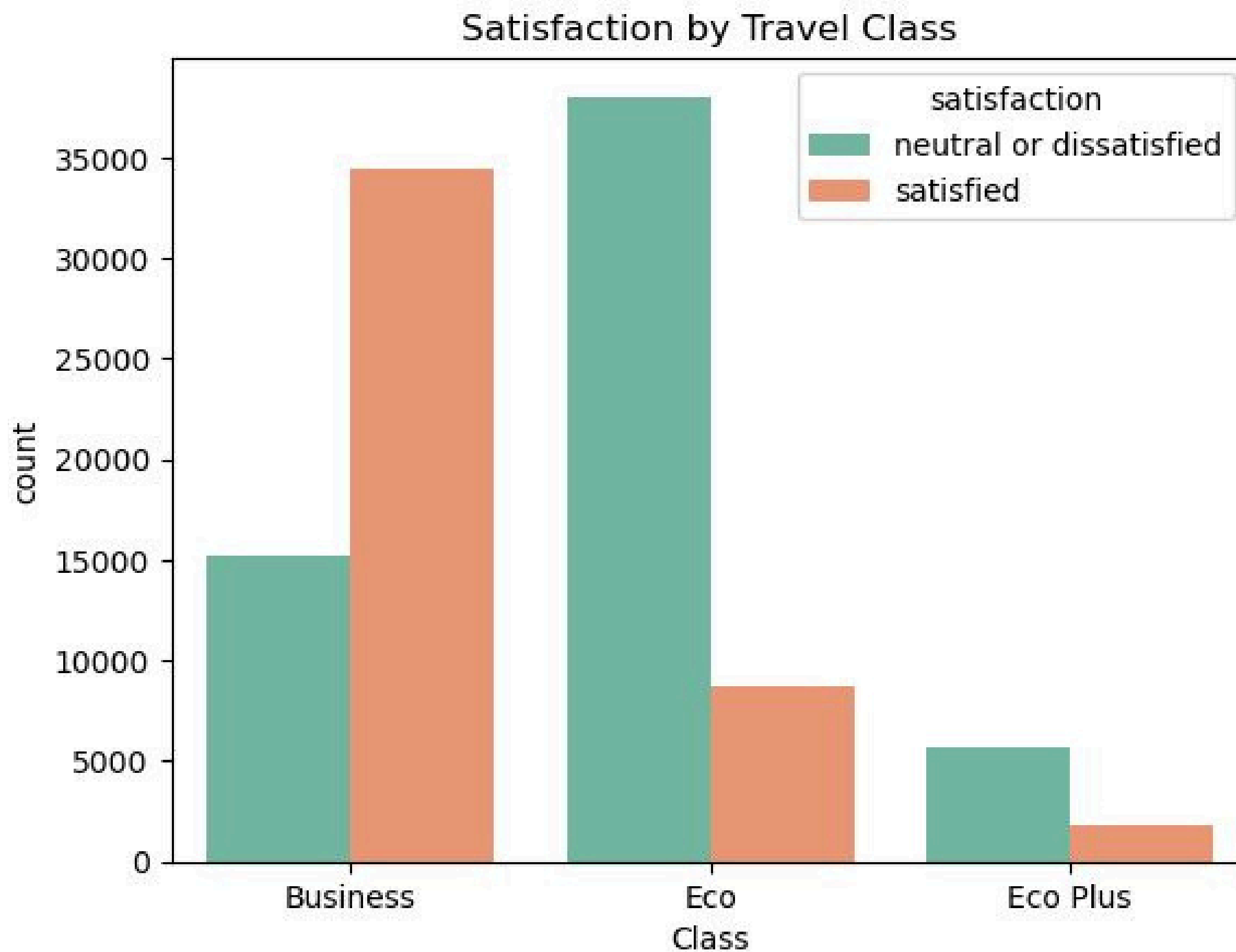
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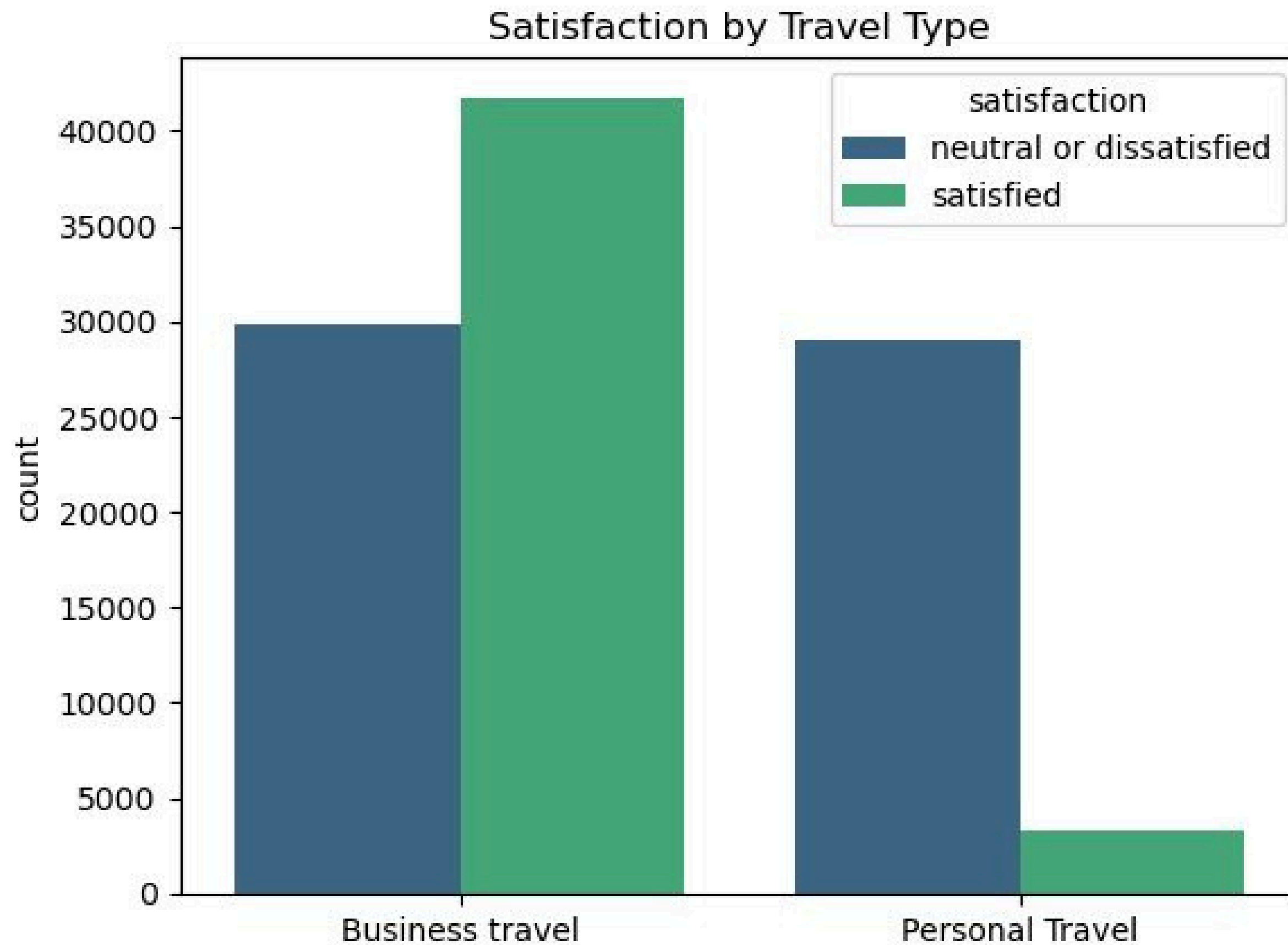
## Customer Satisfaction Proportion



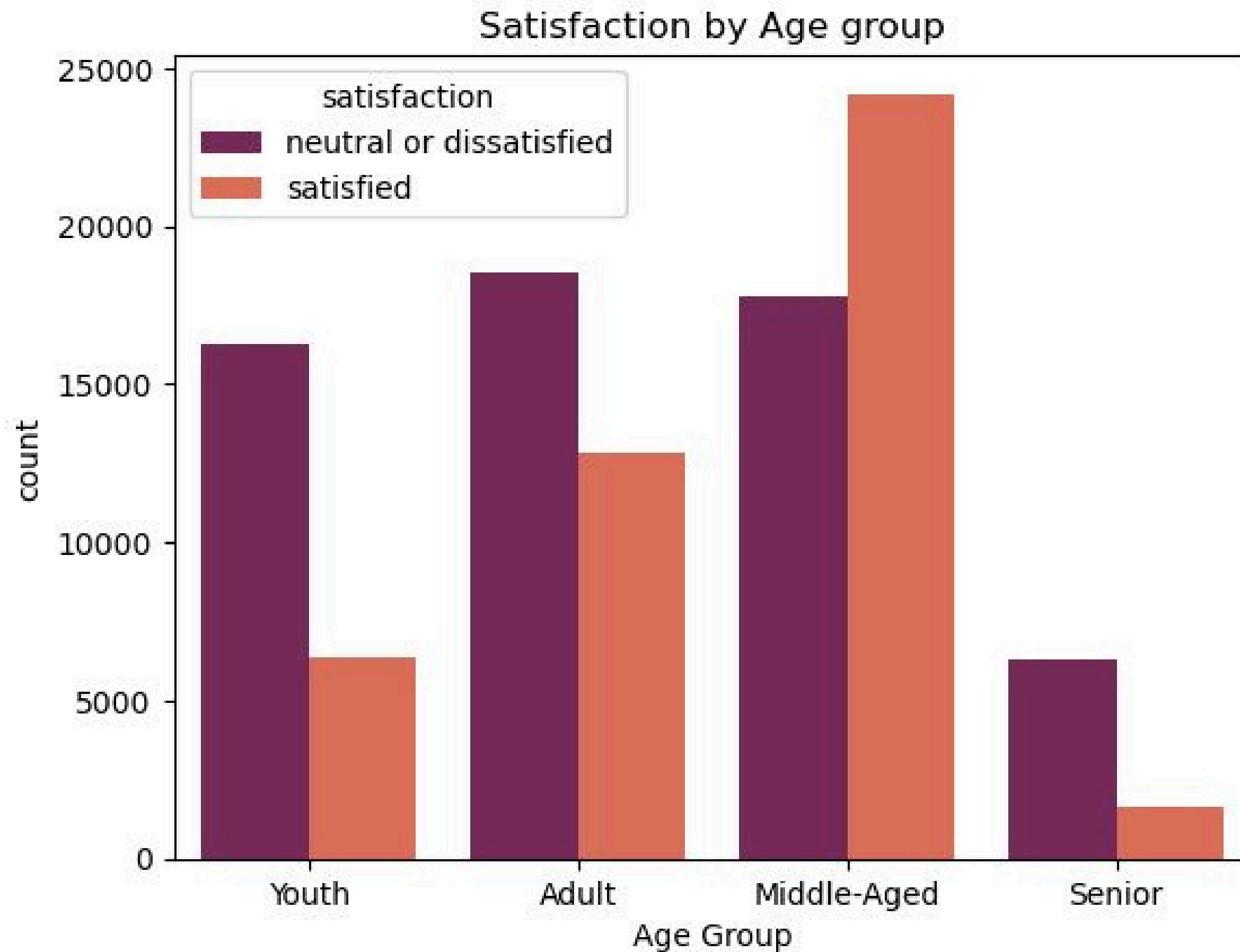
Around 56% of passengers are neutral or dissatisfied. Remaining 44% are satisfied overall.



Business Class passengers report significantly higher satisfaction than Economy. Indicates better in-flight services and attention in premium classes.



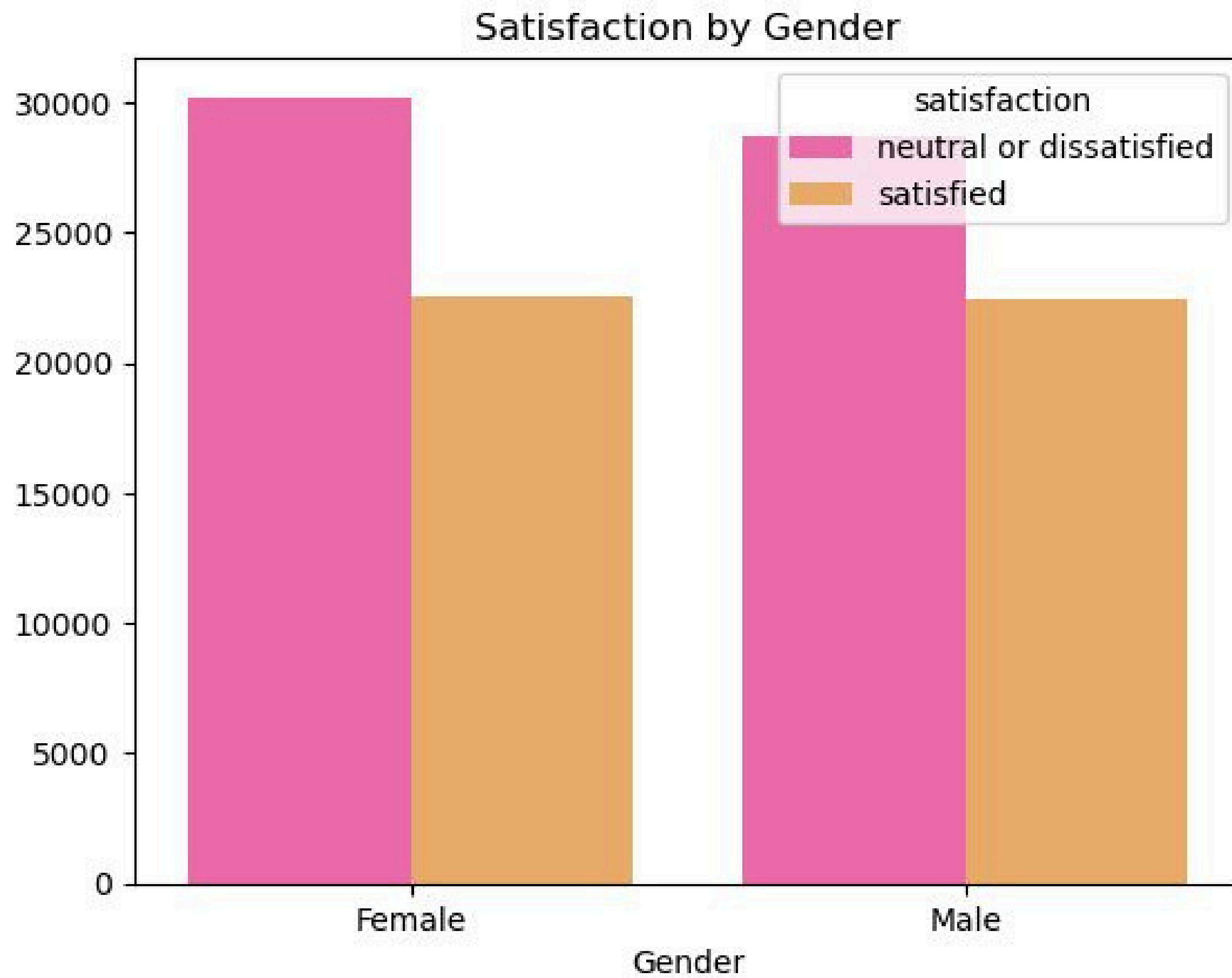
Business travelers are much more satisfied than personal travelers, likely due to better service expectation or loyalty programs.



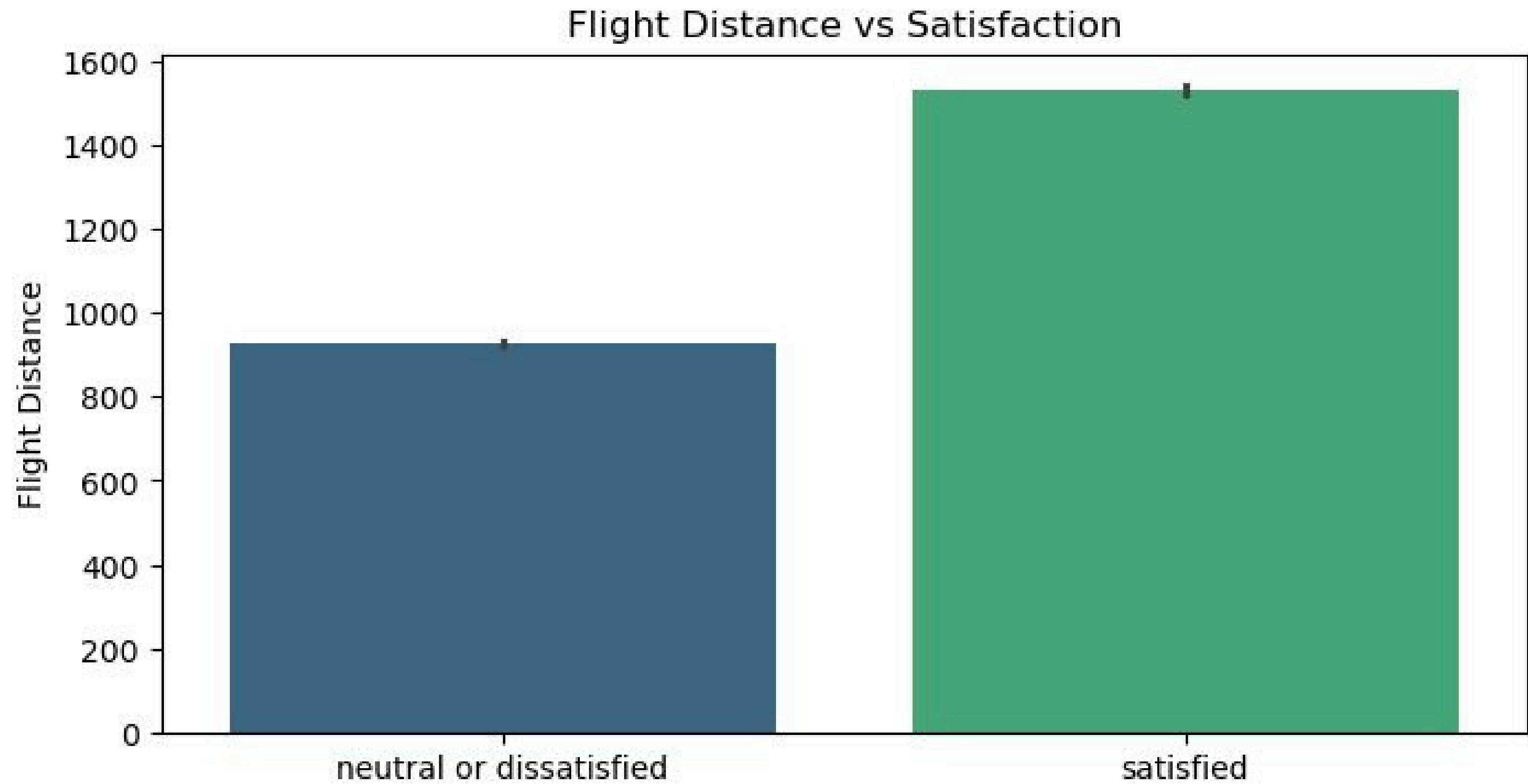
Middle-aged passengers report higher satisfaction. Youth and Adult travelers are the least satisfied could be because of higher expectation or digital preferance.



Loyal customers are also reporting dissatisfaction. Proper action should be taken.



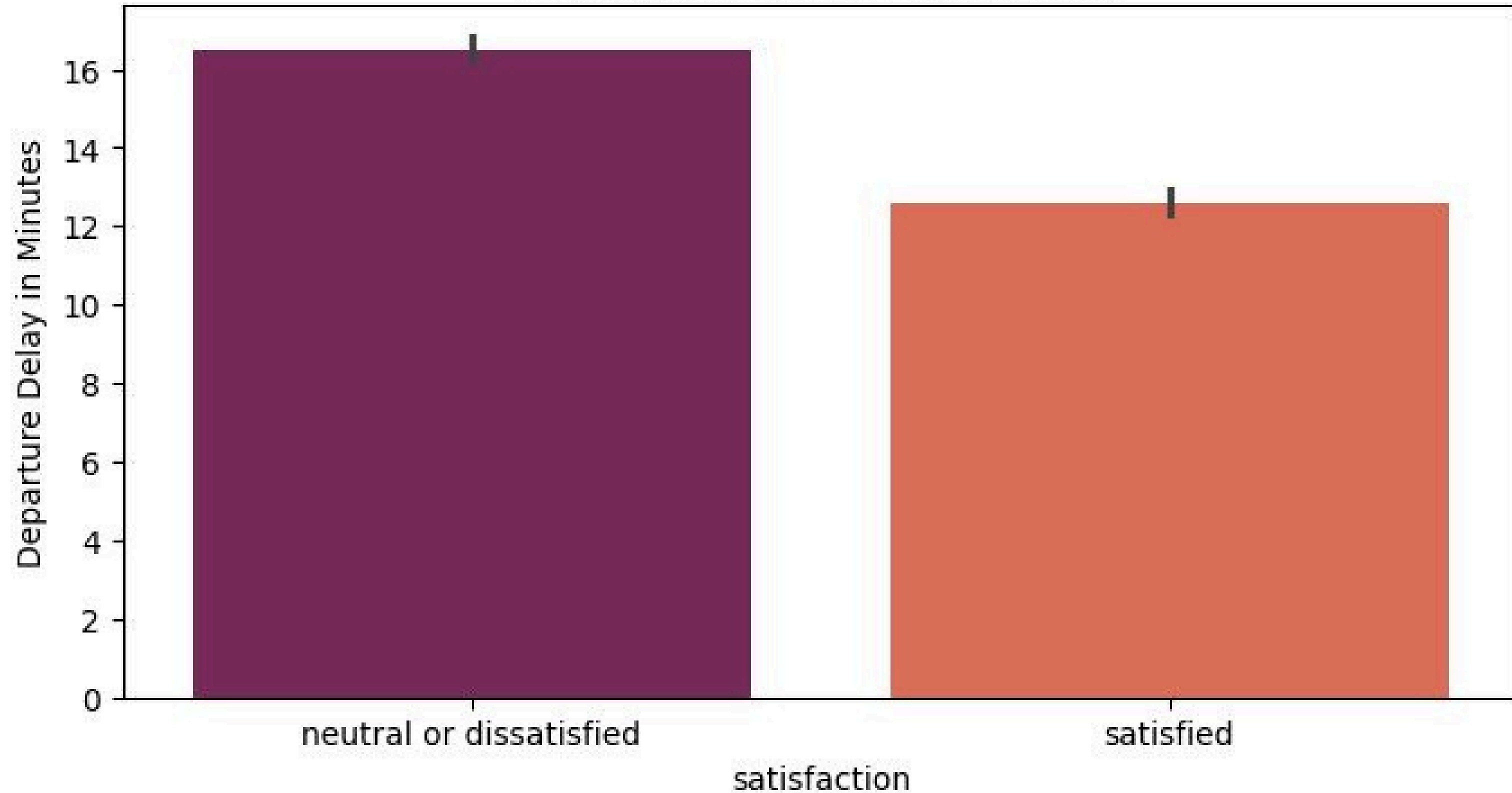
Female passengers are more dissatisfied than male passengers.



Long flights tend to correlate with higher satisfaction, perhaps due to better services on longer routes.



Departure Delay vs Satisfaction



Arrival and Departure delay causing more dissatisfaction among passenger, Delay should be reduced.

# Summary and Recommendation

## Insight

- Business class passengers report significantly higher satisfaction.
- These services have high correlation with satisfaction.
- Passengers facing longer delays are less satisfied.
- Business travelers show higher satisfaction than personal ones.
- Loyal customers consistently report higher satisfaction.
- Older passengers are more satisfied than younger ones.

## Business Recommendation

- Enhance Economy-class service offerings to close the gap.
- Prioritize investments in digital experience and promote it widely.
- Improve on-time performance and delay communication systems.
- Develop targeted offers for personal travelers to boost loyalty.
- Expand loyalty programs and highlight exclusive benefits.
- Introduce personalized, tech-savvy services for younger passengers.



THANK  
YOU

