**Problem Statement**

To understand and improve customer satisfaction in the aviation industry by identifying key service quality drivers and operational factors that influence passenger experience and loyalty.

**Agenda**

1. **Measure Overall Satisfaction**

* Identify what percentage of passengers are satisfied vs. dissatisfied.

1. **Analyze Key Drivers of Satisfaction**

* Determine which features (Wi-Fi, seat comfort, food, etc.) correlate most strongly with satisfaction.

1. **Segment-wise Analysis**

* Compare satisfaction levels between business and leisure travelers.
* Check satisfaction by flight class (Economy, Business, etc.).
* Analyze satisfaction trends based on age groups and gender.

1. **Operational Efficiency Check**

* Calculate average delays (departure & arrival) for satisfied vs. dissatisfied passengers.
* Identify the most delayed flight routes (Top 5).
* Determine overall percentage of flight delays.

1. **Service Quality Insights**

* Identify top complaints from dissatisfied passengers.
* Compare baggage handling ratings between satisfied and dissatisfied passengers.
* Assess the impact of online booking convenience on satisfaction.

1. **Customer Loyalty**

* Find the top 10 most frequent flyers.

**Recommendations**

Based on the agenda here are general recommendations:

1. **Improve Key Pain Points**

* Address recurring complaints like poor baggage handling or food quality.
* Focus on the top 2–3 features that show the strongest correlation with dissatisfaction.

1. **Targeted Service Upgrades**

* Offer enhanced service options for economy class travelers where satisfaction tends to be lower.
* Customize offerings for different age groups or genders based on preference trends.

1. **Operational Improvements**

* Optimize operations on the most delayed routes.
* Reduce overall delay percentage through better scheduling and resource allocation.

1. **Digital Convenience**

* Enhance the user experience for online booking if it significantly influences satisfaction.

1. **Loyalty & Engagement**

* Introduce or strengthen loyalty programs for frequent flyers to retain high-value customers.