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Case Study: Customer Satisfaction

This case is about Invistico Airlines which has a growing customer base over the past few years. The strategy is helping the airline in keeping the cost of operation low and passing on the benefits to end customers. As it gives a very cost-effective price to customers, the airline wants to know whether their customers are satisfied with the services. You are the head of the Business Insights department. Your department has been assigned to:-

- 1) Build a model to predict customer satisfaction.
- 2) Top factors affecting customer satisfaction.

Data Description:

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 (0: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



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On-board service: Satisfaction level of On-board service

Legroom service: Satisfaction level of Legroom 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(Satisfied or Dissatisfied)

Satisfaction Level:- “0” Not Applicable “1” Least satisfied “5” Most satisfied

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