Customer satisfaction scores from 120,000+ airline passengers, including additional information about each passenger, their flight, and type of travel, as well as ther evaluation of different factors like cleanliness, comfort, service, and overall experience.

1. Which percentage of airline passengers are satisfied? Does it vary by customer type? What about type of travel?
2. What is the customer profile for a repeating airline passenger?
3. Does flight distance affect customer preferences or flight patterns?
4. Which factors contribute to customer satisfaction the most? What about dissatisfaction?

Here are some example SQL queries that can help answer the questions you've asked:

1. To find the percentage of airline passengers who are satisfied, you can use the following query:

```sql

SELECT AVG(CASE WHEN Satisfaction = 'satisfied' THEN 1 ELSE 0 END) \* 100 AS satisfaction\_percentage

FROM your\_table\_name;

```

To see if satisfaction varies by customer type or type of travel, you can use the following queries:

```sql

SELECT `Customer Type`, AVG(CASE WHEN Satisfaction = 'satisfied' THEN 1 ELSE 0 END) \* 100 AS satisfaction\_percentage

FROM your\_table\_name

GROUP BY `Customer Type`;

SELECT `Type of Travel`, AVG(CASE WHEN Satisfaction = 'satisfied' THEN 1 ELSE 0 END) \* 100 AS satisfaction\_percentage

FROM your\_table\_name

GROUP BY `Type of Travel`;

```

2. To find the customer profile for a repeating airline passenger, you can use the following query:

```sql

SELECT `Gender`, `Age`, `Type of Travel`, `Class`, AVG(`Flight Distance`) AS avg\_flight\_distance

FROM your\_table\_name

WHERE `Customer Type` = 'Loyal Customer'

GROUP BY `Gender`, `Age`, `Type of Travel`, `Class`;

```

3. To see if flight distance affects customer preferences or flight patterns, you can use the following query:

```sql

SELECT AVG(`Flight Distance`) AS avg\_flight\_distance, AVG(`Departure and Arrival Time Convenience`) AS avg\_time\_convenience, AVG(`Ease of Online Booking`) AS avg\_ease\_of\_booking

FROM your\_table\_name

GROUP BY `Type of Travel`;

```

4. To see which factors contribute to customer satisfaction or dissatisfaction the most, you can use the following query:

```sql

SELECT AVG(`Check-in Service`) AS avg\_checkin\_service, AVG(`Online Boarding`) AS avg\_online\_boarding, AVG(`On-board Service`) AS avg\_onboard\_service, AVG(`Seat Comfort`) AS avg\_seat\_comfort, AVG(`Cleanliness`) AS avg\_cleanliness, AVG(`Food and Drink`) AS avg\_food\_and\_drink, AVG(`In-flight Service`) AS avg\_inflight\_service, AVG(`In-flight Wifi Service`) AS avg\_inflight\_wifi\_service, AVG(`In-flight Entertainment`) AS avg\_inflight\_entertainment, AVG(`Baggage Handling`) AS avg\_baggage\_handling

FROM your\_table\_name

GROUP BY `Satisfaction`;

```