



CAPTCHA Airlines

"CAPTCHA the Experience, when you fly captcha"

Background:

- Captcha is an airline that was established in 1990. Since then, the airline has grown to travelling all over the United States and a couple of International flights.
- Captcha has two types of customers, Loyal customers and Disloyal customers. The marketing believes that converting disloyal customers to loyal customers is the key to growth. Rather than creating a marketing campaign to target all new customers, they want to increase customer satisfaction. There is a very good chance to convert disloyal to loyal customers.

Objective

What services should this airline focus on improving to increase their satisfaction rate?



- Each Category is rated on a scale 0-5
- We took the Average rating of each category based on total number of Satisfaction votes
- Lowest Rated Categories:
 - Inflight Wifi Service
 - Ease of Online Booking
 - Departure/Arrival Time Convenient

Average Rating for Each Category

Avg. Inflight wifi service	2.7297
Avg. Ease of Online booking	2.7569
Avg. Departure/Arrival time convenient	3.0603
Avg. Food and drink	3.2021
Avg. Cleanliness	3.2864
Avg. Checkin service	3.3043
Avg. Leg room service	3.3511
Avg. Inflight entertainment	3.3582
Avg. On-board service	3.3824
Avg. Seat comfort	3.4394
Avg. Baggage handling	3.6318

Average per Category

- These charts are together so we can see how the average satisfaction of dissatisfied and satisfied of each category affects the overall Average ranking of the category
- - Higher number of Dissatisfied customers voting on:
 - Inflight Wifi service,
 - Ease of online booking
 - Departure/Arrival Time of Convenient

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Satisfaction

Avg. Inflight wifi servi..	neutral or dissatisfied	2.400
	satisfied	3.161
Avg. Ease of Online booking	neutral or dissatisfied	2.547
	satisfied	3.032
Avg. Departure/Arriva..	neutral or dissatisfied	3.129
	satisfied	2.970
Avg. Food and drink	neutral or dissatisfied	2.958
	satisfied	3.521
Avg. Cleanliness	neutral or dissatisfied	2.936
	satisfied	3.744
Avg. Checkin service	neutral or dissatisfied	3.043
	satisfied	3.646
Avg. Leg room service	neutral or dissatisfied	2.991
	satisfied	3.822
Avg. Inflight entertain..	neutral or dissatisfied	2.894
	satisfied	3.965
Avg. On-board service	neutral or dissatisfied	3.019
	satisfied	3.857
Avg. Seat comfort	neutral or dissatisfied	3.036
	satisfied	3.967
Avg. Baggage handling	neutral or dissatisfied	3.376
	satisfied	3.966

- Average dissatisfaction and satisfaction rating by gender for each category.
- Both male and females rated poorly on:
 - Inflight Wifi Service
 - Ease of Online Booking
 - Departure/Arrival Time Convenient

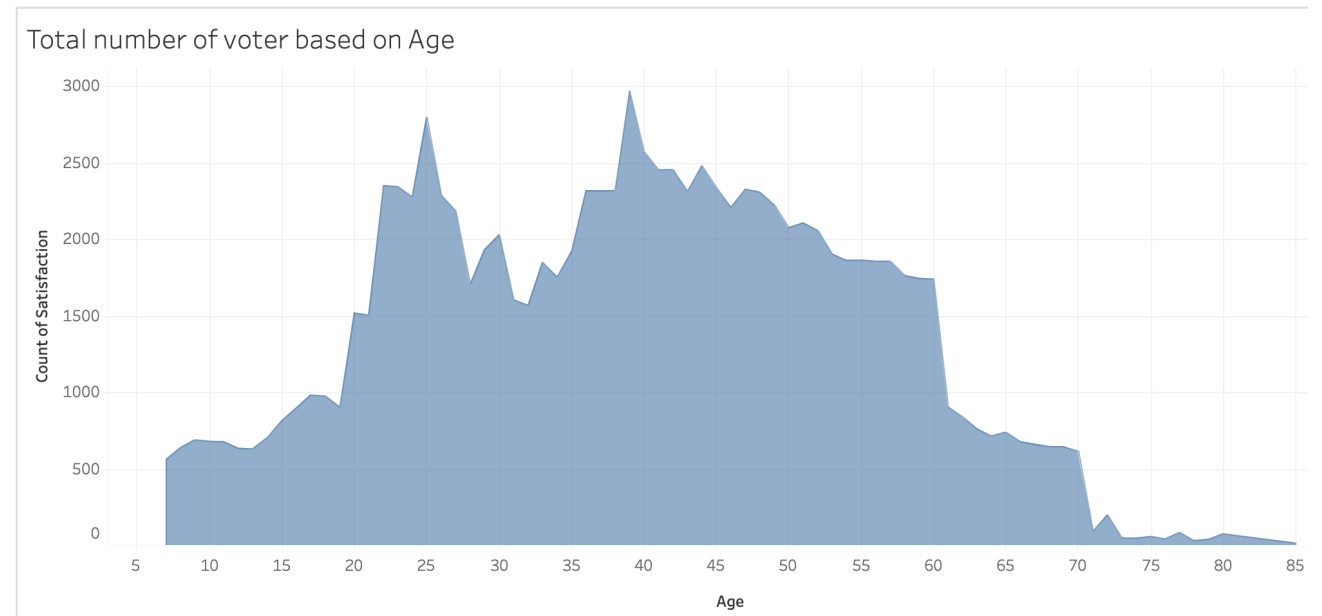
Average Rating for Each Category

	Satisfaction	Gender	
		Female	Male
Avg. Inflight wifi service	neutral or dissatisfied	2.397	2.402
	satisfied	3.148	3.175
Avg. Ease of Online bo..	neutral or dissatisfied	2.544	2.550
	satisfied	3.020	3.043
Avg. Departure/Arrival time convenient	neutral or dissatisfied	3.105	3.155
	satisfied	2.968	2.972
Avg. Food and drink	neutral or dissatisfied	2.988	2.927
	satisfied	3.472	3.571
Avg. Cleanliness	neutral or dissatisfied	2.968	2.903
	satisfied	3.694	3.795
Avg. Checkin service	neutral or dissatisfied	3.029	3.057
	satisfied	3.642	3.650
Avg. Leg room service	neutral or dissatisfied	2.889	3.098
	satisfied	3.873	3.771
Avg. Inflight entertainment	neutral or dissatisfied	2.899	2.889
	satisfied	3.954	3.976
Avg. On-board service	neutral or dissatisfied	2.985	3.055
	satisfied	3.890	3.824
Avg. Seat comfort	neutral or dissatisfied	3.133	2.935
	satisfied	3.931	4.003
Avg. Baggage handling	neutral or dissatisfied	3.285	3.471
	satisfied	3.994	3.938

- Passengers Range from Age 7- Age 85

- We wanted to see what age range majority our voters come from

- From ages 20-60 this where we see and increase in satisfaction count. Which means that majority of out voters are coming from this range.

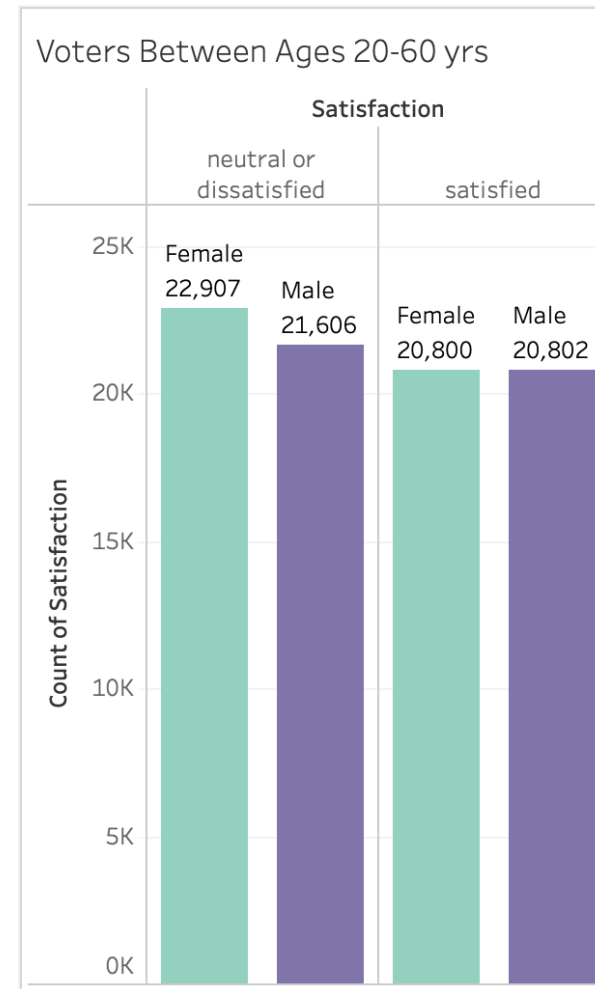
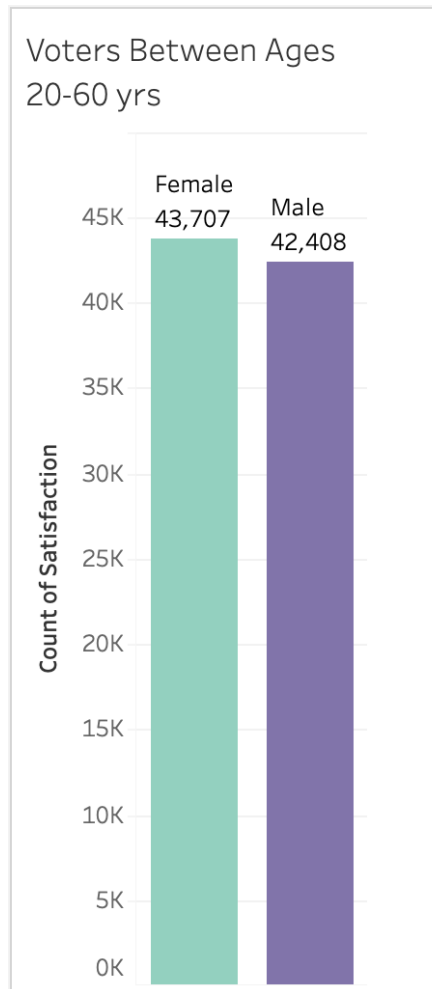


- These charts are showing the Average Ranking per Category between ages 20-60
- Chart on the left displays Total Average Ranking between ages 20-60
 - Inflight Wifi service, Ease of Online Booking, and Departure/Arrival Time of Convenient rated the lowest
- Chart on the right takes a deeper look into displaying the rating for satisfied and dissatisfied

Avg. Inflight wifi service	2.7574
Avg. Ease of Online booking	2.7845
Avg. Departure/Arrival time convenient	3.0034
Avg. Food and drink	3.2293
Avg. Cleanliness	3.3278
Avg. Checkin service	3.3293
Avg. Leg room service	3.4014
Avg. Inflight entertainment	3.4136
Avg. On-board service	3.4243
Avg. Seat comfort	3.4960
Avg. Baggage handling	3.6561

Satisfaction		
Avg. Inflight wifi service	neutral or dissatisfied	2.398
	satisfied	3.142
Avg. Ease of Online booking	neutral or dissatisfied	2.566
	satisfied	3.018
Avg. Departure/Arrival time convenient	neutral or dissatisfied	3.046
	satisfied	2.958
Avg. Food and drink	neutral or dissatisfied	2.947
	satisfied	3.532
Avg. Cleanliness	neutral or dissatisfied	2.916
	satisfied	3.768
Avg. Checkin service	neutral or dissatisfied	3.016
	satisfied	3.664
Avg. Leg room service	neutral or dissatisfied	2.983
	satisfied	3.850
Avg. Inflight entertainment	neutral or dissatisfied	2.875
	satisfied	3.990
Avg. On-board service	neutral or dissatisfied	2.999
	satisfied	3.879
Avg. Seat comfort	neutral or dissatisfied	3.021
	satisfied	4.005
Avg. Baggage handling	neutral or dissatisfied	3.354
	satisfied	3.980

- Right Graph counts how much each gender makes up total voters
- Left takes a deeper look into how much of each gender makes up Dissatisfied and satisfied votes
 - Satisfied voters are 50% Females 50% Males
 - Dissatisfied voters Females make up more of the voting poll than males



- These Charts take a closer look at Satisfied and Dissatisfied customers by Gender.
- Here we can see that our data has remain consistent throughout charts.
- To improve customer satisfaction ratings, we should focus on improving:
 - Inflight Wifi Service,
 - Ease of Online Booking
 - Departure/Arrival Time Convenient

Average Rating for Each Category Female Satisfied

Avg. Inflight wifi service	3.131
Avg. Ease of Online booking	3.008
Avg. Departure/Arrival time convenient	2.955

Average Rating for Each Category Male Satisfied

Avg. Inflight wifi service	3.153
Avg. Ease of Online booking	3.028
Avg. Departure/Arrival time convenient	2.960

Average Rating for Each Category Male Dissatisfied

Avg. Inflight wifi service	2.399
Avg. Ease of Online booking	2.570

Average Rating for Each Category Female Dissatisfied

Avg. Inflight wifi service	2.3969
Avg. Ease of Online booking	2.5628