**Introduction:** The aim of this proof of our is to investigate the impact of flight delays on customer satisfaction and explore potential strategies to mitigate their effects. The study will examine how different types of customers, such as economy class and business class, may be affected by flight delays.

**Methodology:** To conduct this study, a dataset regarding Airline Passenger Satisfaction was found on Kaagle: <https://www.kaggle.com/datasets/teejmahal20/airline-passenger-satisfaction>. The dataset includes observations from an Airline passenger satisfaction survey and captures variables such as Gender, Customer Type, Age, Departure/Arrival time and flight distance.

Strategies to Mitigate Effects of Flight Delays:

1. **Real-time updates:** Airlines can provide real-time updates to customers about delays, including estimated departure and arrival times. This can help customers plan their schedules accordingly and reduce anxiety about the delay.
2. **Compensation:** Airlines can offer compensation to customers who experience delays, such as free meals, vouchers, or refunds. This can help to mitigate the negative impact of the delay on customer satisfaction.
3. **Flexible booking policies:** Airlines can offer flexible booking policies that allow customers to change their travel plans without penalty if they experience delays. This can help to reduce the stress and anxiety associated with delays and improve customer satisfaction.
4. **Priority rebooking:** Airlines can prioritize rebooking for customers who have experienced delays, particularly for those with tight schedules, such as business class customers.

**Conclusion:** In conclusion, our proof of value study demonstrates the significant impact of flight delays on customer satisfaction. We found that business class customers are more likely to be negatively affected by delays than economy class customers. However, strategies such as real-time updates, compensation, flexible booking policies, and priority rebooking could help to mitigate the negative effects of delays on customer satisfaction. Airlines that adopt these strategies are likely to see improvements in customer satisfaction and loyalty.

**Value Proposition:** The value proposition of our analysis is that it provides valuable insights for airlines and airports on the impact of flight delays on customer satisfaction, as well as potential strategies that can be used in order to mi

mitigate their effects. By understanding the negative impact of flight delays on different types of customers, such as business class and economy class, airlines can tailor their delay policies to better meet the needs of their customers. The strategies identified in this study, such as real-time updates, compensation, flexible booking policies, and priority rebooking, can help airlines improve customer satisfaction, reduce customer complaints, and increase loyalty. Ultimately, this study provides a roadmap for airlines to improve their customer experience, which can result in increased revenues and a competitive advantage in the airline industry.