

SPIRIT AIRLINES CUSTOMER SATISFACTION DASHBOARD

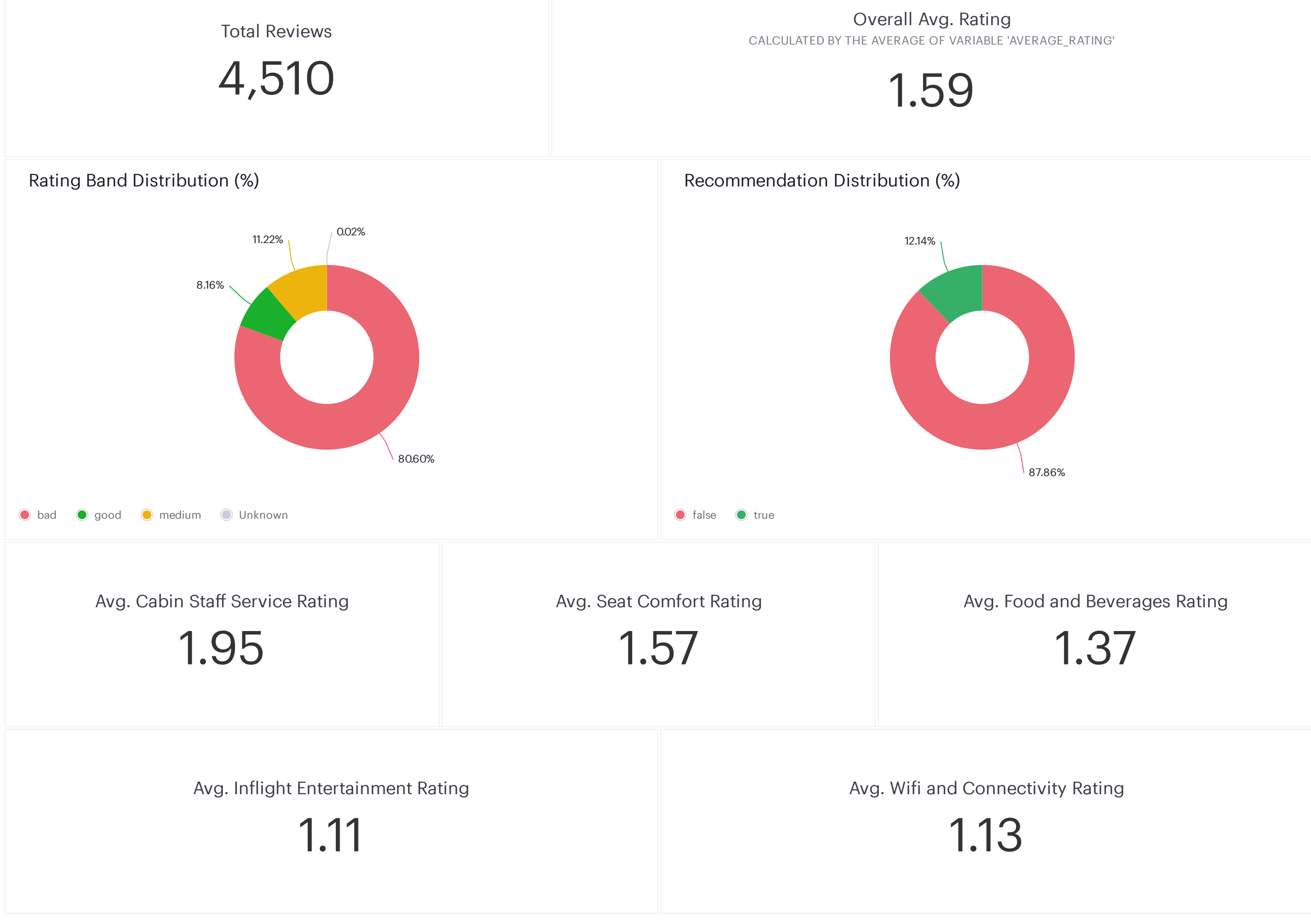
Last update: September 29th, 2025
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Abstract

This dashboard explores **customer satisfaction** for Spirit Airlines using the Skytrax Airline Reviews dataset ([source](#)). Satisfaction is measured through **Recommend** (yes/no) and **Average_Rating** (low <2, medium <4, high ≥4).

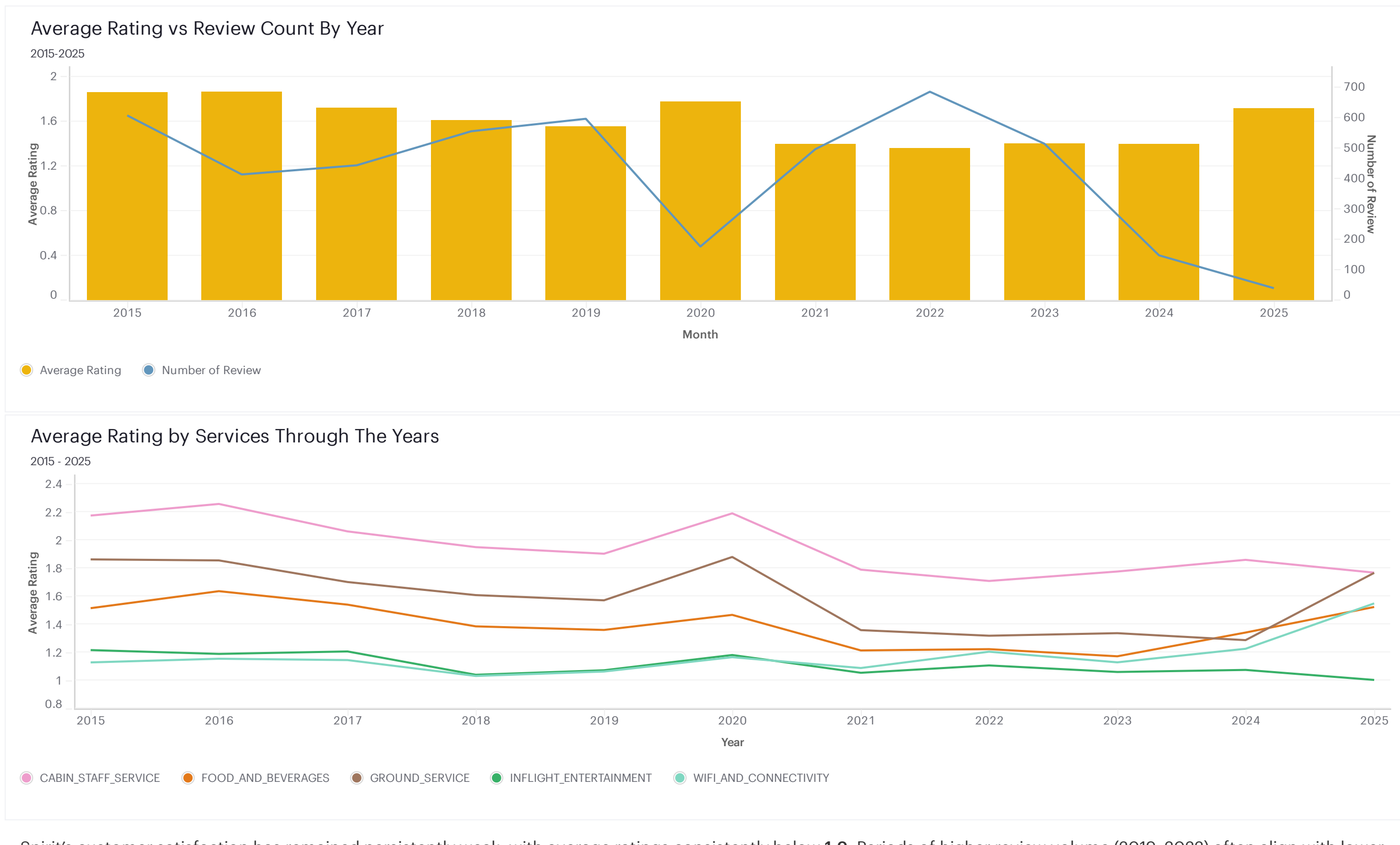
It visualizes trends across key service areas such as **cabin staff service**, **seat comfort**, **inflight entertainment**, **food and beverages**, and **wifi/connectivity** to reveal which factors most shape passenger sentiment. The goal is to turn raw reviews into clear, actionable insights for tracking satisfaction and highlighting areas for improvement.

Overall Customer Satisfaction Trends



Overall, among 4,510 reviews of Spirit Airlines, **87.86% of passengers do not recommend the airline**, reflecting widespread dissatisfaction. Within the rating bands, **80.6% are classified as "bad"** while only **8.16% are "good."** The **average rating is just 1.59 (<2)**, with every service category scoring below 2. *Cabin Staff Service* rates highest at 1.95, whereas *Wi-Fi & Connectivity* (1.13) and *Inflight Entertainment* (1.11) are the lowest. These statistics reveal a clear pattern of low customer satisfaction and highlight significant room for improvement, which the following sections of the dashboard explore in greater detail.

Satisfaction Trends through Time

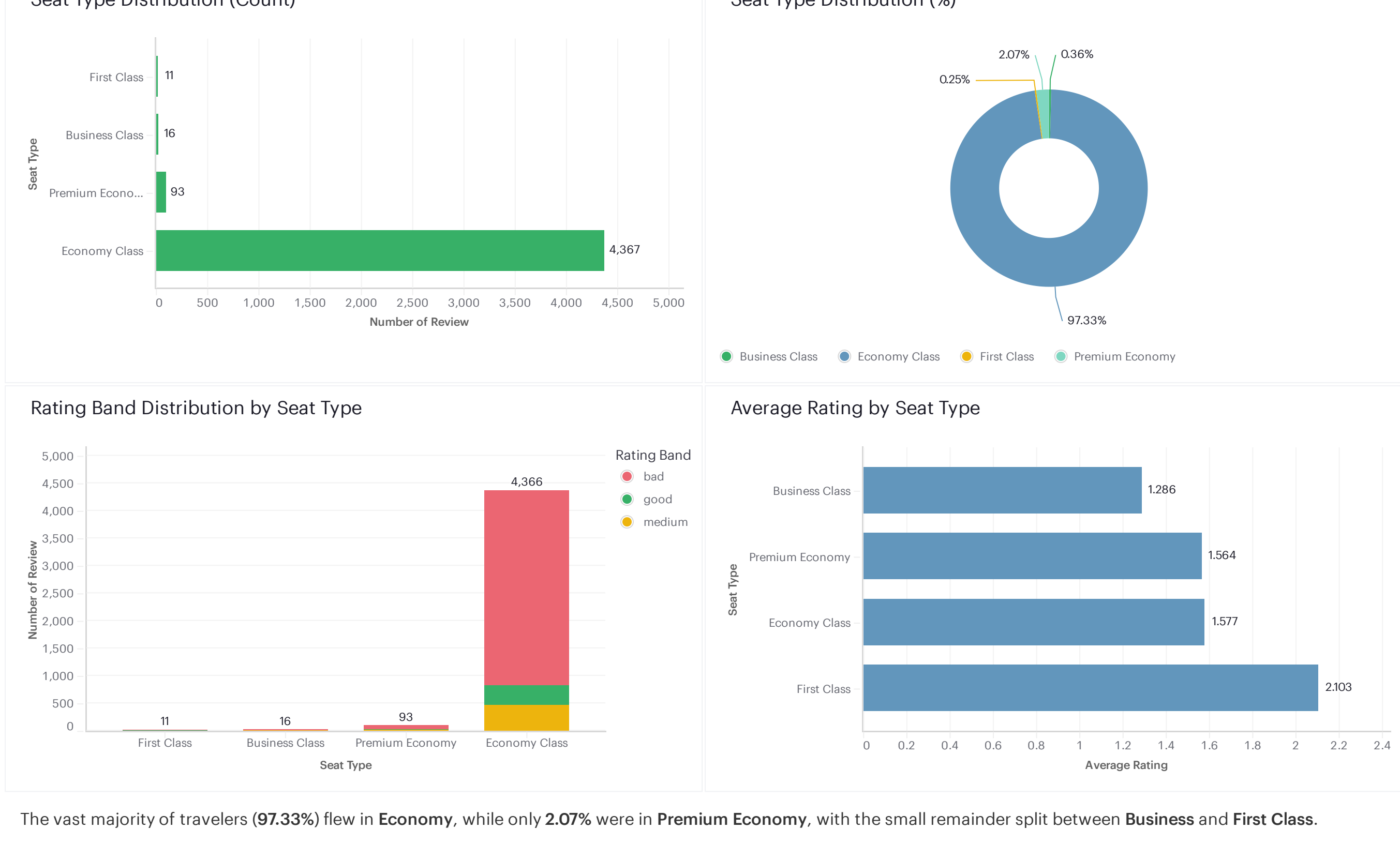


Spirit's customer satisfaction has remained persistently weak, with average ratings consistently below 1.9. Periods of higher review volume (2019–2022) often align with lower overall ratings, suggesting that broader exposure surfaces more negative feedback. Since 2022, review counts have steadily declined, indicating the airline may need to encourage more feedback to track sentiment and service updates effectively. By service category, **Cabin Staff** performs relatively better but shows signs of decline, while **Ground Service** and **Food & Beverages** remain middling. **WiFi & Connectivity** and **Inflight Entertainment** consistently underperform near 1.2, reinforcing long-standing weaknesses that continue to drag down overall satisfaction.

Satisfaction by Customer Type

a) Seat Type

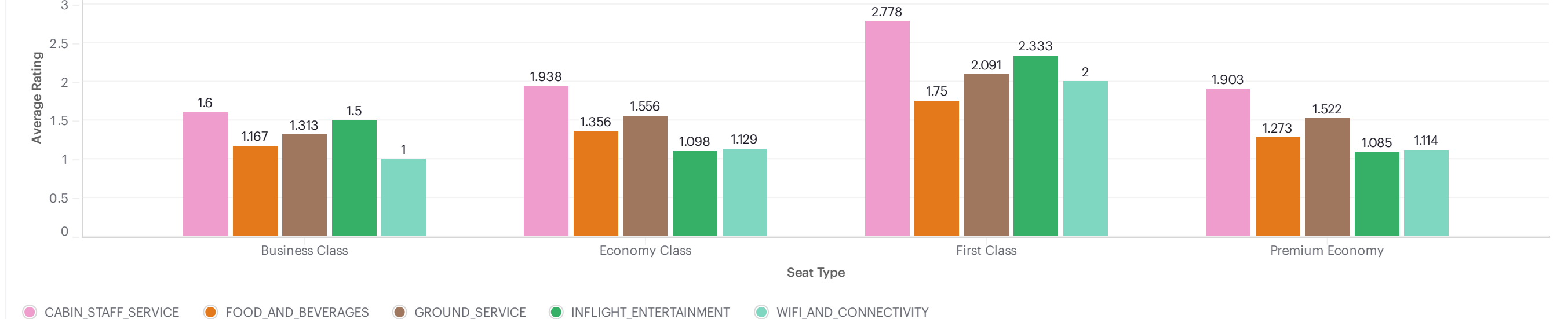
We examine the distribution of seat types and analyze how customers in each category rate their overall satisfaction.



The vast majority of travelers (97.33%) flew in **Economy**, while only 2.07% were in **Premium Economy**, with the small remainder split between **Business** and **First Class**.

The 'Rating Band Distribution by Seat Type' chart reveals that **Business Class** recorded the highest share of "bad" ratings (81.25%) and was the only class with 0% "good" ratings. **Economy** followed closely with 81.06% bad ratings, while **First Class**, despite being the least negative, still showed a high 63.64% bad rating.

Consistently, the 'Average Rating by Seat Type' chart also highlights **Business Class** as the lowest-rated category overall. This points to a clear dissatisfaction trend among **Business Class** passengers, which warrants a closer look into the underlying factors driving these negative ratings.



Breaking the analysis down by service category reinforces earlier findings of dissatisfaction.

Business Class consistently posts the weakest results across all five dimensions, with especially poor ratings for **Food & Beverages** (1.17) and **WiFi & Connectivity** (1.00). Interestingly, **Inflight Entertainment** (1.50), though still low, performs slightly better relative to other classes.

Economy Class also struggles, particularly with **Inflight Entertainment** (1.10) and **WiFi & Connectivity** (1.13), highlighting the link between these lowest-rated services and overall dissatisfaction.

In contrast, **First Class** leads with the highest ratings, notably in **Cabin Staff Service** (2.78) and **Inflight Entertainment** (2.33), though scores remain modest overall.

Premium Economy sits between Economy and First, but closer to Economy, with its weakest points again in **Inflight Entertainment** (1.09) and **WiFi** (1.11).

b) Traveller Type

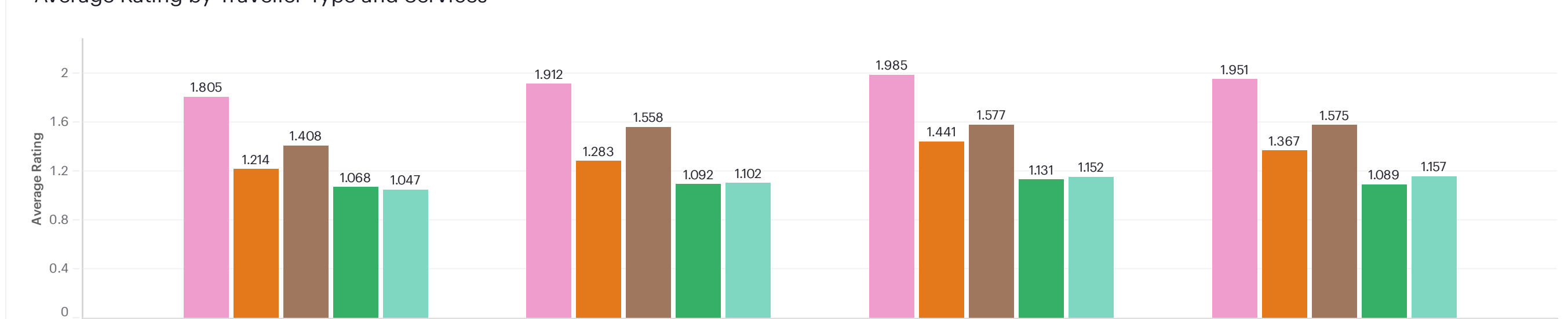
Next, we examine the distribution of traveller types and analyze how customers in each category rate their overall satisfaction.



Traveller types are more evenly distributed. **Solo Leisure** (33.18%) and **Family Leisure** (32.13%) make up the largest groups, followed by **Couple Leisure** (25.56%), while **Business travellers** account for just 9.14%.

The 'Rating Band Distribution by Traveller Type' chart shows that **Business travellers** recorded the highest share of "bad" ratings at 83.31% and the lowest "good" ratings at 4.16%, compared with 7–10% for the other groups.

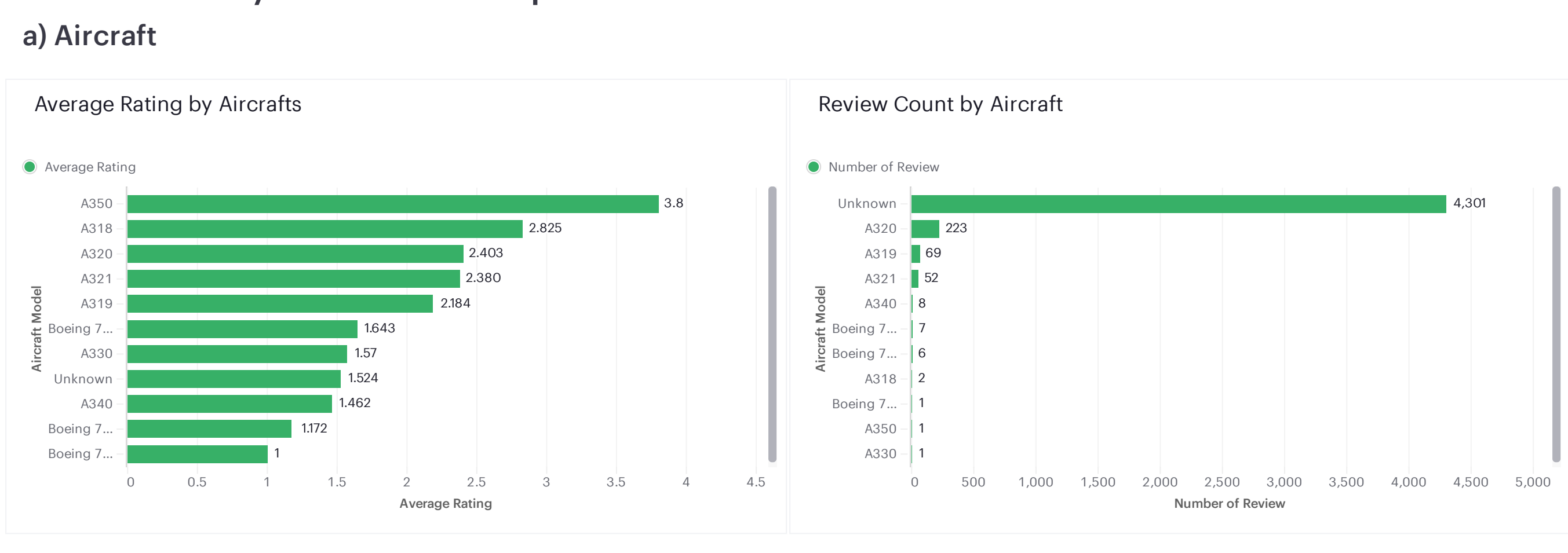
Consistently, the 'Average Rating by Traveller Type' chart also highlights Business travellers as the lowest-rated category overall (1.46). This points to a clear dissatisfaction trend among the **Business travellers**, warranting a closer look into the factors driving travellers negative ratings.



Breaking the analysis down by service category shows that Business travellers consistently record the lowest average ratings across all service dimensions. However, the gaps compared to other traveller types are relatively small rather than striking. Still, this trend points to a need for further improvements in services targeted at Business travellers.

Satisfaction by Aircraft and Airports

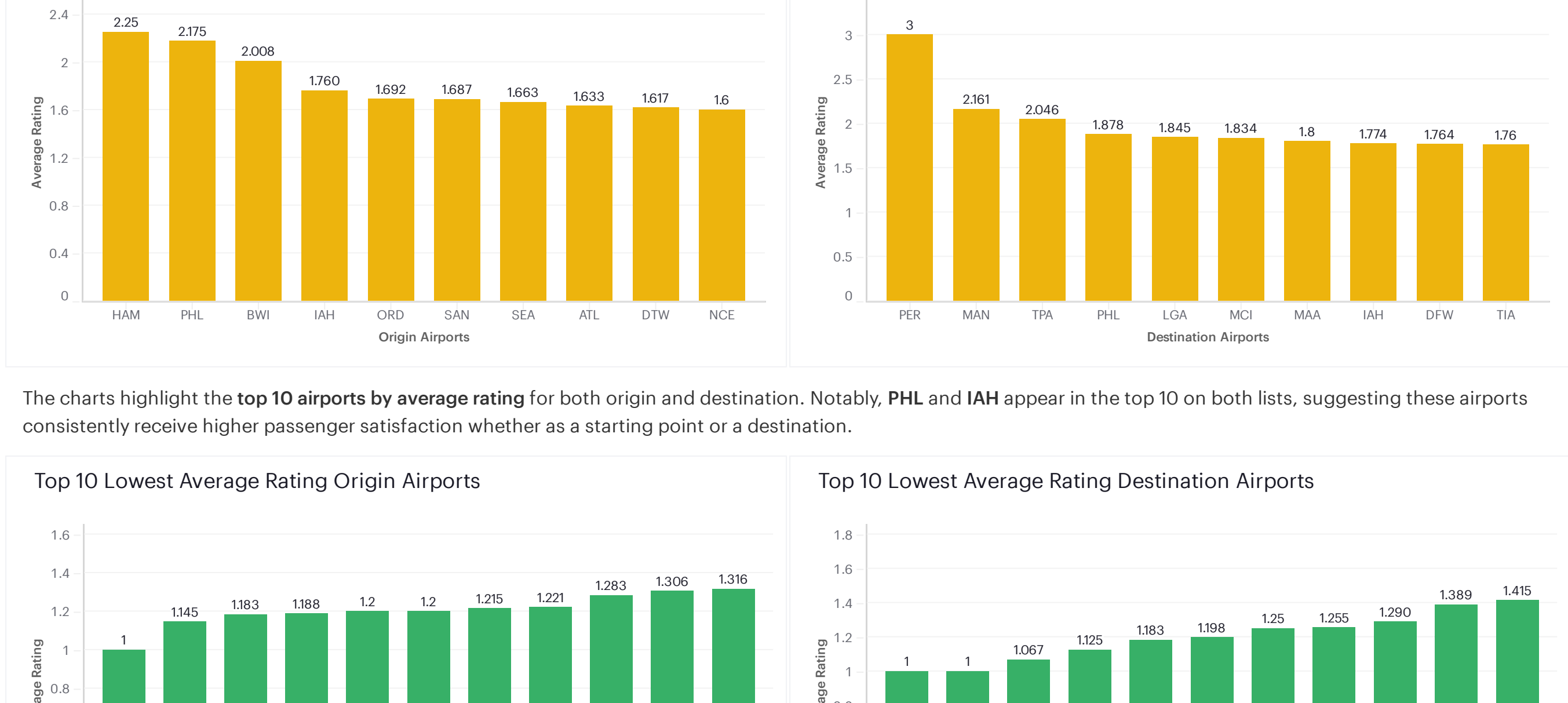
a) Aircraft



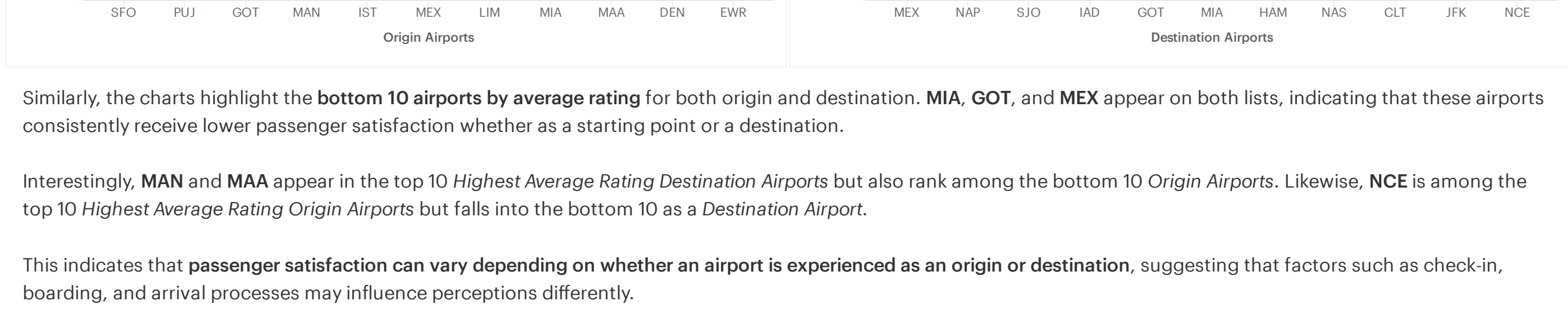
The 'Average Rating by Aircraft' chart shows some aircraft models with notably higher ratings (e.g., **A350 at 3.8**), but these cases are based on very few reviews (e.g only 1 for A350), making the results unreliable. Similarly, the majority of reviews (4,301) fall under 'Unknown' aircraft, which limits meaningful comparison across models.

Given the extremely uneven distribution of review counts, especially the low sample sizes for higher-rated aircraft, there is insufficient data to draw valid insights on satisfaction by aircraft type.

b) Airports



The charts highlight the **top 10 airports by average rating** for both origin and destination. Notably, **PHL** and **IAH** appear in the top 10 on both lists, suggesting these airports consistently receive higher passenger satisfaction whether as a starting point or a destination.



Similarly, the charts highlight the **bottom 10 airports by average rating** for both origin and destination. **MIA**, **GOT**, and **MEX** appear on both lists, indicating that these airports consistently receive lower passenger satisfaction whether as a starting point or a destination.

Interestingly, **MAN** and **MAA** appear in the top 10 *Highest Average Rating Destination Airports* but also rank among the bottom 10 *Origin Airports*. Likewise, **NCE** is among the top 10 *Highest Average Rating Origin Airports* but falls into the bottom 10 as a *Destination Airport*.

This indicates that **passenger satisfaction can vary depending on whether an airport is experienced as an origin or destination**, suggesting that factors such as check-in, boarding, and arrival processes may influence perceptions differently.

Conclusion & Business Takeaway

Spirit Airlines faces **chronic customer dissatisfaction**, with an overall average rating of 1.59 and nearly **88% of passengers unwilling to recommend the airline**. Ratings have stayed below 1.9 across the past decade, and higher review volumes often coincide with even lower satisfaction.

Key weaknesses lie in **WiFi & Connectivity** and **Inflight Entertainment**, which consistently score near 1.2. Even stronger areas, such as **Cabin Staff Service** and **Seat Comfort**, remain below acceptable levels. **Business Class passengers** emerge as the least satisfied group, while dissatisfaction is widespread among Economy travelers, who make up the vast majority.

To improve, Spirit should prioritize **fixing its weakest services**, **rebuilding its Business Class offering**, and **targeting improvements at consistently low-rated airports**. Encouraging more up-to-date reviews will also be critical to track progress and measure the impact of changes.