Group - DatAlchemy

Final Project Presentation

Airline Passenger Satisfaction

Group members:

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DSC 465 - Data Visualization
DePaul University
Prof. Jodi Hill
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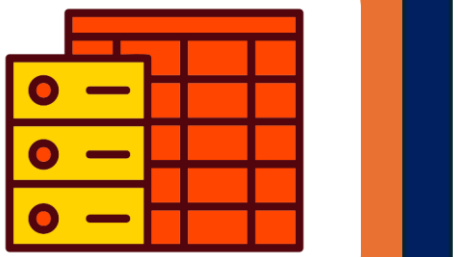
Agenda



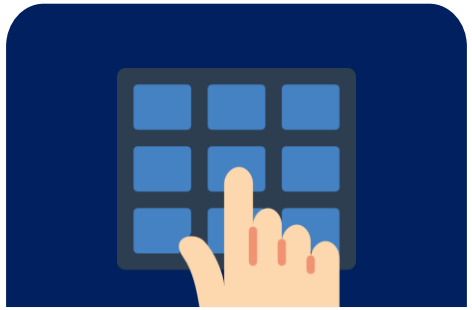
Data

Story/Message

Conclusion
Recommendation

Q&A

Data

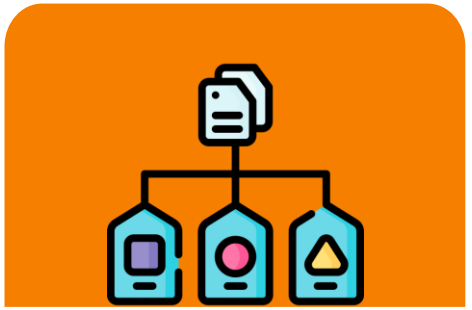


Dimension

- Rows: 129,880
- Columns: 24

Numerical

- ID
- Age
- Flight Distance
- Departure Delay
- Arrival Delay

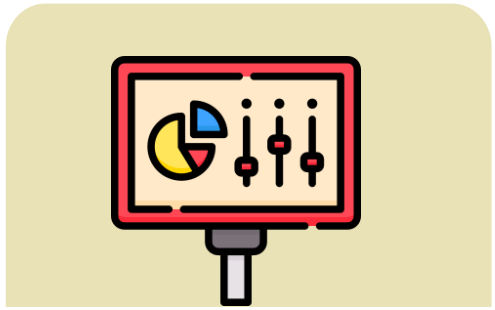


Categorical

- Gender
- Customer Type
- Type of Travel
- Class
- Satisfaction Status

Ordinal

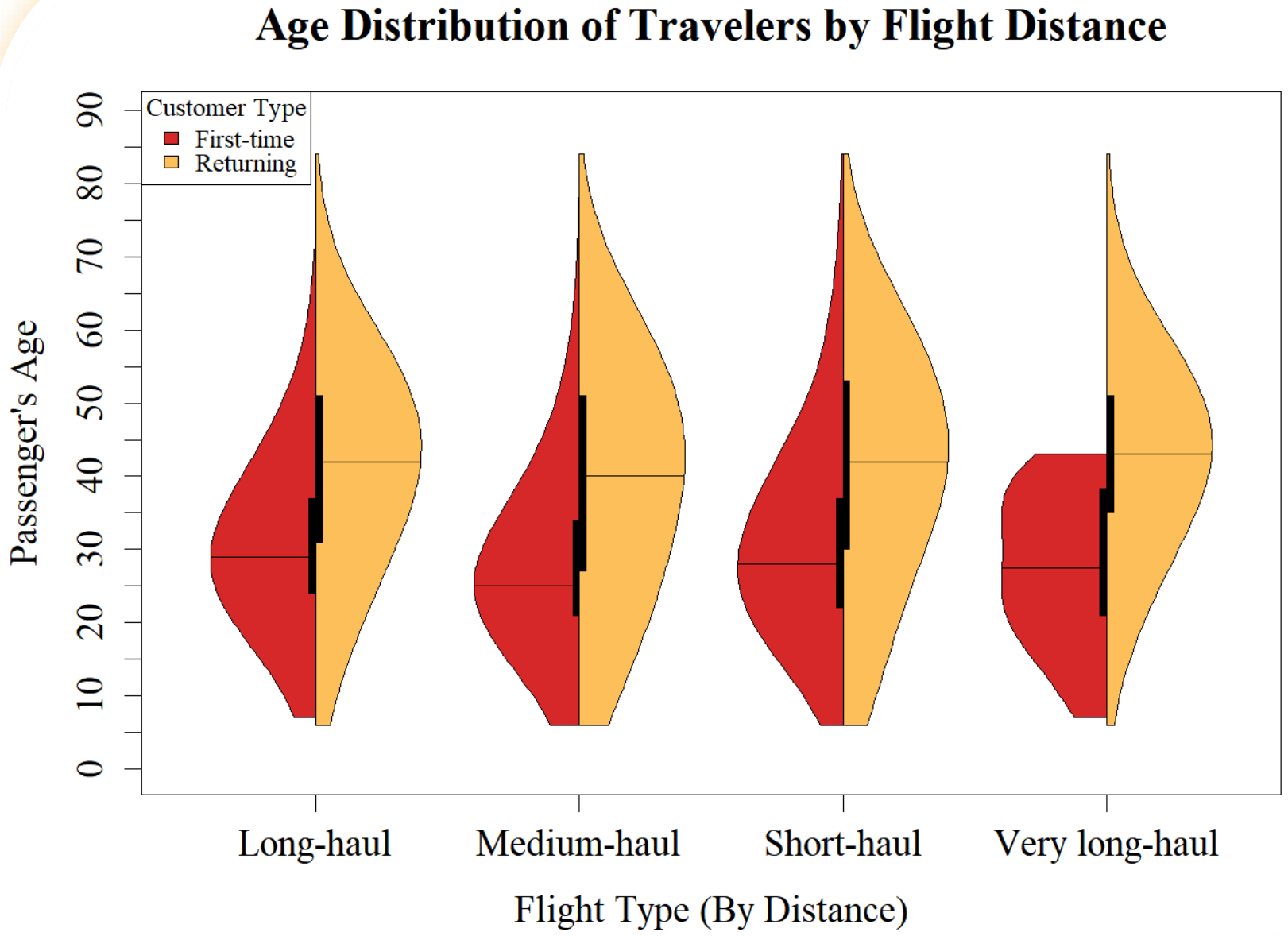
- 14 survey questions.
- 1 (lowest) to 5 (highest)
- 0 (N/A)



Objective

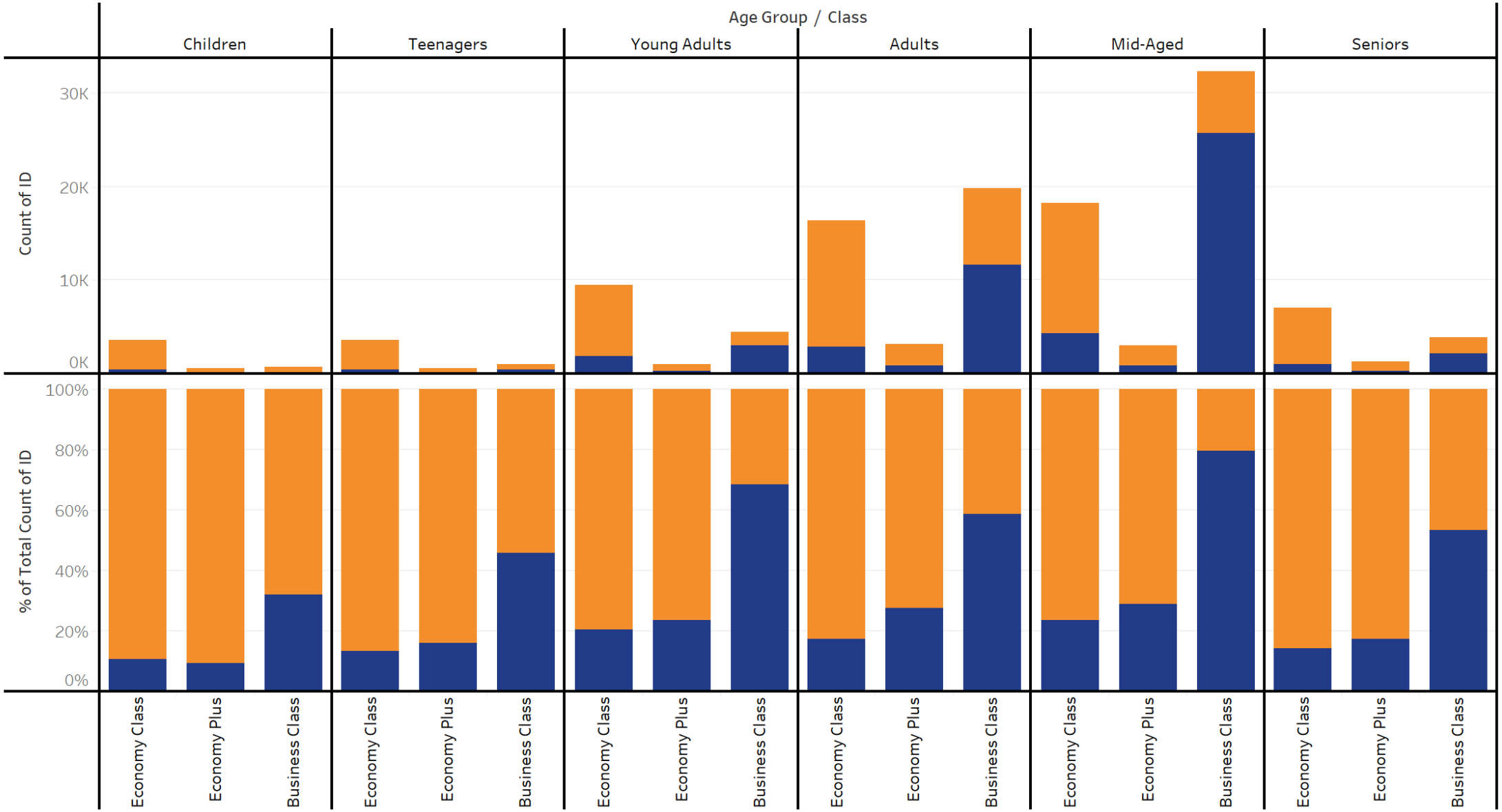
- Identify areas for improvement in airline services to enhance passenger satisfaction.

Source: Kaggle - Airline Passenger Satisfaction



Short haul (< 500mi)
Medium haul (< 1500mi)
Long haul (< 3000mi)
V. Long haul (> 3000mi)

Satisfaction Level Distribution by Age Group and Class



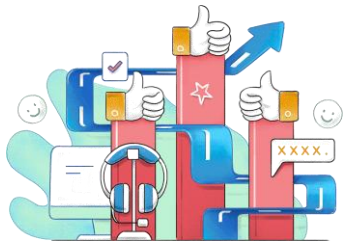
Young Adults: < 24

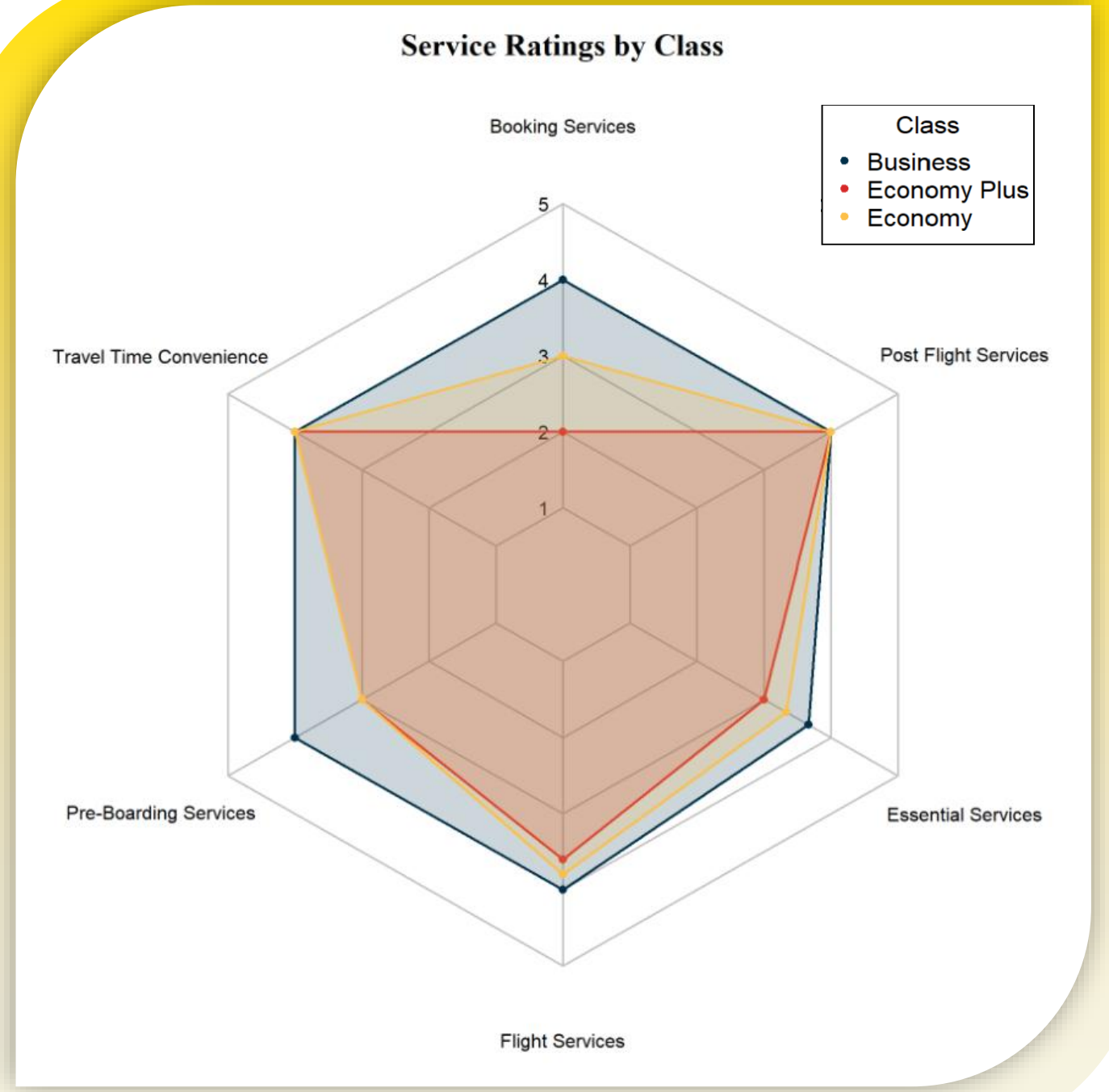
Adults: 25 - 39

Mid-Aged: 40 – 59

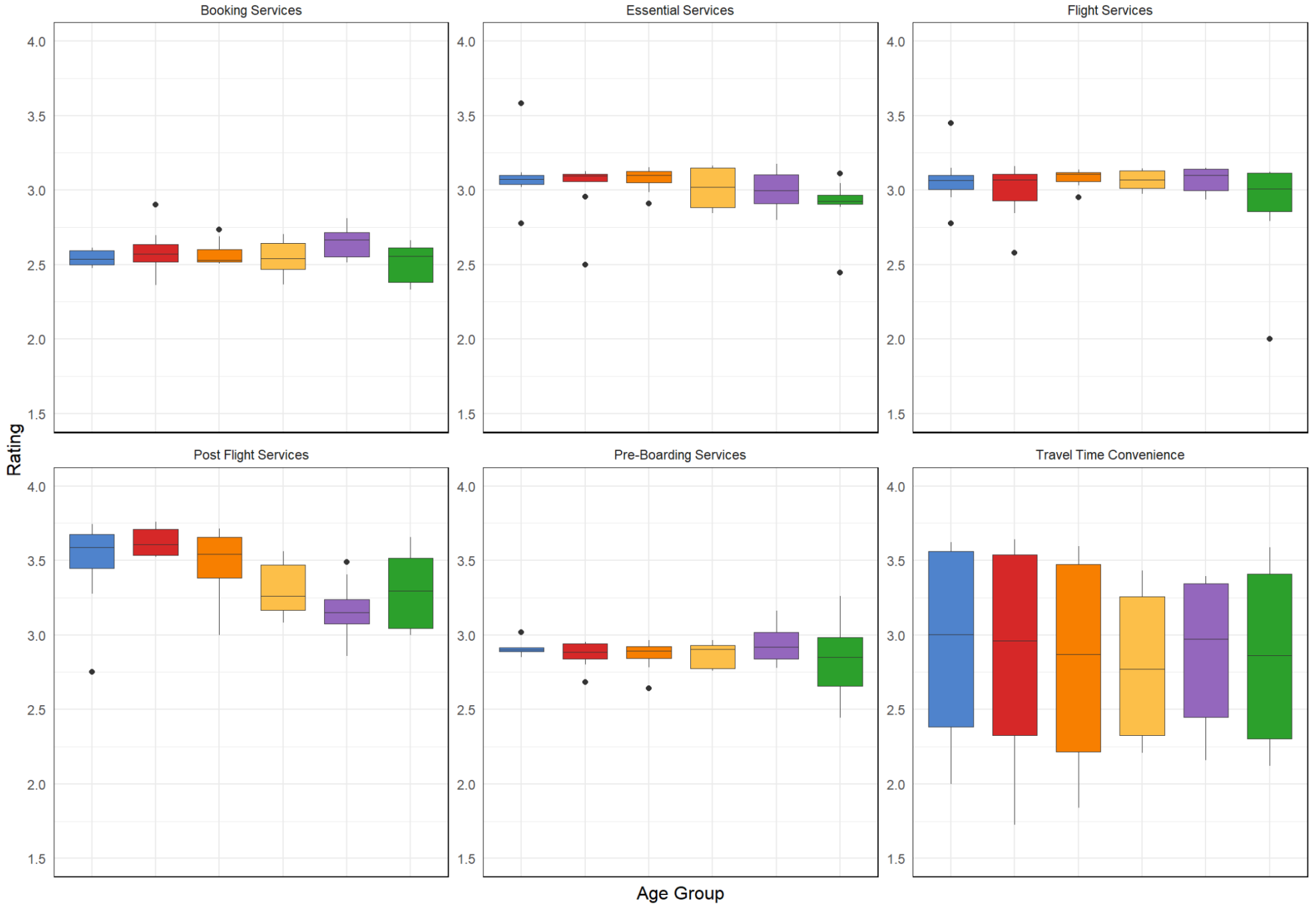
Seniors: > 59

- **Over 60% of passengers travel in Economy and Economy plus**



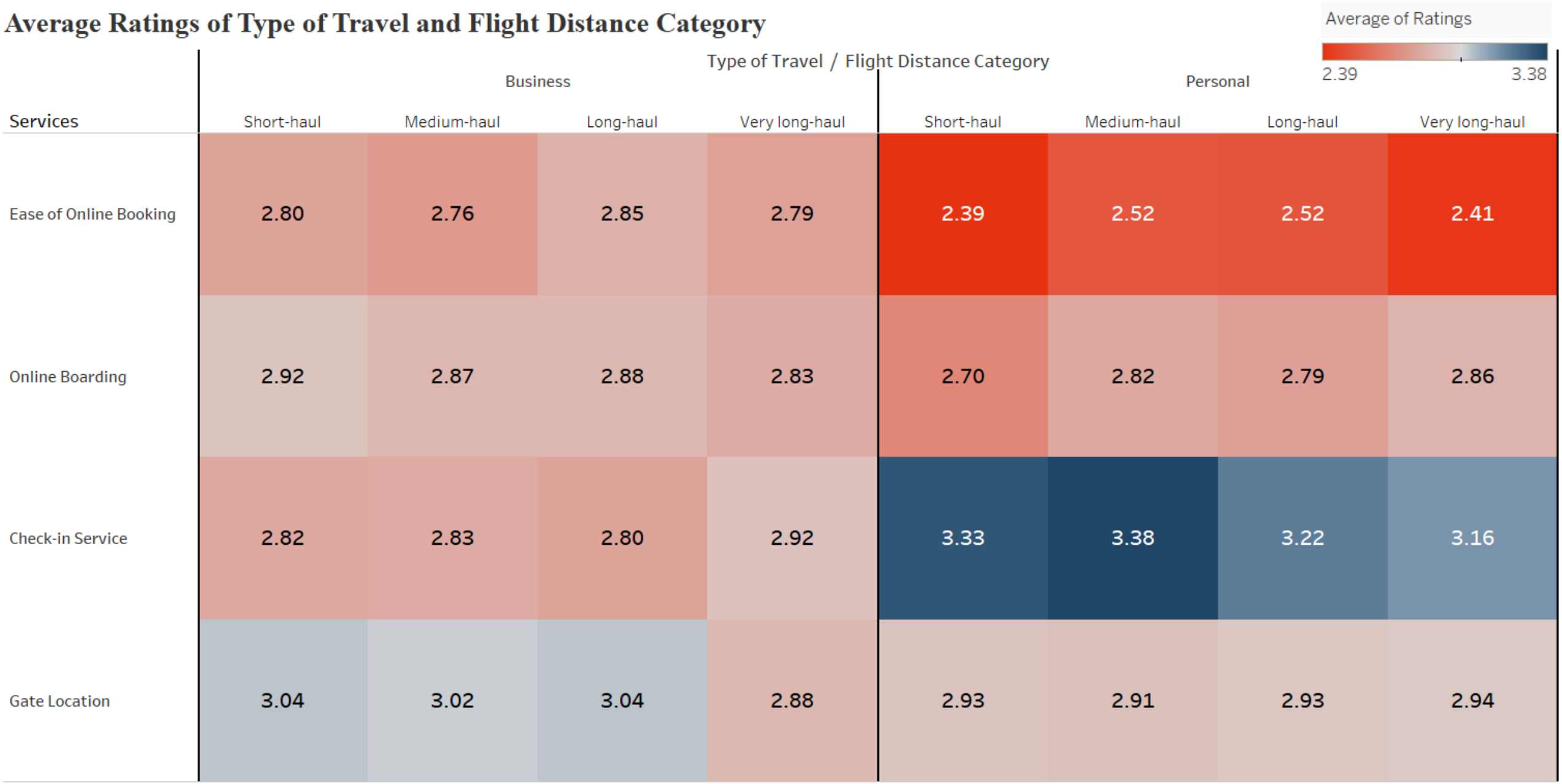


Service Ratings by Age Group (Economy and Economy Plus)



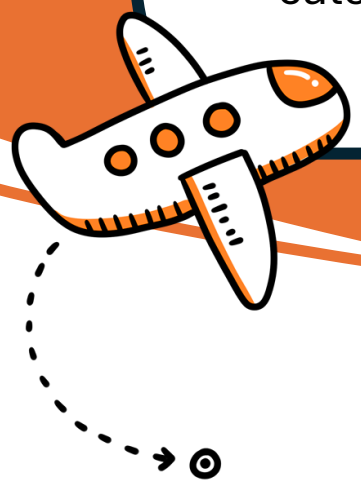
Age Group
- Children
- Teenagers
- Young Adults
- Adults
- Mid-Aged
- Seniors

Average Ratings of Type of Travel and Flight Distance Category



Conclusion

- Most airline passengers are Adults and Mid-Aged (25-59 years old).
- Passengers are generally more satisfied flying Business class.
- Passengers from Economy and Economy Plus classes have rated lesser compared to Business class for various service categories.
- Booking and Pre-Boarding have least median ratings among all the service categories (< 3.0).

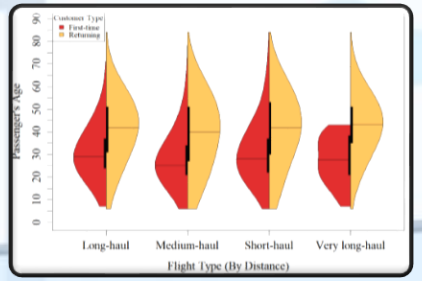


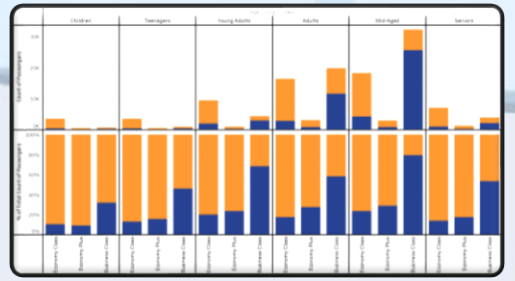
Recommendation

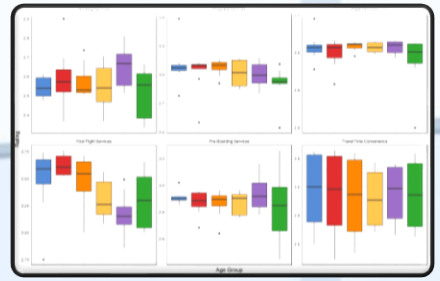
Objective: Identify areas for improvement in airline services to enhance passenger satisfaction.

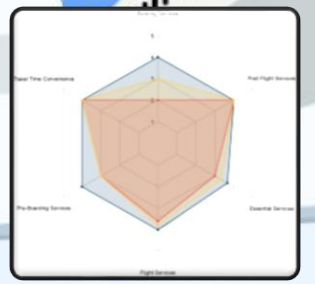
- For Economy and Economy Plus classes, develop improvement plan for Booking and Pre-Boarding services.
- Specifically, convenience in booking online. Working with third-party ticket vendor or other airlines.
- Improve Check-in service for Business class.

Q & A


Customer Type
First-time
Returning
Passengers Age
0
10
20
30
40
50
60
70
80
90
Long-haul
Medium-haul
Short-haul
Very long-haul
Flight Type (By Distance)







THANK YOU!!