

Potential Skewness

52% 48%

Almost **48%** of respondents were from **business class**. However, typical commercial aircraft only have up to around **20% business class** passengers, thus suggesting skew

Therefore this analysis has been conducted separately on business, and economy/economy plus

Likert Analysis

Responses with ratings **1 or 2** have been assessed as **negative** value, 3 has been assessed as **neutral**, with 4 and 5 being seen as **positive**

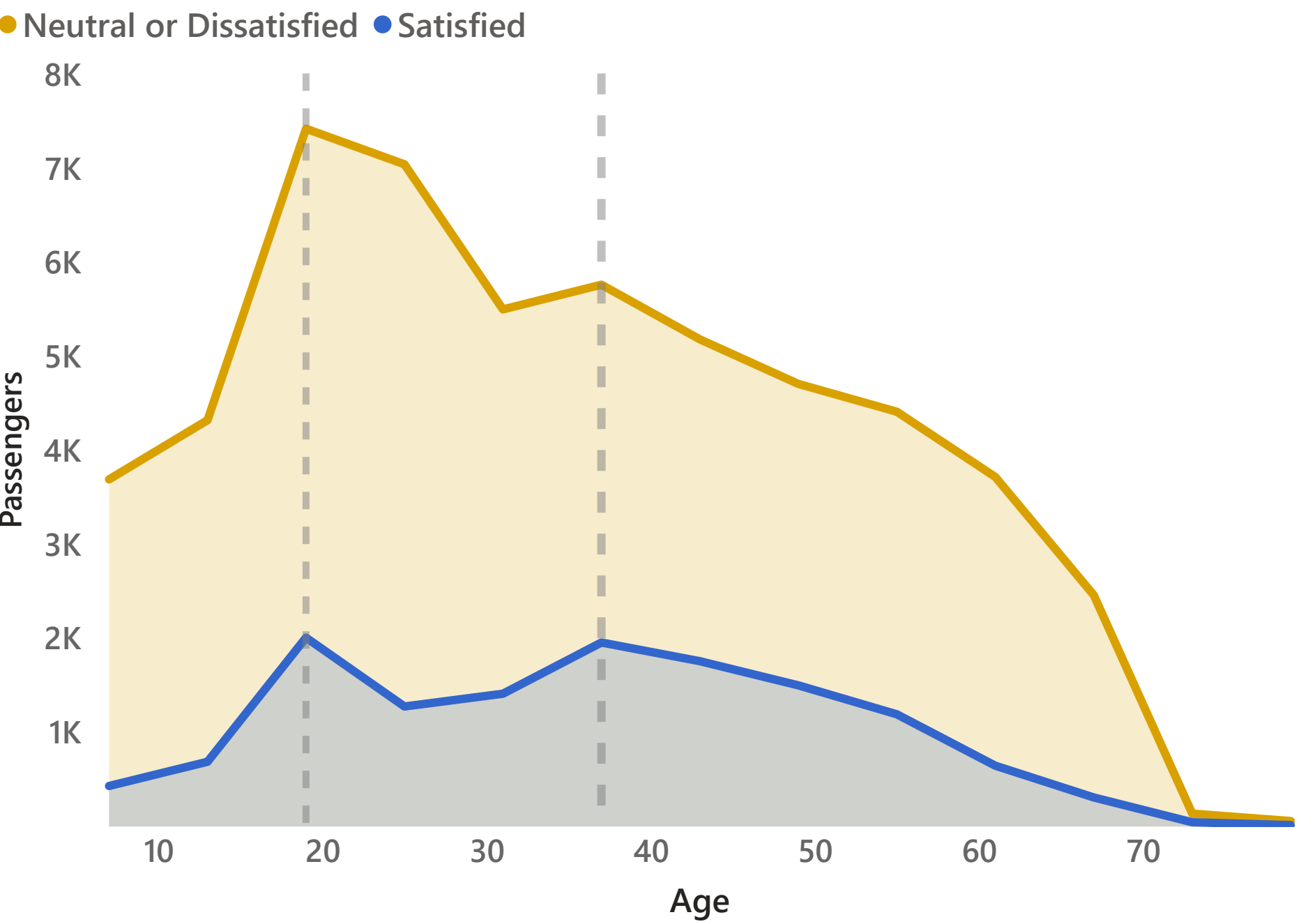
Net Promoter Score

The NPS measures the **positive** against the negative values to gauge whether a category is an overall **detractor** or promoter

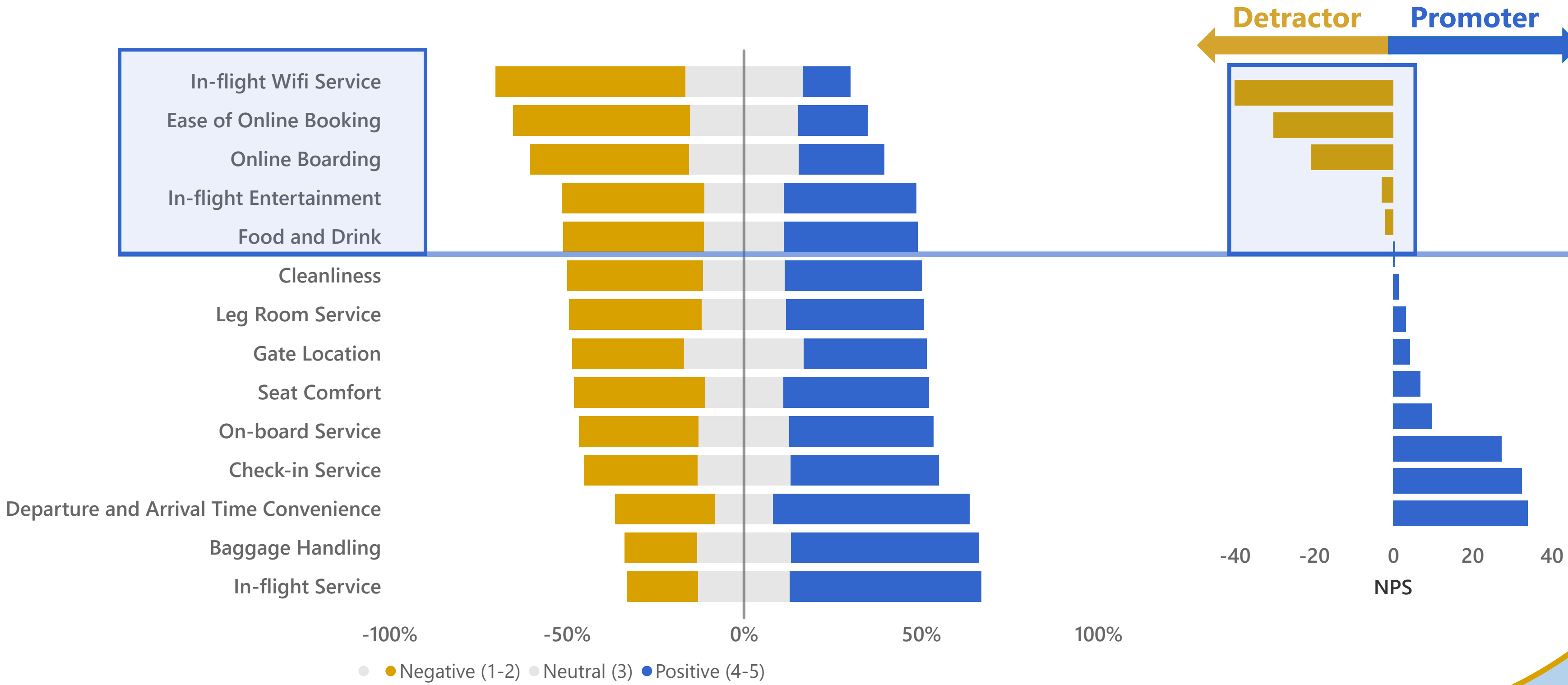
Economy & Economy Plus Class

A **huge** **80%** of **economy and economy plus class** passengers have a **neutral or dissatisfied** opinion of Maven Airlines

The level of **dissatisfaction** is most prevalent in the **20 to 35** year age bracket



An analysis of the Likert scores of **neutral or dissatisfied passengers** shows there are **5 areas** which have a **Net Promoter Scores (NPS) of less than zero**, indicating key target areas for **potential improvement**



Key Recommendations

Prioritize Improvements in:

- . **In-flight Wifi Service**
- . **Ease of Online Booking**
- . **Online Boarding**

This will address some of the **largest NPS detractors** in both Economy and Business classes, and satisfy some of the **key tech demands of the younger demographic**

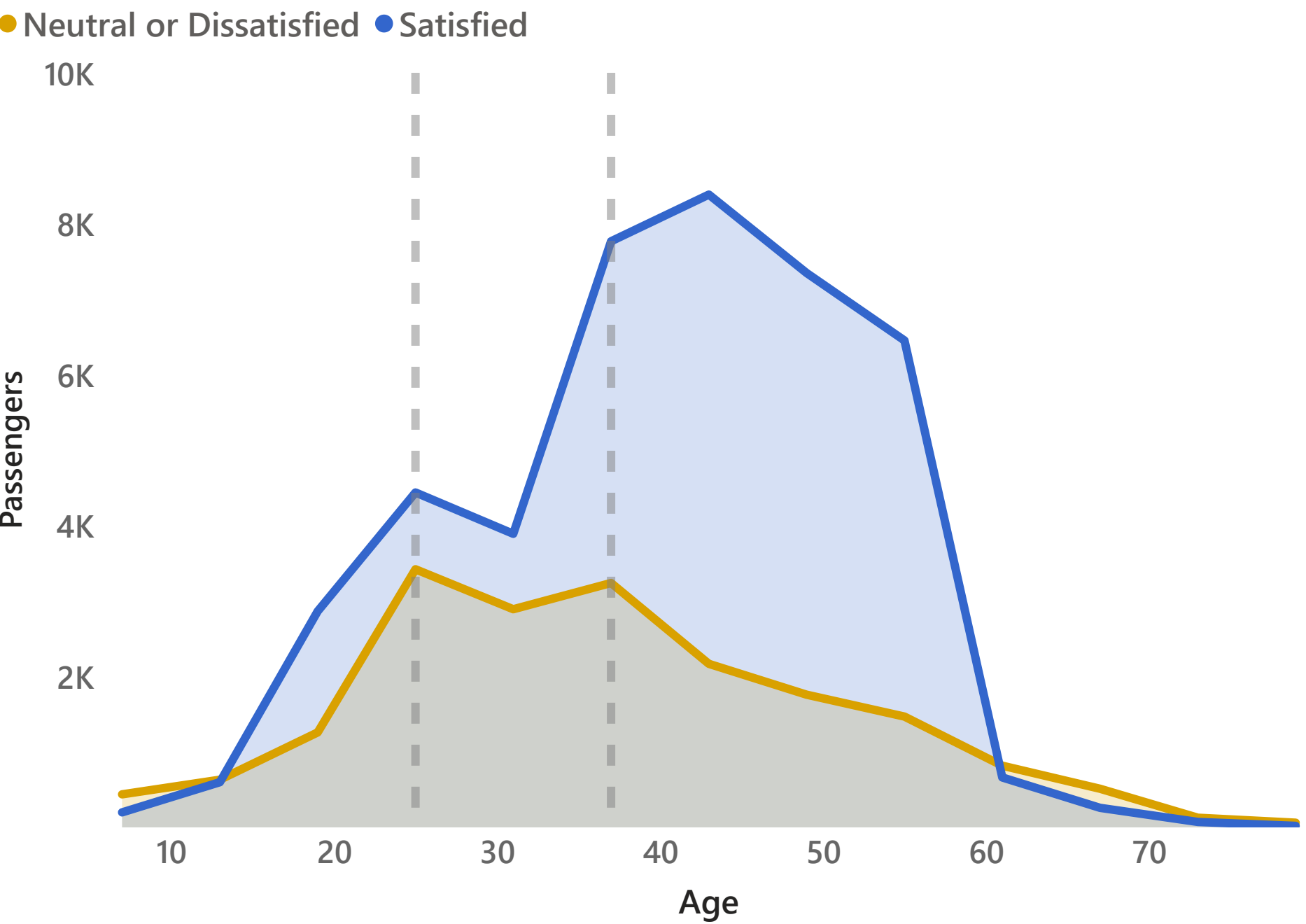
Depending on the budget, the next priorities would be:

- . **In-flight Entertainment**
- . **Food and drink**

Business Class

A **noteworthy** **31%** of **business class** passengers have a **neutral or dissatisfied** opinion of Maven Airlines

Generally all age group experience high satisfaction rates, however **peak dissatisfaction** is in the **25 to 37** year age bracket



An similar analysis of **neutral and dissatisfied passengers** in Business Class shows there are actually **9 areas** which have a **Net Promoter Score (NPS) of less than zero**, with 5 of these **overlapping with Economy and Economy plus**

