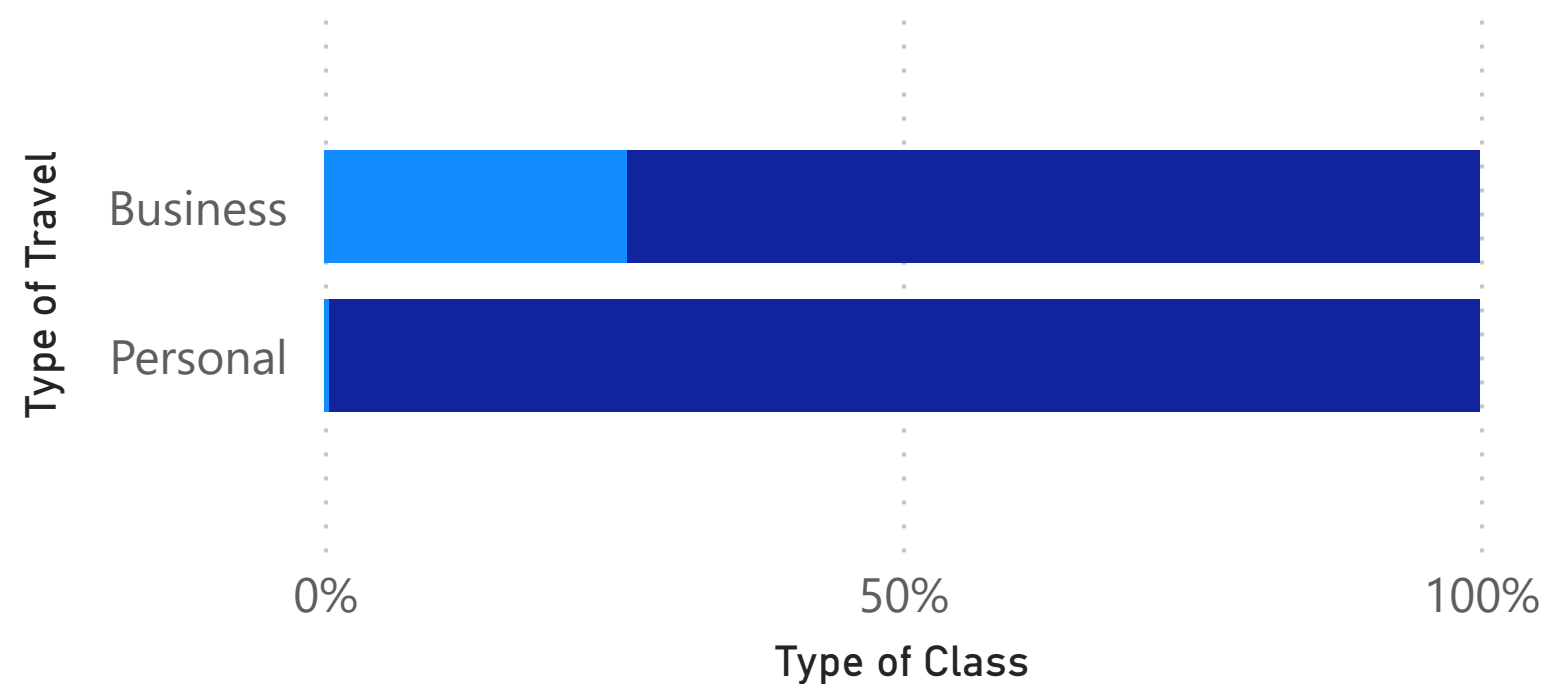


# MAVEN AIRLINES



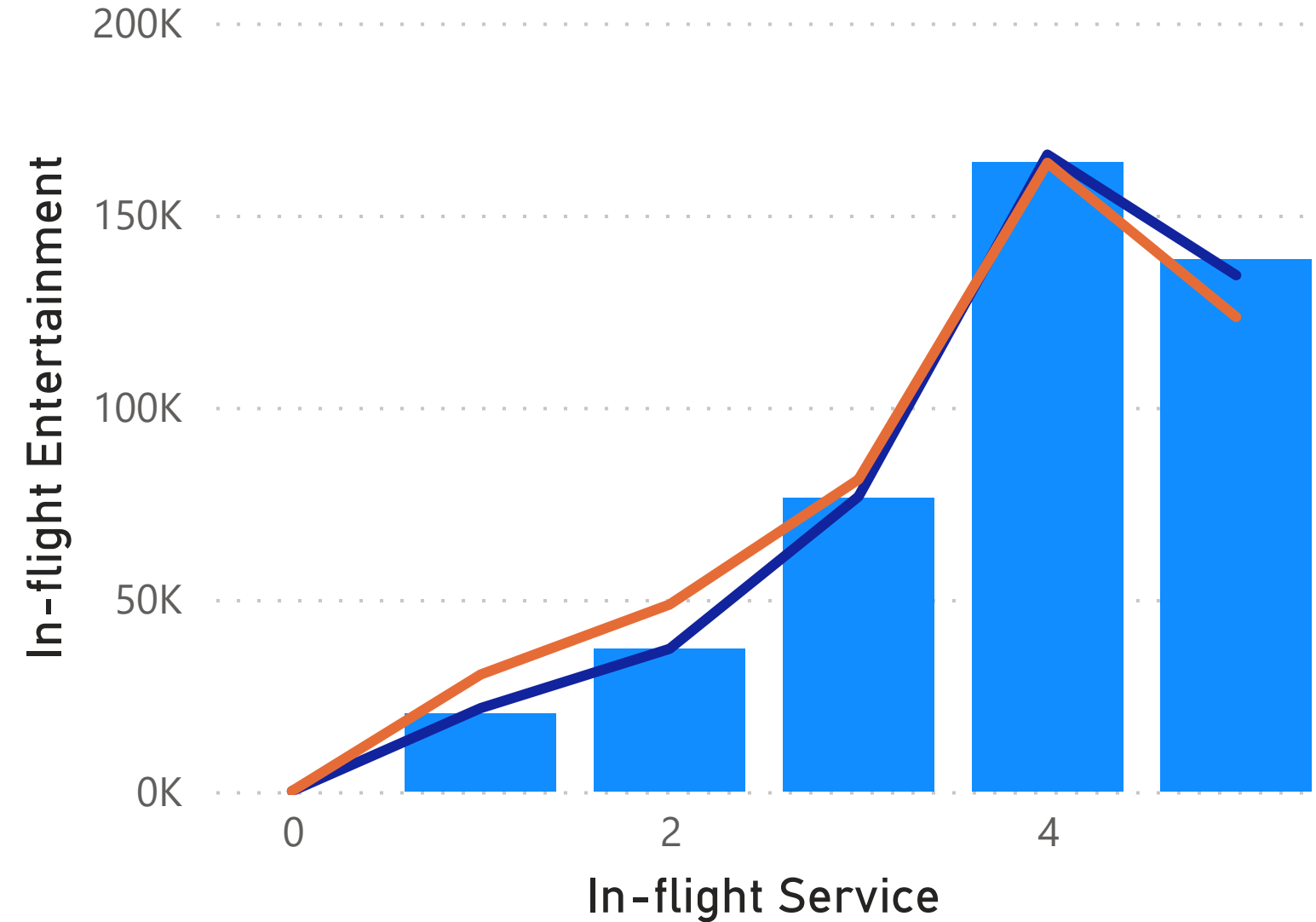
Customer Travel Preference

Customer Type    ● First-time    ● Returning

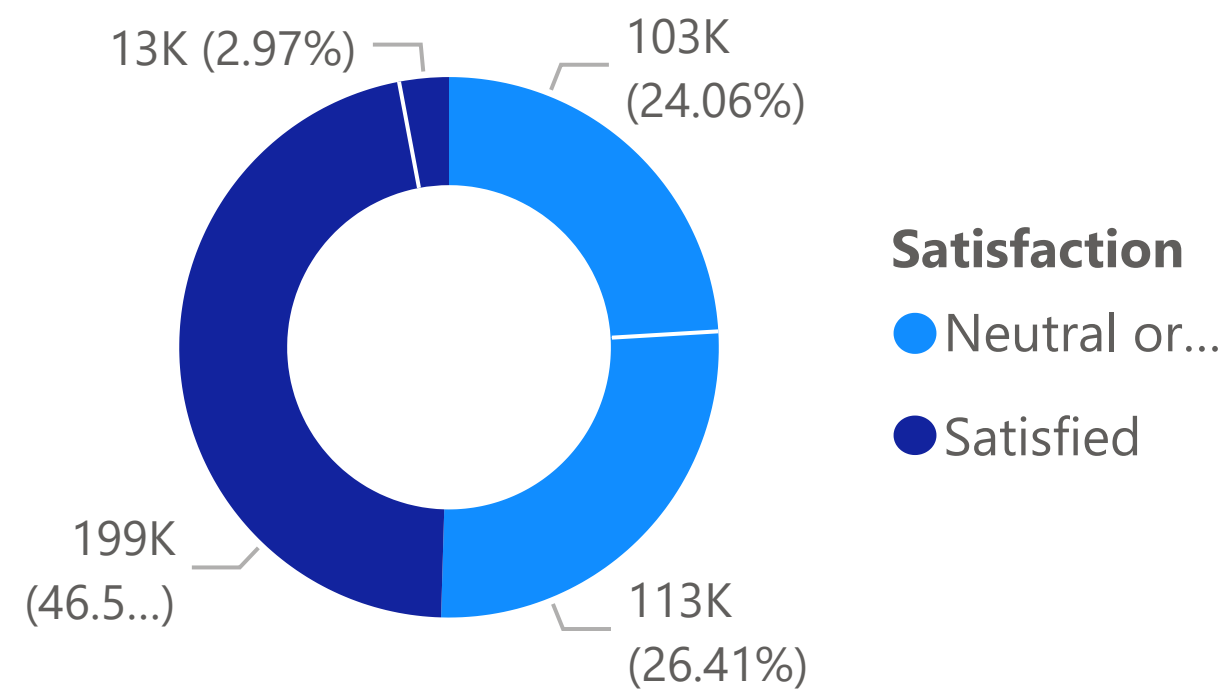


In Flight Experience

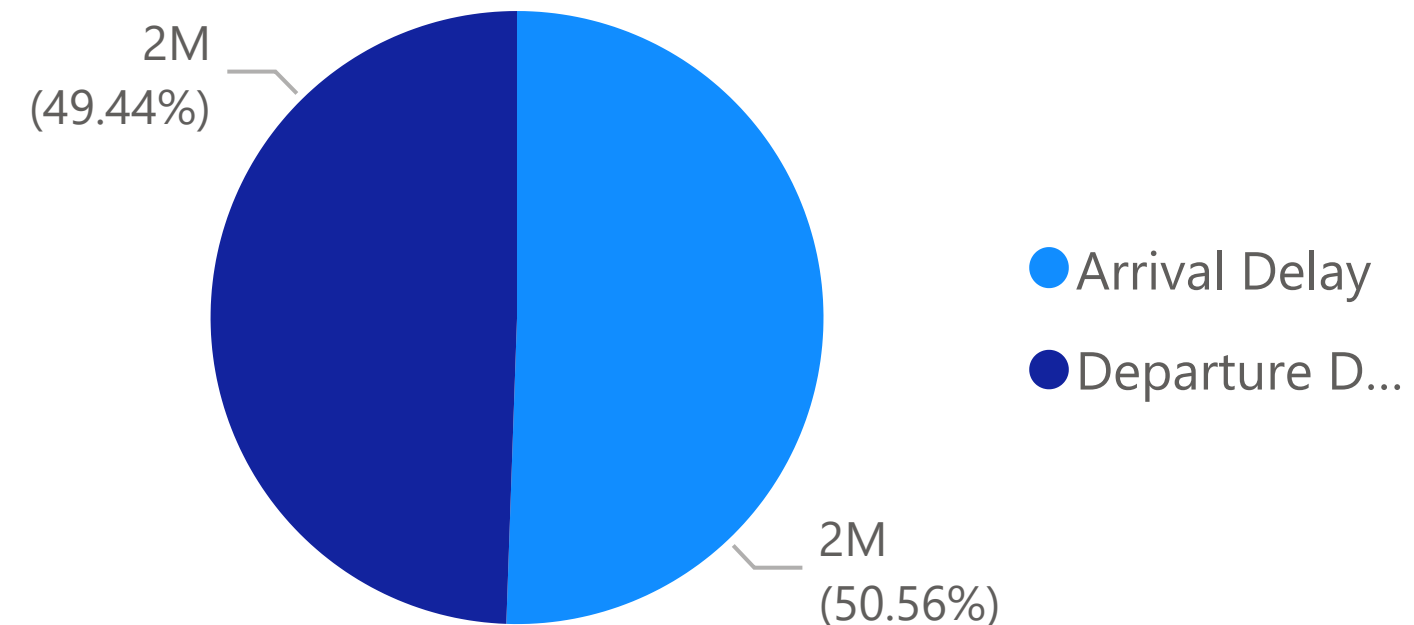
● In-flight Entertainment    ● Leg Room Service    ● Seat Comfort



Cleanliness Satisfaction



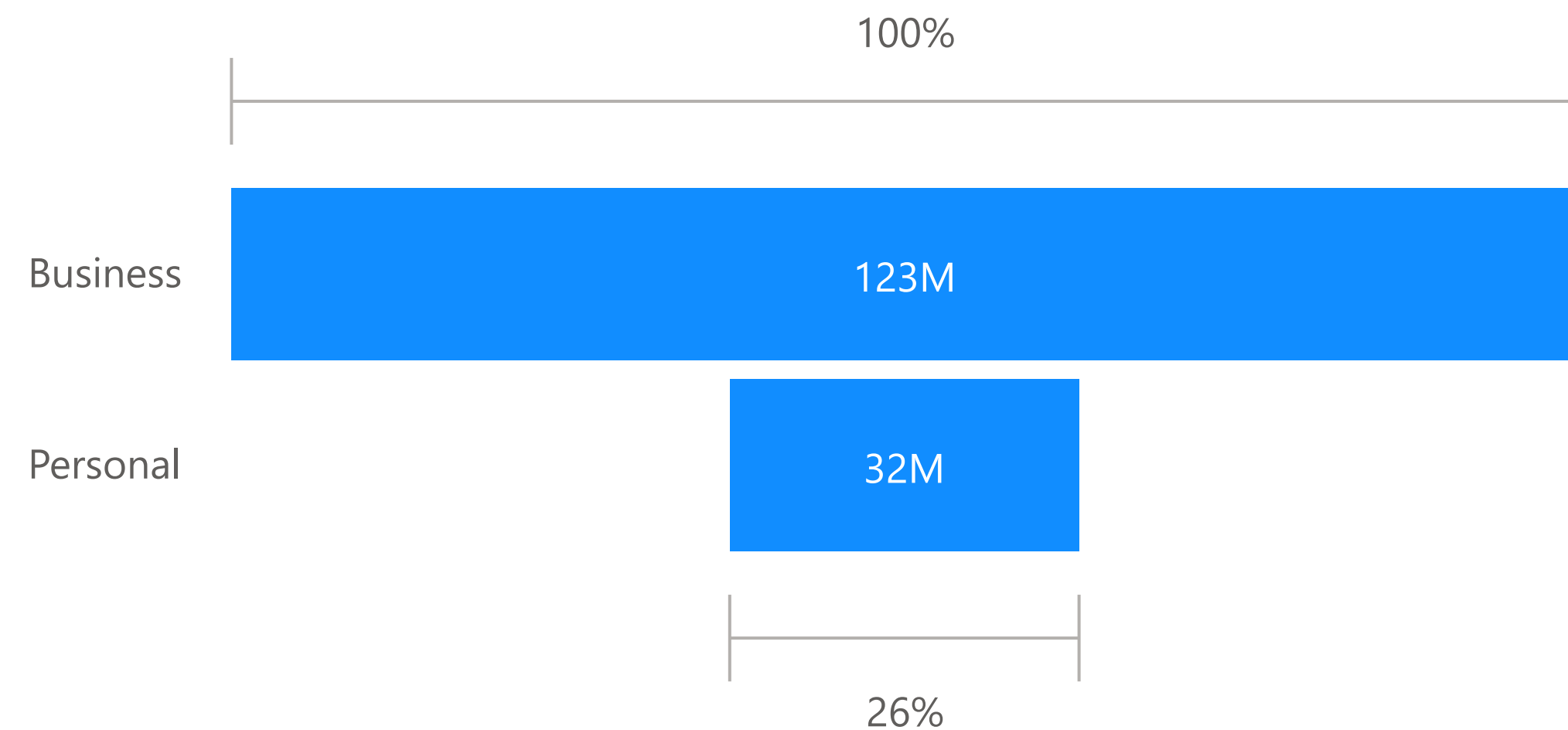
Flight Delay



Boarding Process

Type of Travel	On-board Service	Online Boarding	Check-in Service	Baggage Handling
Business	12407	18491	15902	1
Business	23703	32012	28347	2
Business	50369	53920	50600	3
Business	118888	116115	113137	4
Business	102687	89367	87328	5
Personal	7440	11133	10990	1
Personal	11556	13677	13665	2
Personal	22887	22164	23476	3
Personal	47832	36726	46995	4
Total	439387	422452	429418	

Customer Preference according to Distance



Key influencers

Top segments



What influences Online Boarding to

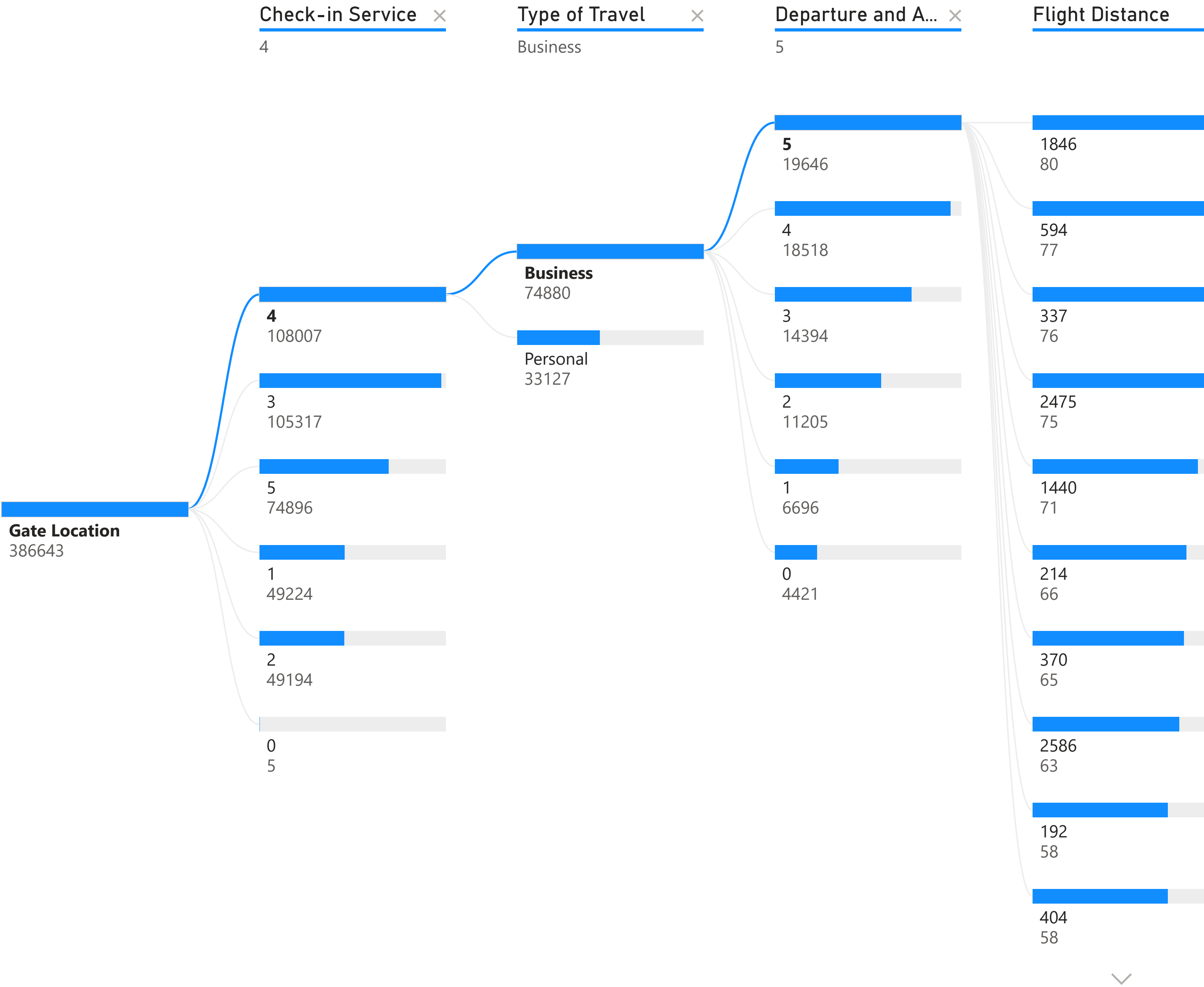
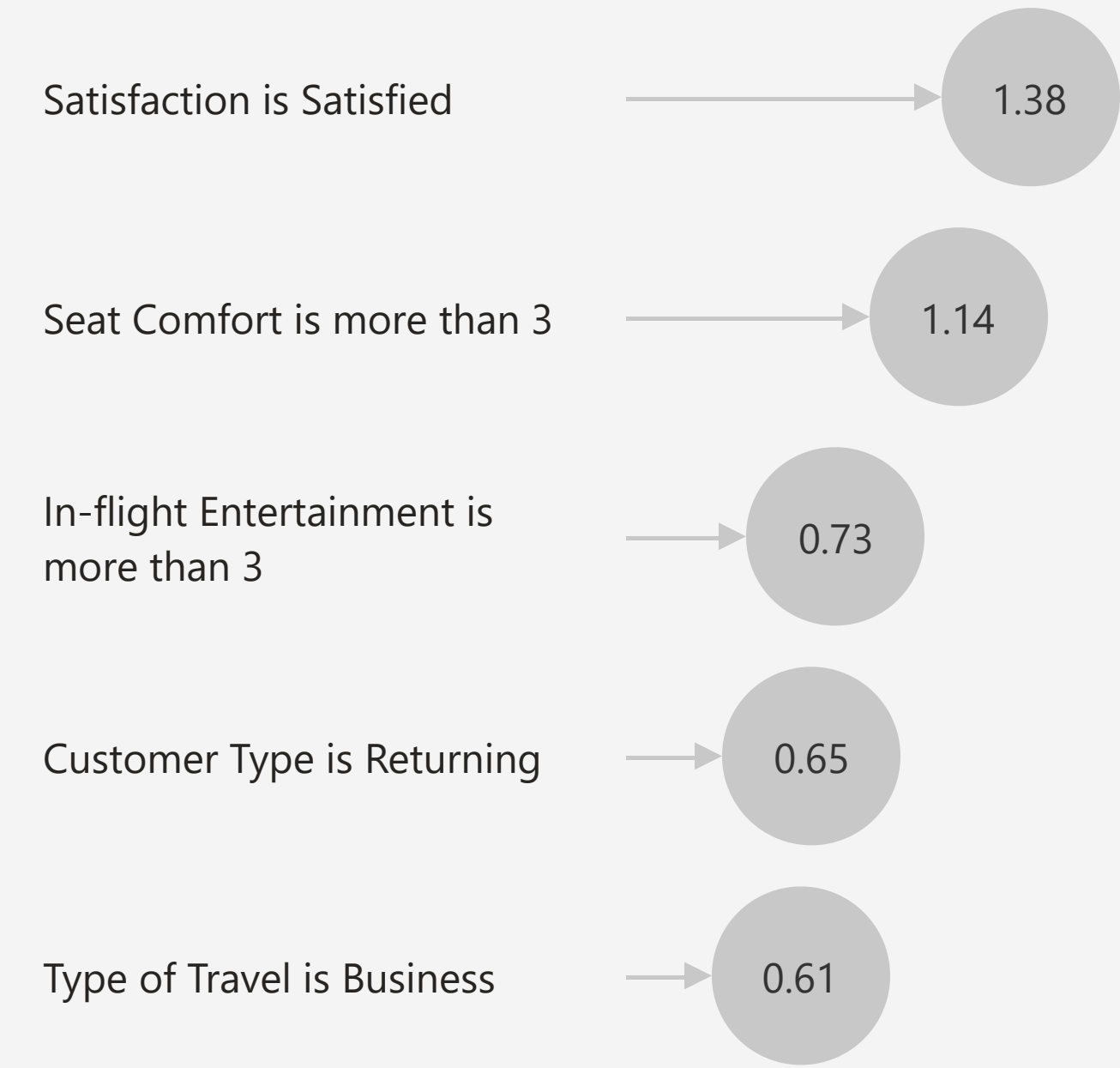
Increase

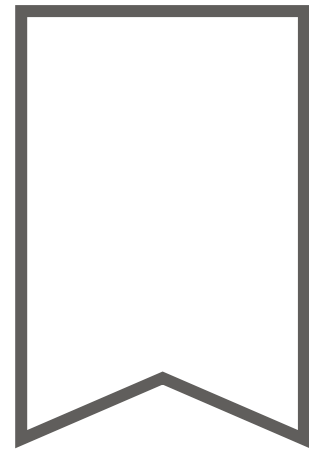
▼



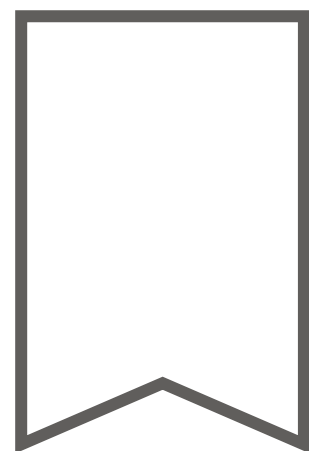
When...

....the average of Online Boarding increases by

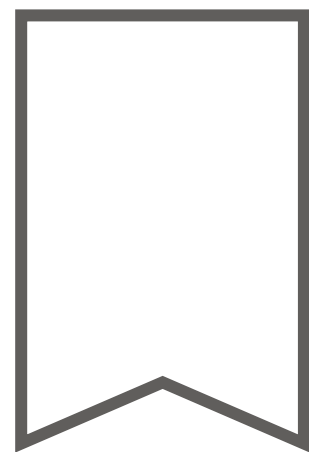




Personal Class passengers are more satisfied due to which the returning passengers are more in this class. This could be due to several reasons like consumer preference, and discounts offered by the airlines on personal class.



The most repeating customer class is Personal. The flight distance affects customers' preferences. In the case of Business Class, there are more repeating passengers than in an in-person class. The reason could be seat comfort, leg-room service, in-flight entertainment, cleanliness, and food and drinks.



Key factors like in-flight entertainment, seat comfort, and cleanliness are major factors that contribute to customer satisfaction. Factors like difficulty in online boarding and baggage handling are the reasons for dissatisfaction.