

Meaningful Insights

customer type - returning and first-time :

81.69 % of customer are returning customer and 18.31 are first time customer . This shows that it has high return customer rate

TOTAL	returning coustomer	first time custome
129876	106100	23780
percentage	81.69%	18.31%

Departure delay and arrival delay :

Around 50% of the flight are delay on both departure and arrival . This the segment which needs to be improved

Total	departure dealy	arrival delay
129880	56524	56734
PERCENTAGE	43.52%	43.68%

Type of Travel :

whose type of travel is business is satisfied with the airline service but whose type of travel is personal is mostly not satisfied with the airline service

Type of Travel	Satisfaction	COUNTA of Satis
Business	Neutral or Dissatisfied	37337
	Satisfied	52356
Business Total		89693
Personal	Neutral or Dissatisfied	36115
	Satisfied	4072
Personal Total		40187
Grand Total		129880