

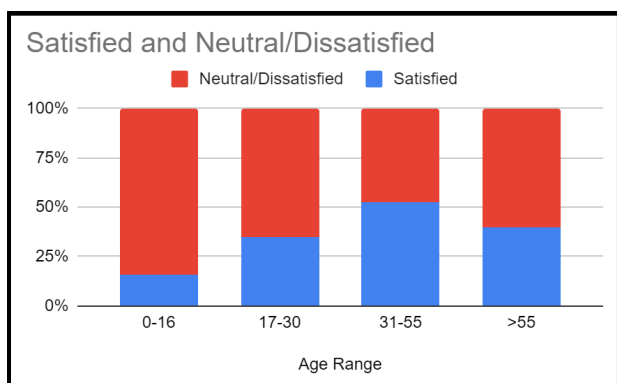
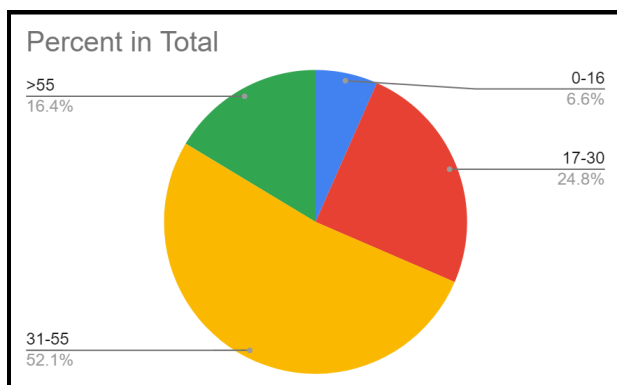
# Hackathon Challenge: In-Depth Tourist Experience Analysis

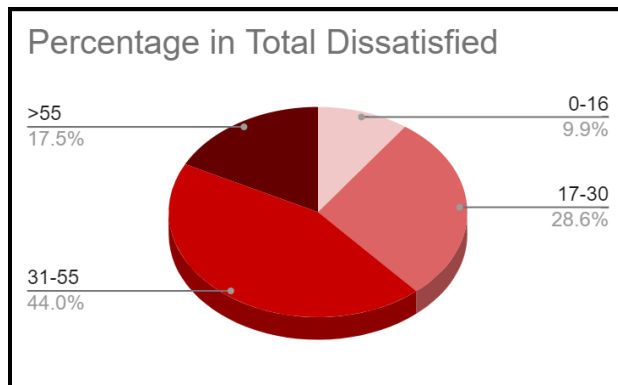
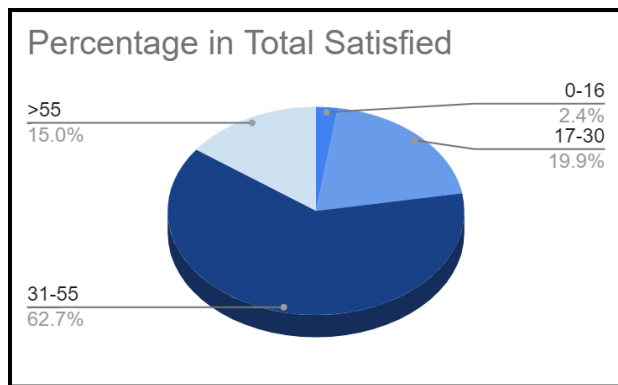
## Problem 01

**Problem Statement:** Customer Satisfaction Varies with

- **Analysis**

- The section of age group from 31-55 is the largest part in overall passengers followed by that of age group 17-30.
- Within each age group, the levels of satisfaction are less than that of neutral/dissatisfaction except, the age group 31-55, being at 52.29%.
- It can be concluded that, YES, age groups have an effect on the levels of satisfaction.
- As the level of satisfaction is low in most of age groups, the plan of action in order to improve it would follow a priority from focusing on age group 17-30, >55 and 0-16.





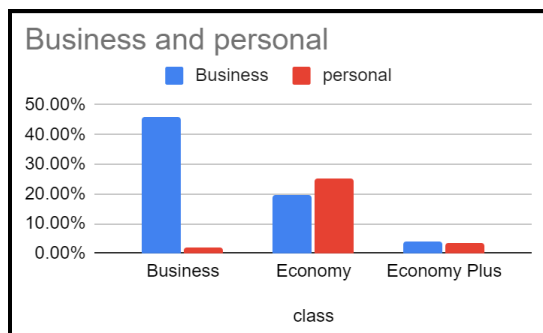
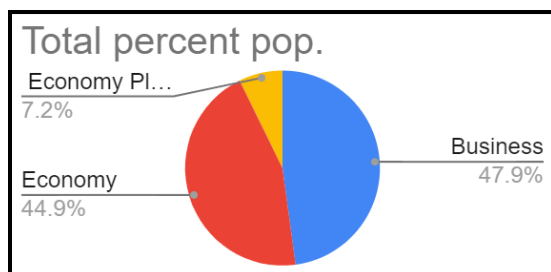
## Problem 02

**Problem Statement:** Average Flight Distances Under Different Classes

### • Analysis

- In words
  - Business class is most used during long distance travel. Business class is most travelled by the customers.
  - Maximum distance travelled in each class is 4983 distance units.
  - Min distance in business class is 56 and for economy and economy plus class is 31 distance units.

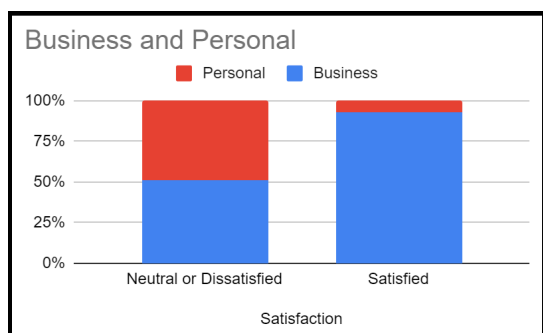
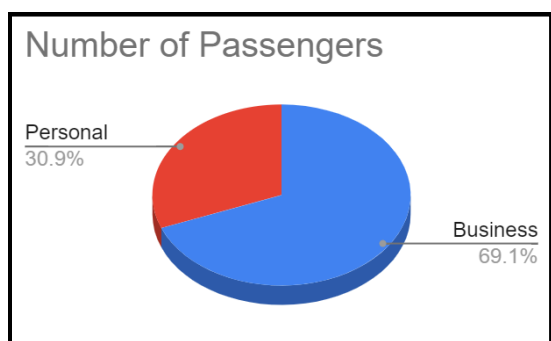
Class	COUNTA of Clas	AVERAGE of Flig	MIN of Flight Dis	MAX of Flight Dis
Business	62160	1676.09	56	4983
Economy	58309	744.00	31	4983
Economy Plus	9411	747.09	31	4983
Grand Total	129880	1190.316392	31	4983



## Problem 03

**Problem Statement:** Does Type of Travel Affect Customer Satisfaction?

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



- **Analysis**

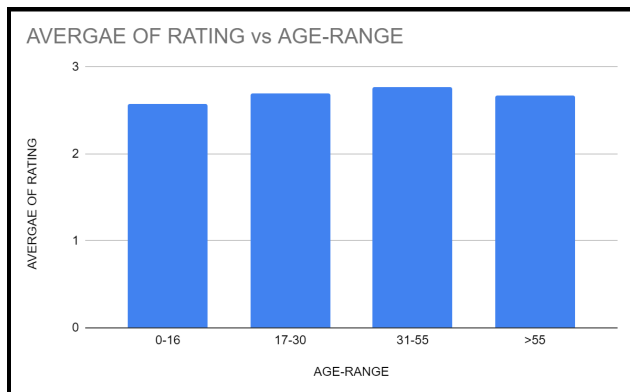
- It can be analyzed that major number of passengers travel via Business Class, with close to 69%.
- Majority of Passengers having a Business Travel are Satisfied by the Overall Flight Experience, while 7.2% being Neutral/Dissatisfied.
- On the other-hand, the Passengers having a Personal Type of Travel have close to equal numbers of passengers who are satisfied and Neutral/Dissatisfied each being close to 50%.
- So, it can be concluded that the reason behind the travel being it Personal or Business, surely affects the overall satisfaction levels.

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## Problem 04

**Problem Statement:** Impact of Gender on Wi-Fi Service Satisfaction

Gender	AVERAGE of In-
Female	2.720966934
Male	2.736656195
Grand Total	2.728695719



- **Analysis**

- From the analysis it can be clearly seen that, the average Wi-Fi Ratings, among different genders, is almost equal to each other being 2.7.
- Also, the variance of data categorized as per age group is 0.0062 and standard deviation being 0.07874007874, indicates that there is not much difference in the Wi-Fi Rating, all being close to 2.7.

- So, it shows that, the Wi-Fi Services are almost the same for all age groups and genders, but however, it is below 3 and plays a significant role in overall customer satisfaction and thus, needs measures to be improved.

## Problem 05

### Problem Statement: Little Things Matter

#### • Analysis

- From the data it can be analyzed that the ratings for levels of cleanliness, doesn't effect the ratings of In-flight Service, as it can be clearly observed in each class it is close to average of 3.6.
- Also, where the ratings for levels of cleanliness ranges from 0 to 2, has an overall rating for Food and Drink less than 3, which shows that levels of cleanliness has direct correlation to rating for Food and Drink,
  - however, exception being sighted in Business Class, where rating for cleanliness is 5 and food quality is much greater than average being at 4.1 .

Class	Cleanliness	COUNTA of Clea	AVERAGE of In-	AVERAGE of Fo	AVERAGE of Fli
+ Business Total		62160	3.846267696	3.329954955	1676.088256
+ Economy Total		58309	3.466497453	3.086556106	743.9981992
+ Economy Plus Total		9411	3.382849857	3.11040272	747.089151
Grand Total		129880	3.642192793	3.204773637	1190.316392

Class	Cleanliness	COUNTA of Clea	AVERAGE of In-	AVERAGE of Fo	AVERAGE of Fli
- Business	0	4	3	0.25	1440
	1	5863	3.458127239	2.099607709	1489.523793
	2	6938	3.503315076	2.472326319	1517.2371
	3	15909	3.857690615	3.261298636	1700.553397
	4	18255	3.88090934	3.583018351	1740.035716
	5	15191	4.099335133	3.965110921	1718.238496