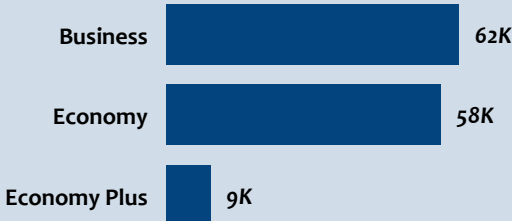


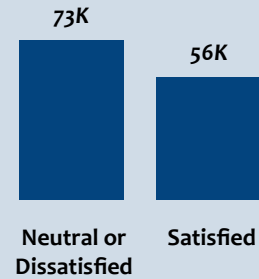
DANO AIRLINES CUSTOMER SATISFACTION ANALYSIS

CUSTOMER COUNT

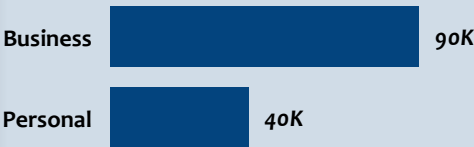
Class



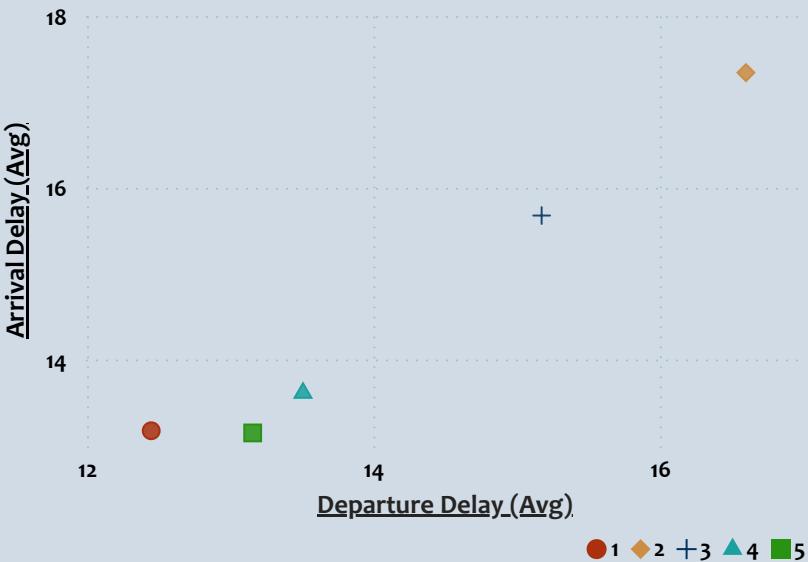
Satisfaction



Travel Type



Rating Vs Departure/Arrival Delay



130K

Pax Count



39

Avg Pax Age



3

Overall Rating



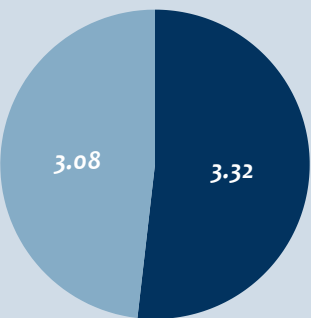
1190

Avg Distance



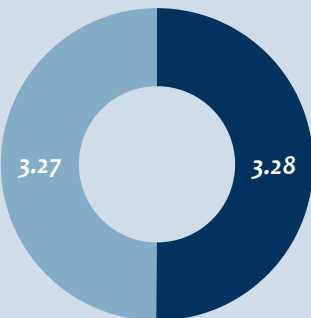
OVERALL RATING

Customer Type



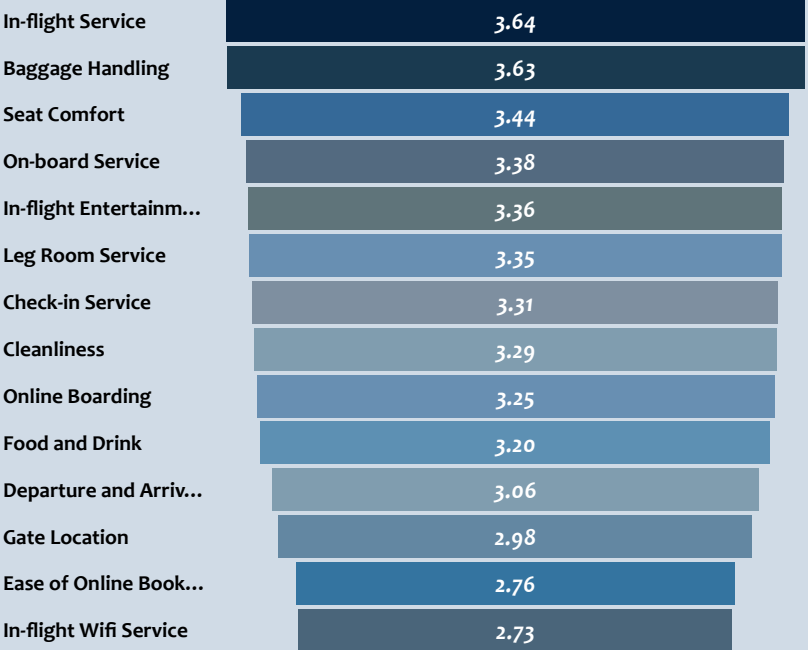
Returning First-time

Gender



Male Female

Average Rating by Service



Overall Rating

All

Satisfaction

All

Age Group

All

Travel Type

All

Gender

All

Class

All

DANO AIRLINES PASSENGER SATISFACTION RATING DASHBOARD

EXECUTIVE SUMMARY:

The latest survey results from passengers of Dano Airlines shows that the satisfaction rate dipped under 50% for the first time ever.

The dataset contains satisfaction scores from 120,000+ airline passengers, including additional information about each passenger, their flight, and type of travel, as well as their evaluation of different factors like cleanliness, comfort, service, and overall experience.

The objective of this review is to evaluate operational and financial performance of the airline and proffer recommendations for an improved satisfaction rating.

OVERVIEW AND INSIGHT:

- The bulk of the airline's passengers are distributed across the Business and Economy class.
- There are more business travelers VS Personal travelers: 90K Vs 40K
- The overall rating is 3 with more passengers being neutral or dissatisfied.
- Passengers who used the Airline for the first time gave a slightly lower rating than Returning customers.
- Average age of passengers is 39 years.
- **Service Rating:**
 - In-flight Service has the highest rating of 3.64, closely followed by Baggage Handling with 3.63.
 - The least rated service is the In-flight Wifi Service with 2.73. Ease of Online Booking is also rated low with a score of 2.76.
- **Departure/Arrival Delay Impact on Rating:**
 - The overall ratings of 4 and 5 can be seen to fall between the lower departure/arrival average delay period.
 - However, rating 1 sticks out because it has the lowest average delay period, this needs to be thoroughly investigated.

RECOMMENDATIONS:

- Customer Service needs to contact the 165 passengers who gave the airline a rating of 1 to find out what went wrong on their flights.
- Due to the fact that the average passenger falls between the ages of 20 and 45 , most of whom are business travelers, the in-flight Wifi service needs a major improvement to cater to their internet needs.
- Online Booking should be made easier to entice the first time passengers.
- The Economy Class passengers have been more dissatisfied, the services provided to this section of the airline's customer-base should be significantly improved.