AIRLINE PASSENGER SATISFACTION

This dataset was made available by the MAVEN ANALYTICS free datasets and dataset samples. The link to the dataset can be gotten from here. This dataset is about airline passenger 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 graphical representation of my analysis can be seen here.

BUSINESS OBJECTIVE

Main purpose of the analysis is

1. to target our dissatisfied/neutral passengers and those flying with us for the first time.
2. to retain and improve the services of our returning passengers

OBSERVATION

- From my analysis 43.45% of the airline passengers were satisfied with airline and 56.55% of the airline passengers were either satisfied or neutral about the airline services
- Its was observed that most satisfied customer prefer the business class than to any other airline class.
- Most returning passengers are made up of passengers that are satisfied with the airline services and most of them fly business class.
- Majority of the passengers using the airline are for business purposes

RECOMMENDATION

- the airline should improve their arrival and departure time by ensuring the stick to the time schedule and avoid delays or any other inconveniences as much as possible.
- Since 52.21% of the passengers were dissatisfied about the food and drinks served, passengers should be given a preference to choose what they'll rather have and the quality of the food and drink should be supervised to make sure it reaches the right standard before being cleared to be served to the passengers.
- Online booking of boarding ticket should be flawless in other to ensure smooth booking experience for passengers.
- A kind of discount should be made available annually to help encourage passengers to use other flight class.

TOOLS USED

Microsoft Excel and PowerBI