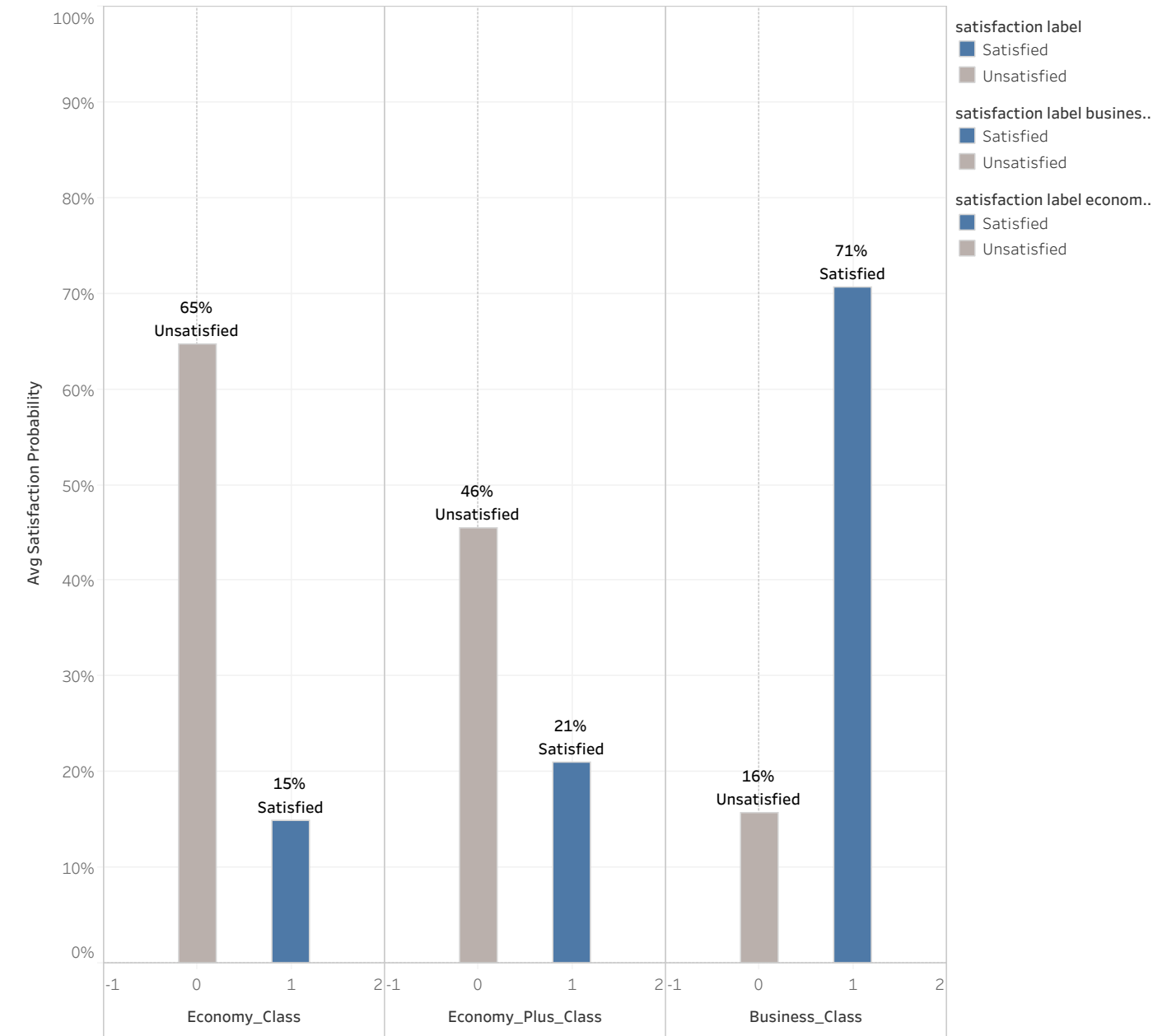


Flight Passengers Satisfaction

Passenger Satisfaction by Travel Class	Conclusions	Impact of Delays on Passenger Satisfaction	Conclusions	Average Satisfaction by Customer Type	Conclusions
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Flight Passengers Satisfaction

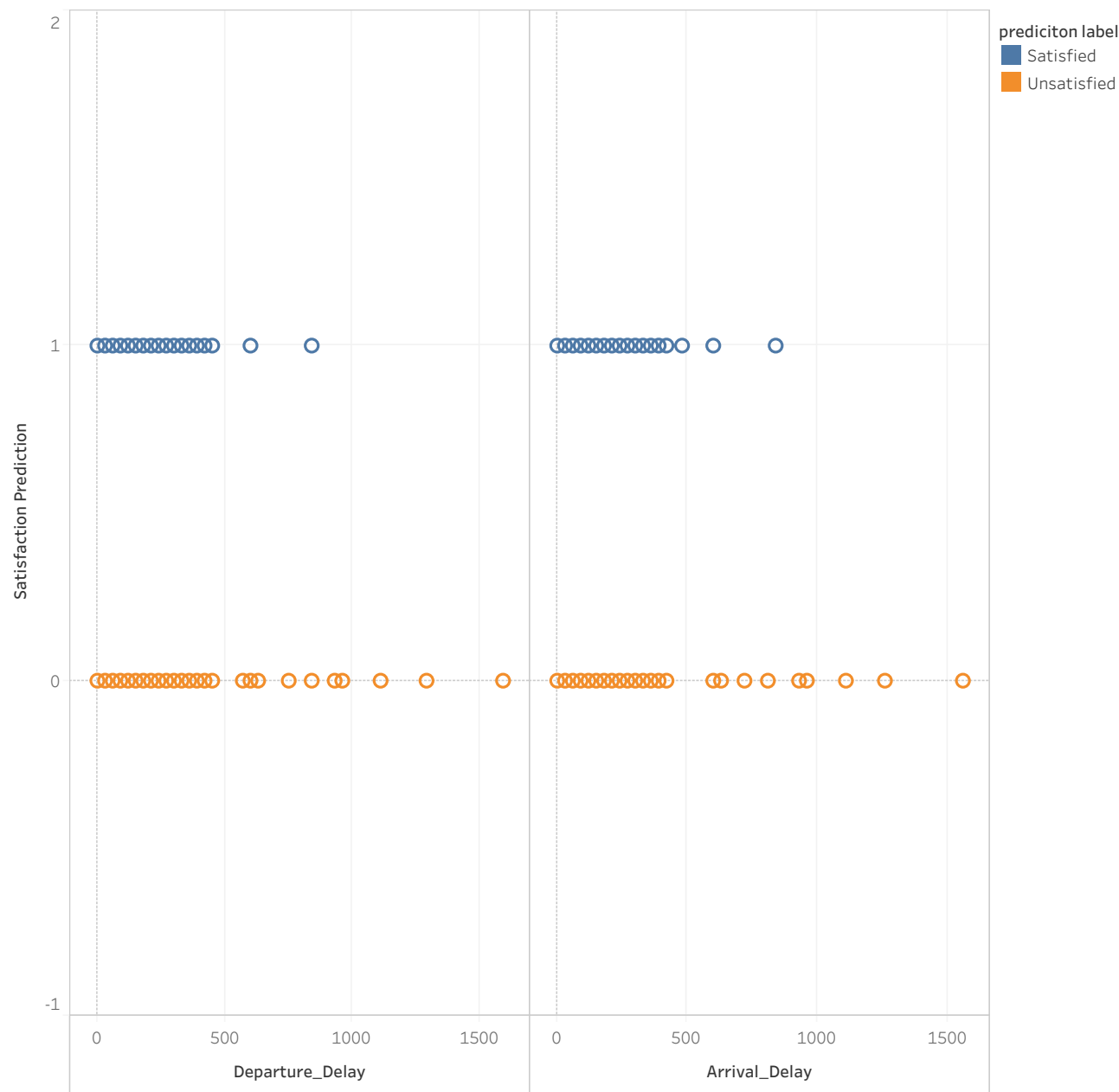
Passenger Satisfaction by Travel Class	Conclusions	Impact of Delays on Passenger Satisfaction	Conclusions	Average Satisfaction by Customer Type	Conclusions
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The bar chart highlights how satisfaction varies by travel class. Business Class passengers are the most satisfied (71%), which isn't surprising given the better services, comfort, and amenities. On the other hand, Economy Class has the highest dissatisfaction rate (65%), indicating that these passengers' expectations aren't being fully met.

Satisfaction is clearly tied to travel class, so there's a challenge here to improve the Economy Class experience. To increase satisfaction among these passengers, the airline could consider enhancing seat comfort, improving service quality, and adding more amenities, like better in-flight entertainment or meals. Improving the Economy Class experience might not only increase satisfaction but also narrow the perceived gap in value between different classes, possibly encouraging more people to fly with the airline.

Flight Passengers Satisfaction

Passenger Satisfaction by Travel Class	Conclusions	Impact of Delays on Passenger Satisfaction	Conclusions	Average Satisfaction by Customer Type	Conclusions
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Flight Passengers Satisfaction

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The scatter plot shows a clear relationship between delays and satisfaction. The longer the delays, the more likely passengers are to be dissatisfied. There's a noticeable concentration of unsatisfied customers at the higher delay intervals.

Delays are a critical factor impacting customer satisfaction. To improve overall satisfaction levels, the airline should invest in initiatives aimed at minimizing delays, such as optimizing flight operations, improving time management, and enhancing coordination between different stages of passenger service. Long delays not only lead to customer dissatisfaction but may also discourage them from using the airline's services again, negatively affecting customer loyalty and financial performance.

Flight Passengers Satisfaction

Passenger Satisfaction by Travel Class	Conclusions	Impact of Delays on Passenger Satisfaction	Conclusions	Average Satisfaction by Customer Type	Conclusions
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customer_type

First Time

22%

Returning

48%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Average Satisfaction

type_of_travel

- ☒ Business
- ☒ Personal

Avg. prediction

22% 48%

Flight Passengers Satisfaction

Passenger Satisfaction by Travel Class	Conclusions	Impact of Delays on Passenger Satisfaction	Conclusions	Average Satisfaction by Customer Type	Conclusions
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From the chart, it's clear that returning customers are significantly more satisfied (49%) compared to first-time customers (22%). This difference likely comes down to a few factors. Returning customers are probably more comfortable with the airline's procedures, reducing travel stress and making their experience smoother. They might also have higher expectations that the airline is successfully meeting.

Data suggest that customer loyalty is closely linked to satisfaction. Therefore, the airline should focus its strategies on retaining existing customers, as their satisfaction can lead to repeat purchases and positive word-of-mouth marketing. For first-time customers, it is crucial to provide exceptional experiences right from the start, which could lead to their future loyalty and long-term relationship with the brand.