

The background features a dark grey gradient. On the left, there is a vertical cyan bar. On the right, there is a vertical light grey bar. In the center, there is a stylized graphic of a globe with several arrows pointing in different directions. One arrow is red and points towards the top right, while the others are dark blue/black and point in various directions. The title text is overlaid on this graphic.

# Airline Passenger Satisfaction

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# AGENDA

PROBLEM STATEMENT

FINDINGS

TAKEAWAYS

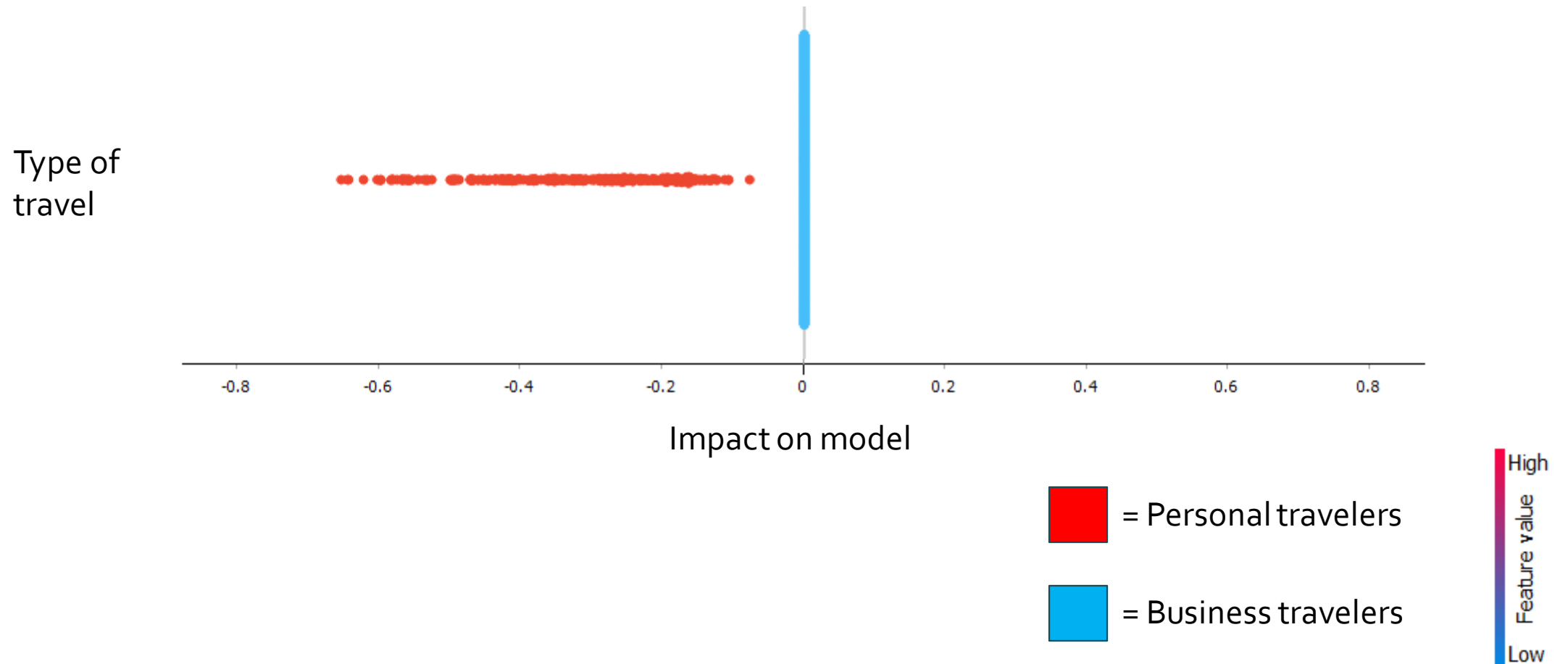
# Problem Statement

- **Business Problem:** Passenger complaints of low satisfaction when flying with Delta Airlines.
- **Data Mining Problem:** Determine relationships between dependent variables and customer satisfaction rating.
- **Passenger's Perspective:** Passengers expressed more satisfaction with certain amenities provided by the airline.

# Findings

## Top Factors Influencing Customer Satisfaction

**Personal travelers have significant effect on satisfaction, while business travelers do not.**



# Poor Inflight WiFi-Service Decreases Customer Satisfaction



# Findings

## Factors With No Effect On Customer Satisfaction

1. Flight Distance
2. Food and Drink
3. Gate Location

Change in  
Log Odds

## No Real Change In Gate Location Satisfaction Rates





# Takeaways and Recommendations

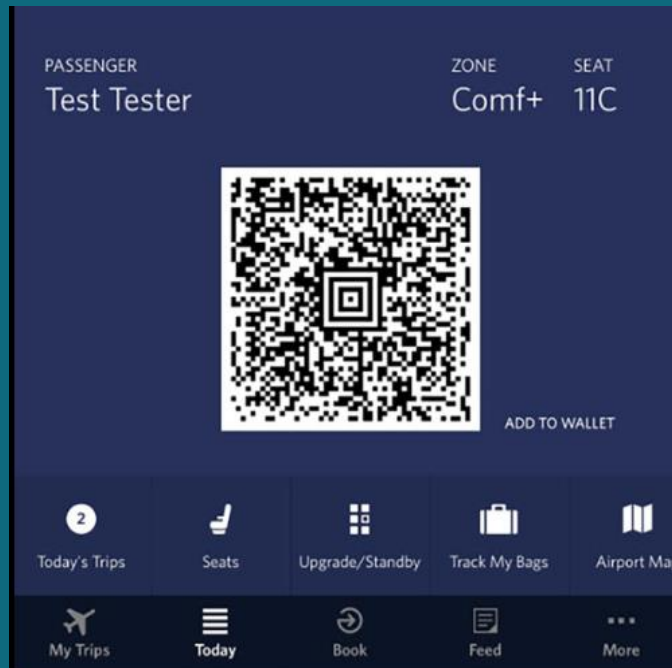
## In-Flight WiFi Service

Customers don't settle on average, mid-tier quality

Ensure high quality, Free WiFi

## Online Boarding

Emphasize on the online boarding experience so customers have a quick, straight forward step towards their next flight



## Target Travelers

Personal Travel has some of the lowest satisfaction rates

Emphasize on targeting personal travel customers

