

# Airline Passenger Satisfaction

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## Our dataset

We have a dataset with 95704 customers, collecting this information:

### Categorical variables:

- Gender: male or female
- Customer type: loyal or disloyal (first flight with the company)
- Travel type: business or personal reason travel
- Class: Business, Eco or Eco Plus

### Services evaluation:

Evaluations from 1 to 5 of the following services:

- Inflight wifi service
- Departure arrival time convenient
- Ease of online booking
- Gate location
- Food and drink
- Online boarding
- Seat comfort
- Flight entertainment
- Onboard service
- Legroom service
- Baggage handling
- Check-in service
- Inflight service
- Cleanliness

### Evaluation of the overall satisfaction level:

It's a data with two levels: the customer was asked if they were satisfied or neutral/dissatisfied by the global service offered by the airline company

Moreover, we have a test dataset which represents 20% of overall data

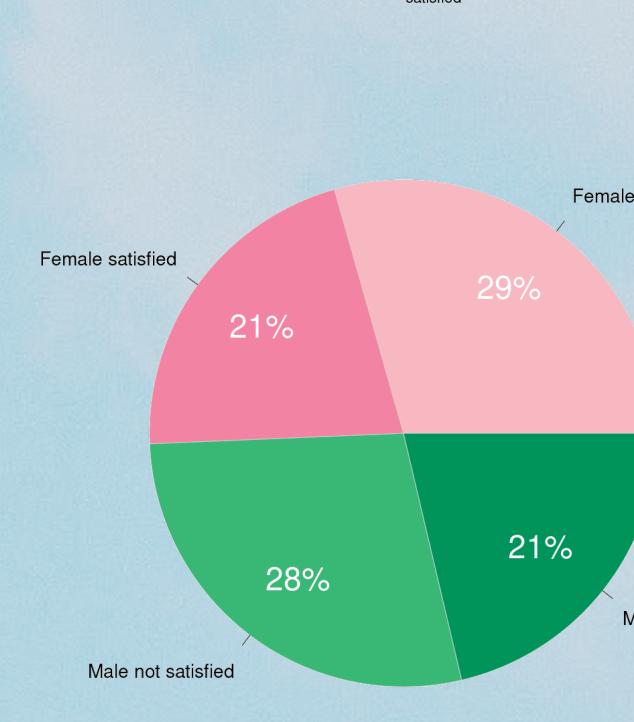
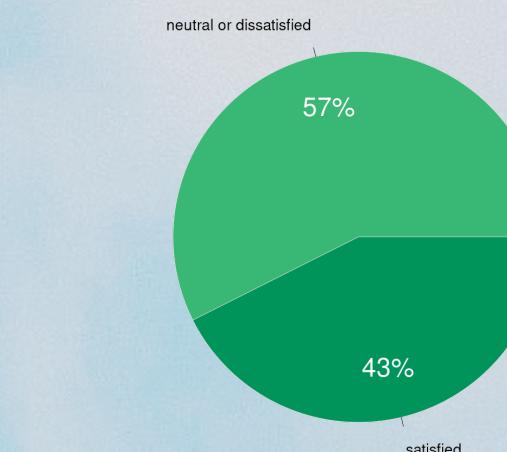
### Numeric variables:

- Age
- Flight distance
- Departure delay
- Arrival delay

## A qualitative analysis

Let's observe the proportion of satisfied customers among all of them, and then the same proportion using the groups of the categorical variables; it's important to notice that in the dataset:

- we have almost an equal number of males and females passengers
- the majority of the customers are loyal (84% loyal, 16% disloyal)
- most of them travel for business (69% business, 31% personal)
- only a few passengers joined the Eco Plus class (7% eco plus, 44% eco, 49% business)



Female satisfied

Male satisfied

Female not satisfied

Male not satisfied

Neutral or dissatisfied

43%

57%

satisfied

neutral or dissatisfied

21%

28%

29%

21%

44%

40%

3%

13%

Loyal customer satisfied

Disloyal customer not satisfied

Business travel not satisfied

Personal travel not satisfied

Business satisfied

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Personal not satisfied

Eco satisfied

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