

Project 1:

Analysis of Airline Passenger Satisfaction

Bootcamp: DATA-PT-WEST-SEPTEMBER-091624-MTTH-CONS

Created and Performed by Group 2

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Goal today:

Share findings and insights from our data analysis on **Airline** passenger satisfaction, and present a list of recommendations

What questions should we answer:

- What strategies can the airline implement to enhance passenger satisfaction and happiness while maintaining cost efficiency?
- How to attract more travelers?



We analyzed a survey provided by the airline
and based our strategic recommendations on it

But first essential question is: who our passengers are



And how they currently feel about the Airline's services

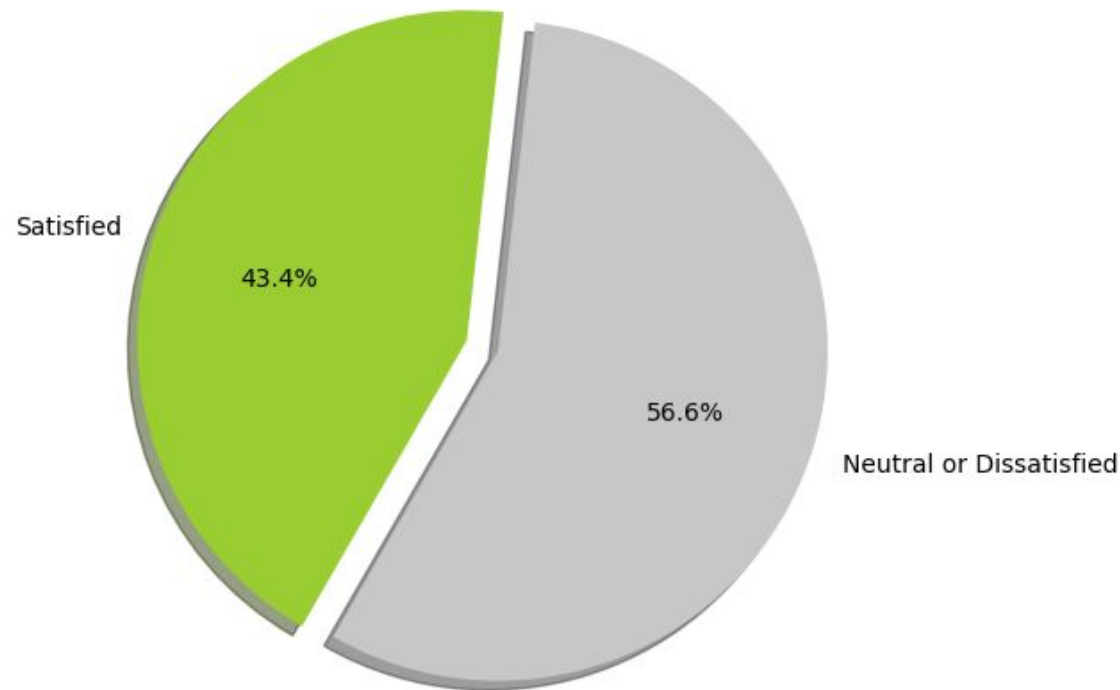
Basic Statistics

	Mean	Median	Mode
Age	39.43	40.0	39.0
Flight Distance	1190.32	844.0	337.0
Departure Delay	14.71	0.0	0.0
Arrival Delay	15.09	0.0	0.0



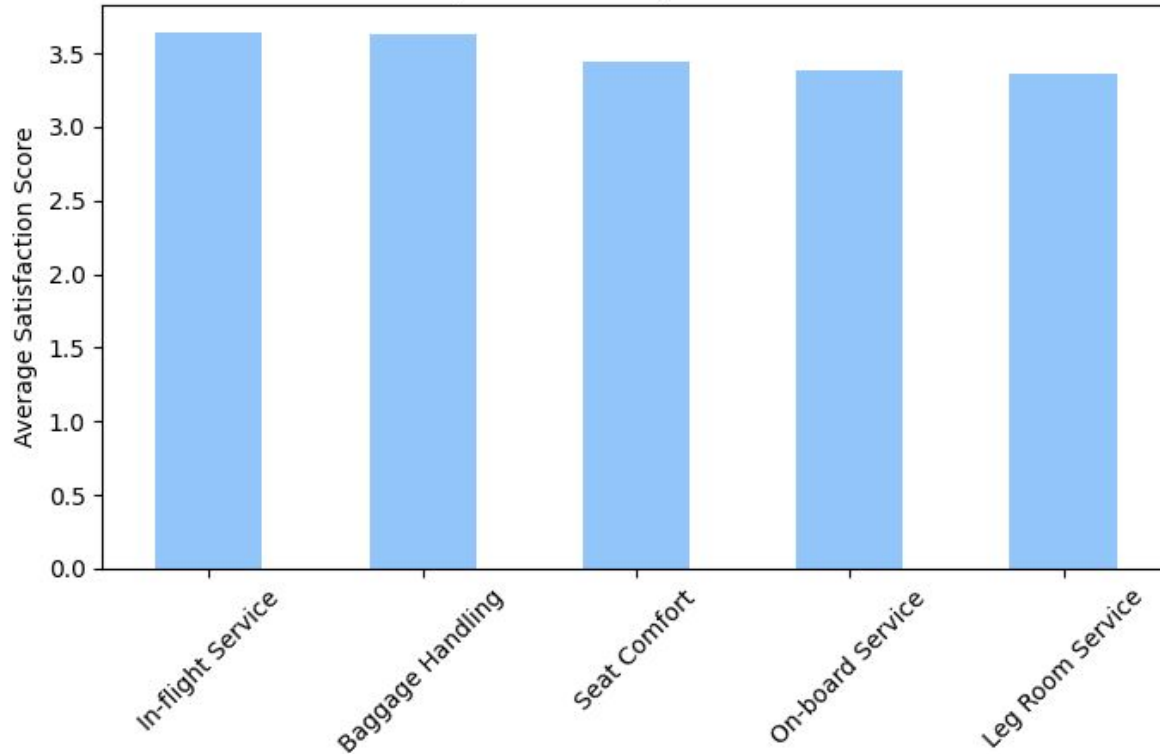
129,880 passengers took part in the survey
and the overall picture of their satisfaction
looks like this:

Distribution of Satisfied vs. Neutral or Dissatisfied passengers

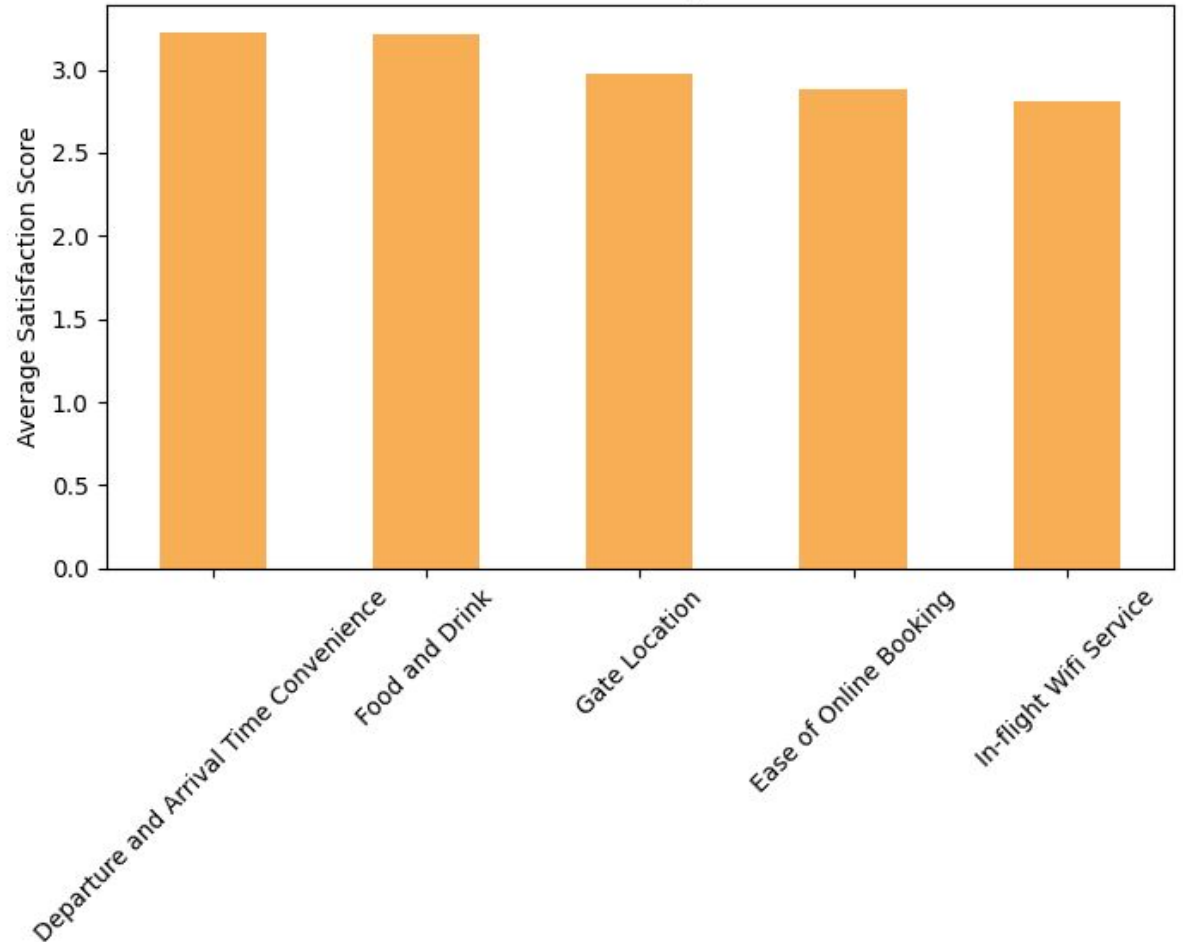


So, what exactly people like or dislike ?

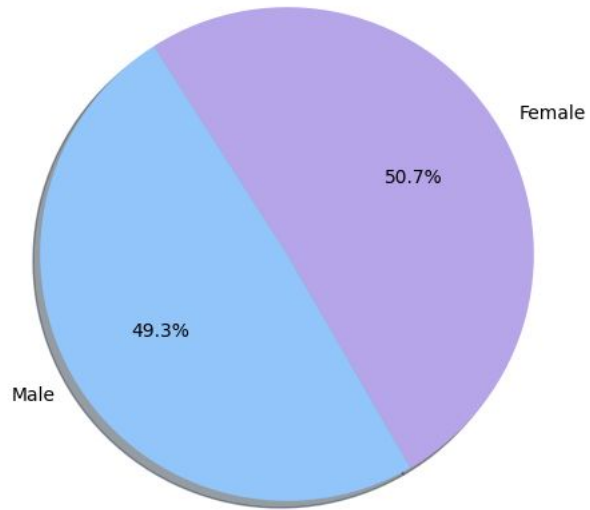
Top 5 Services by Satisfaction



Bottom 5 Services by Satisfaction

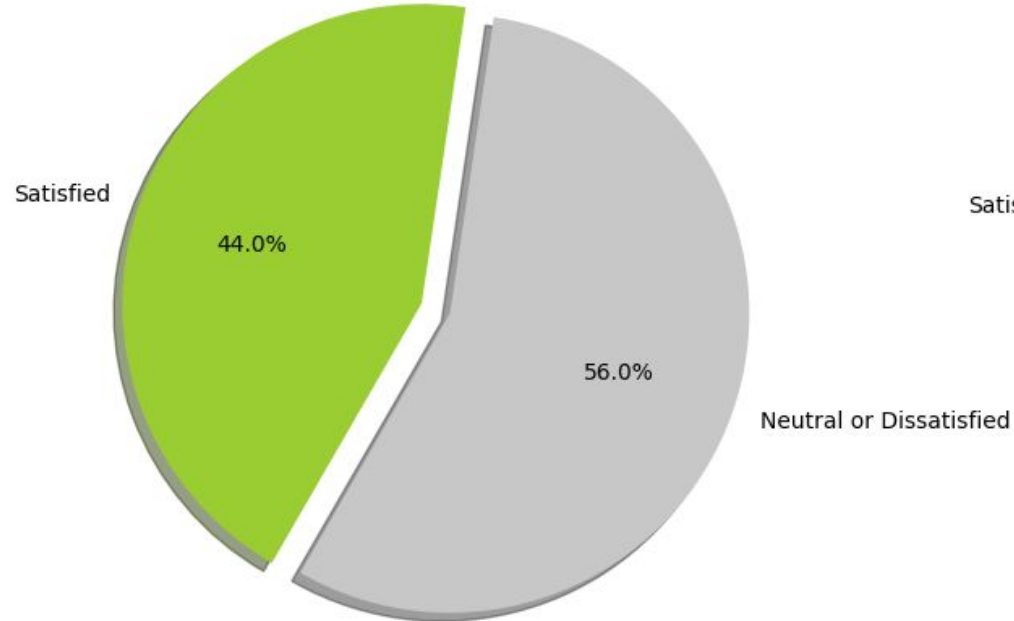


Gender Distribution

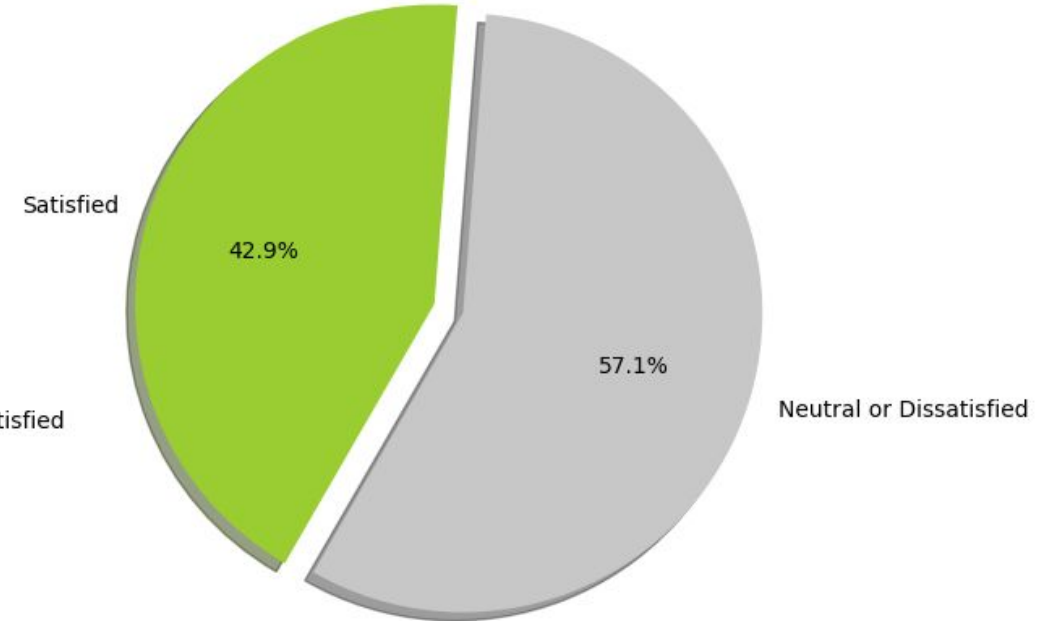


Are there differences in groups sorted by gender?

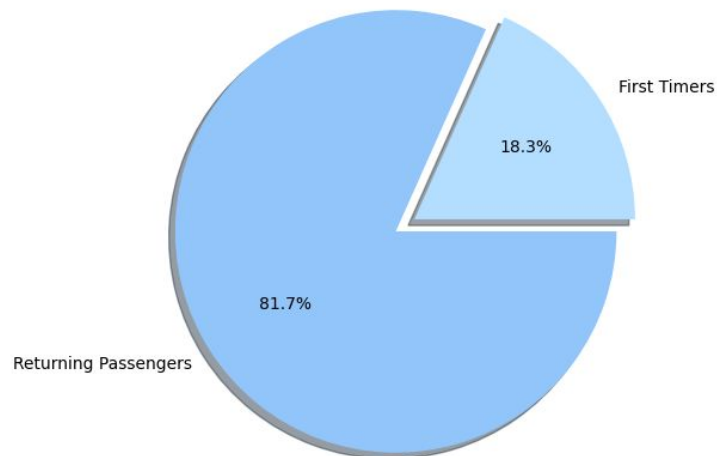
Men



Women

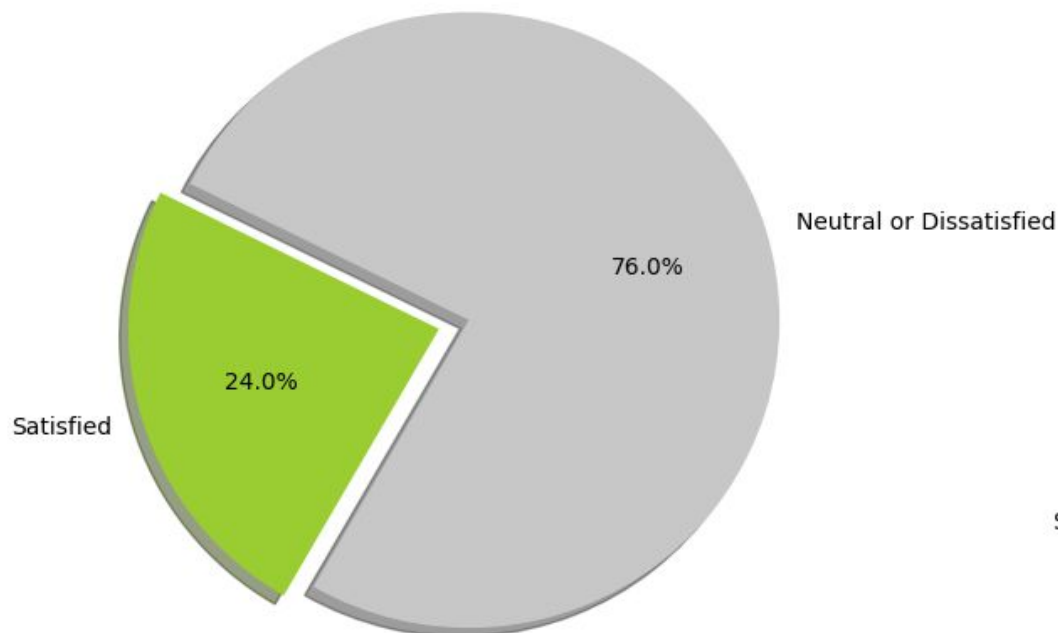


Customer Type Overview

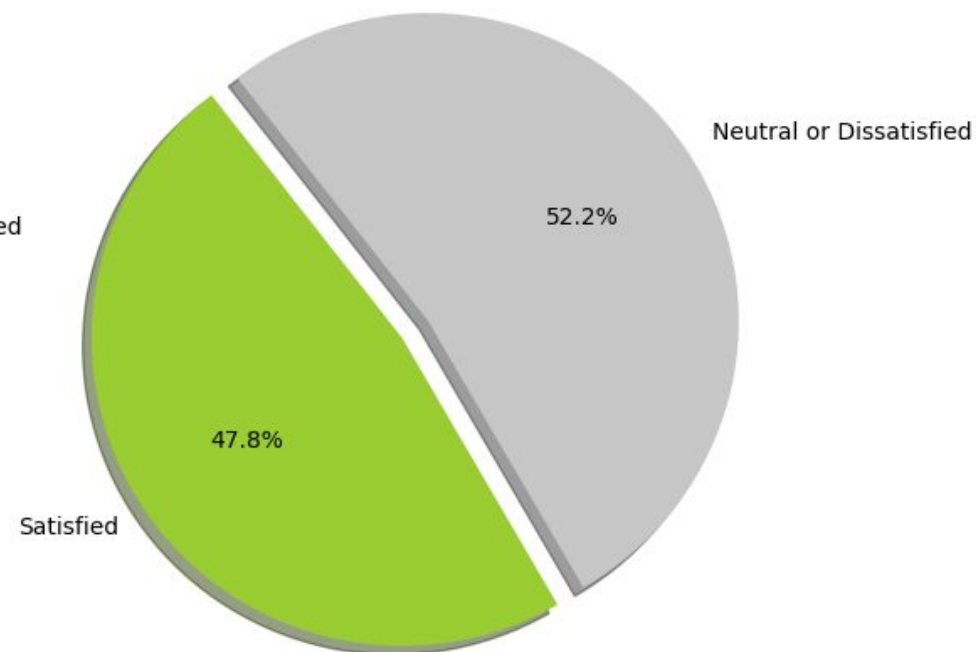


Are there differences in service satisfaction between new and returning customers?

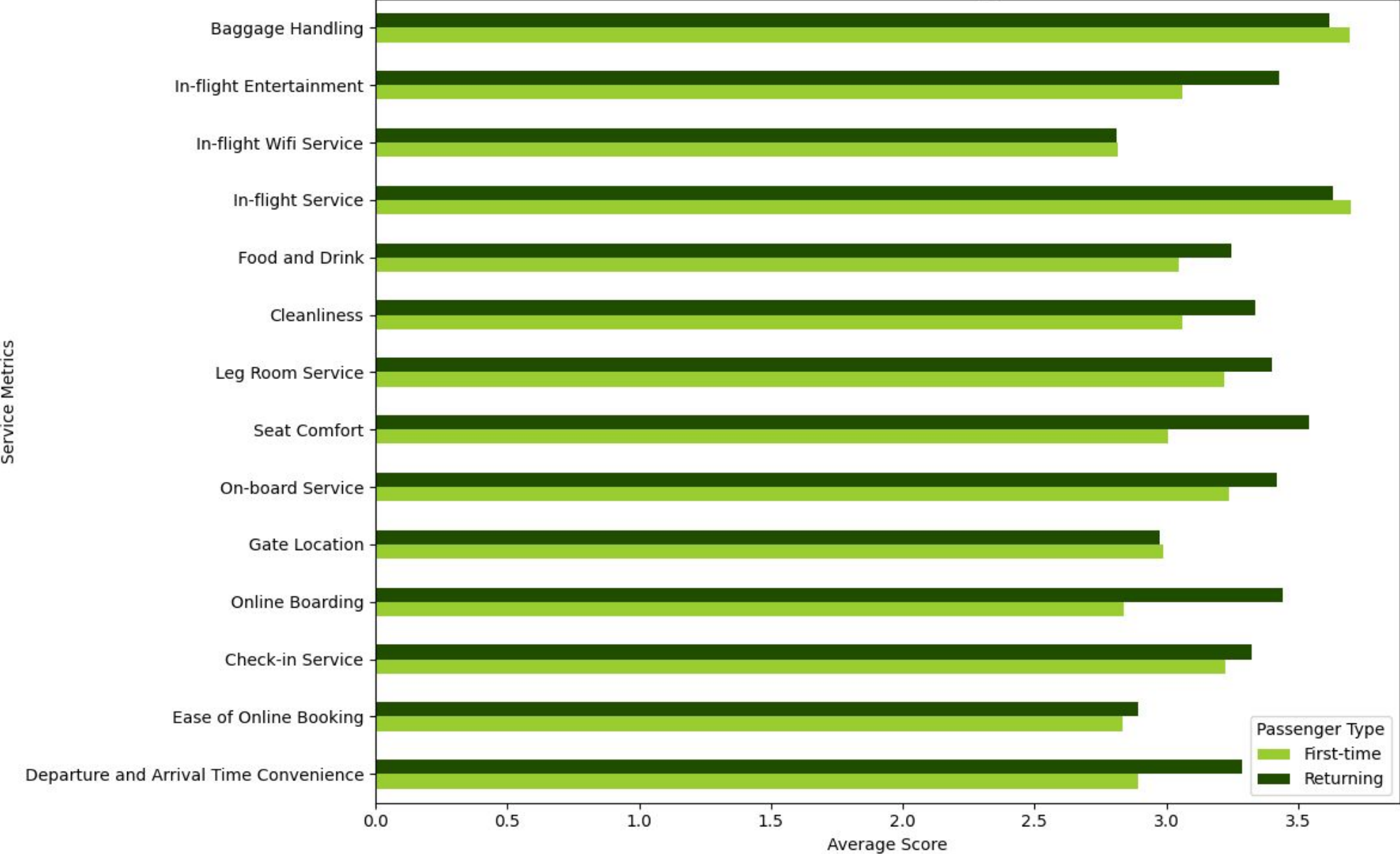
New Customers



Returning Customers

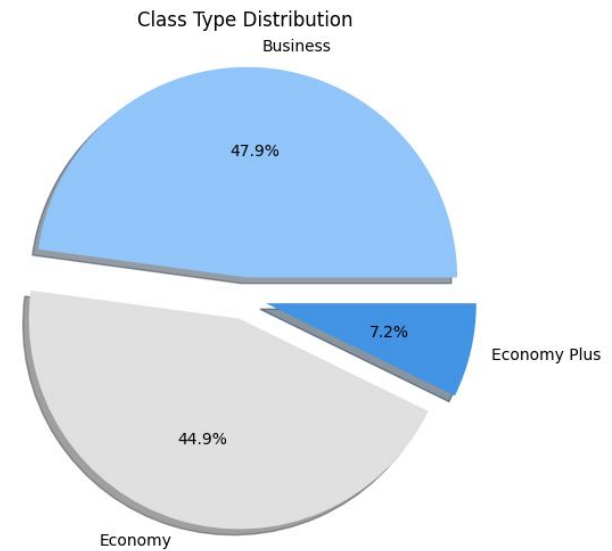
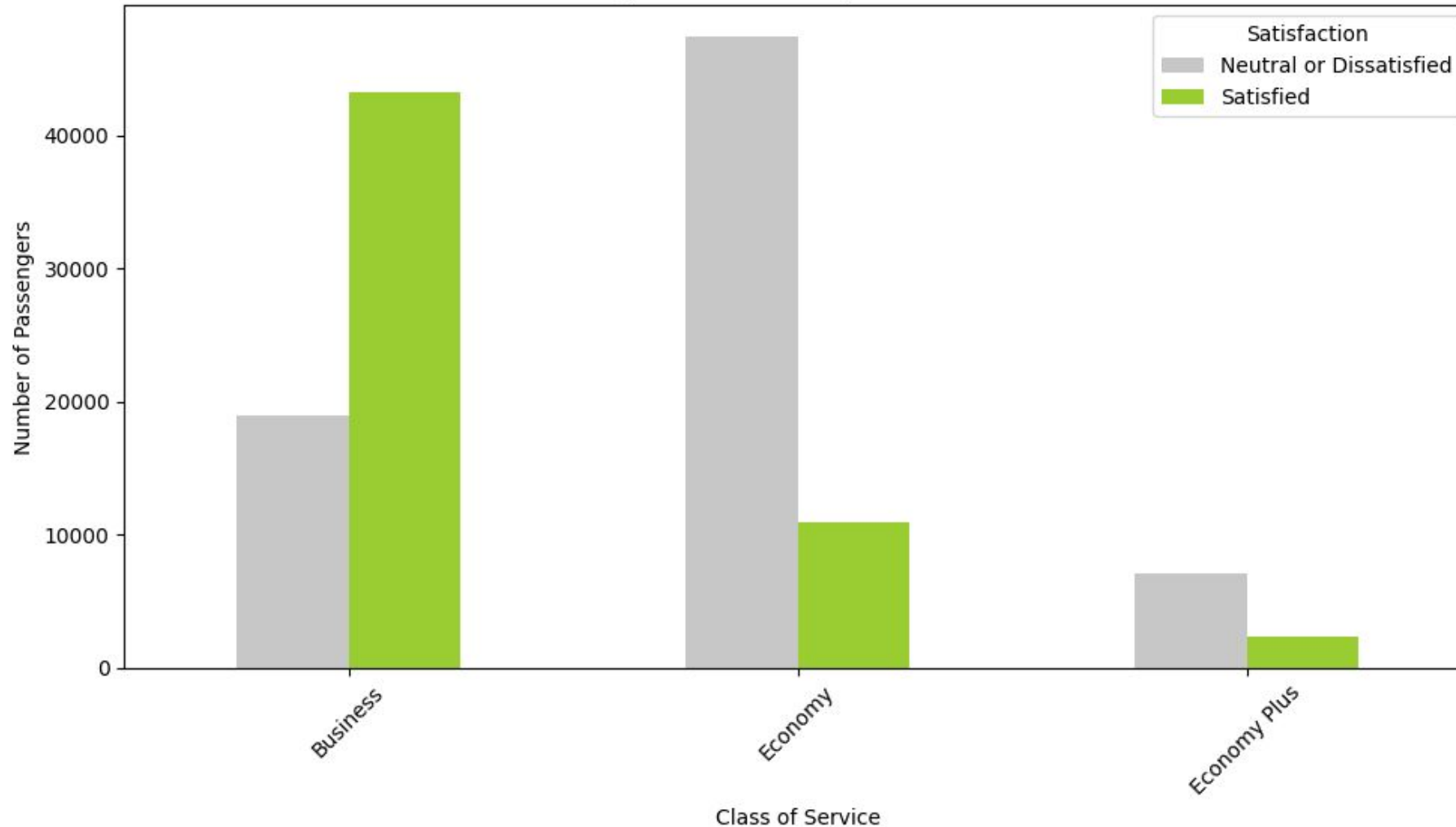


New and Returning Customers

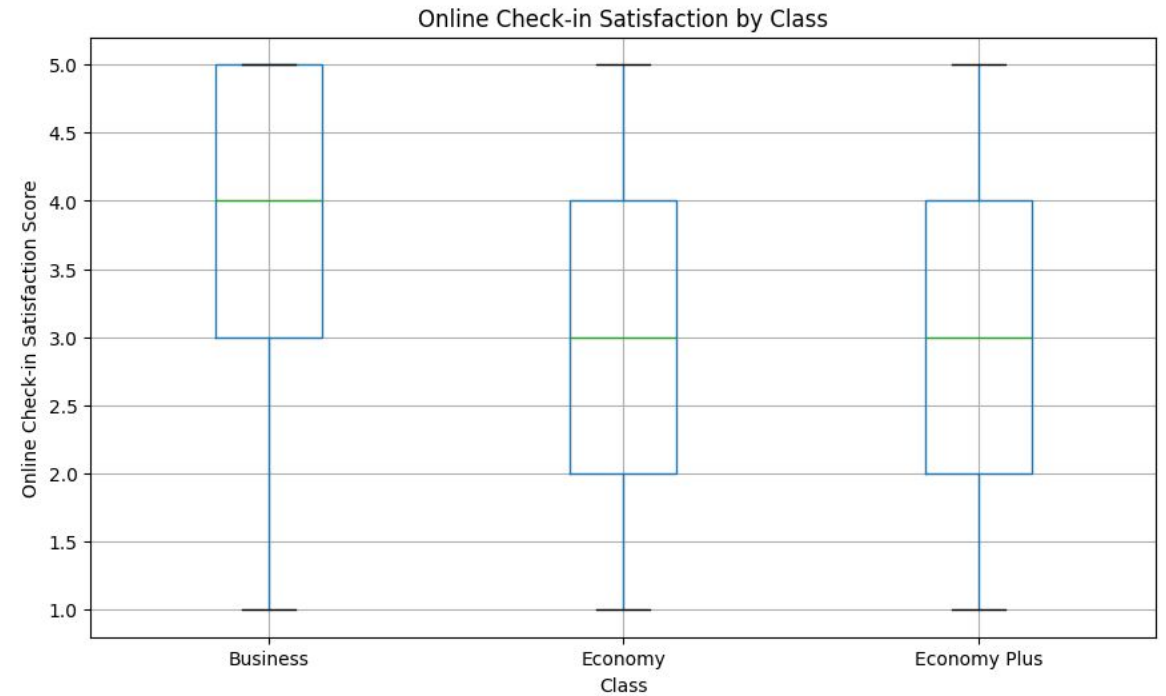
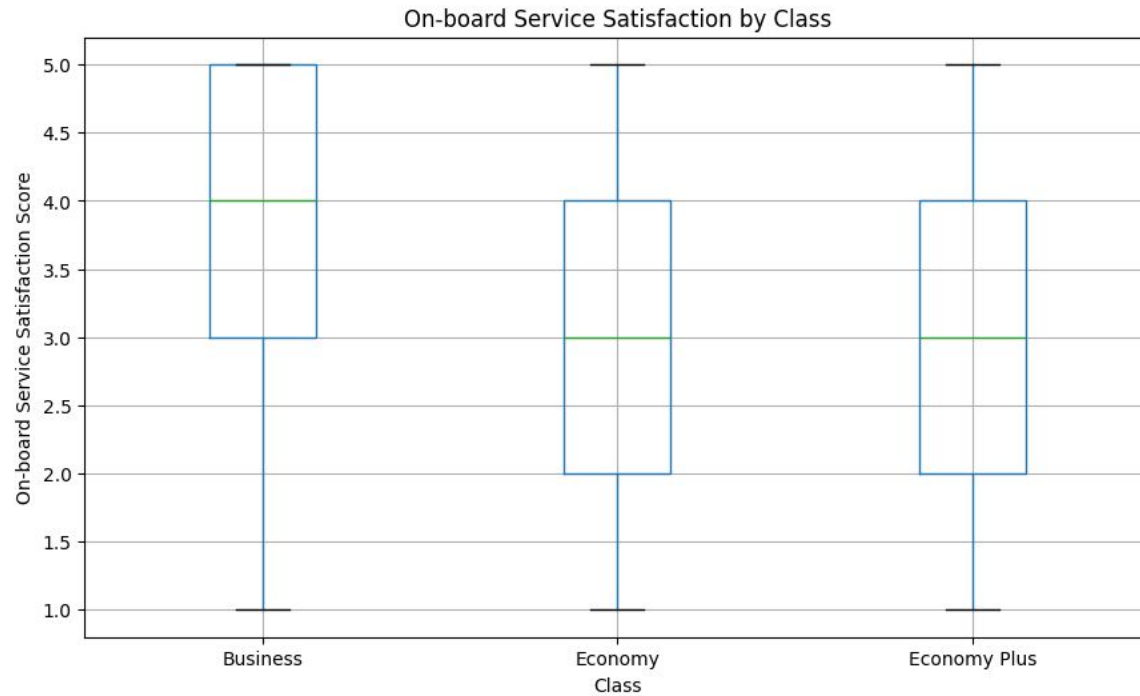


Are there differences in groups sorted by class?

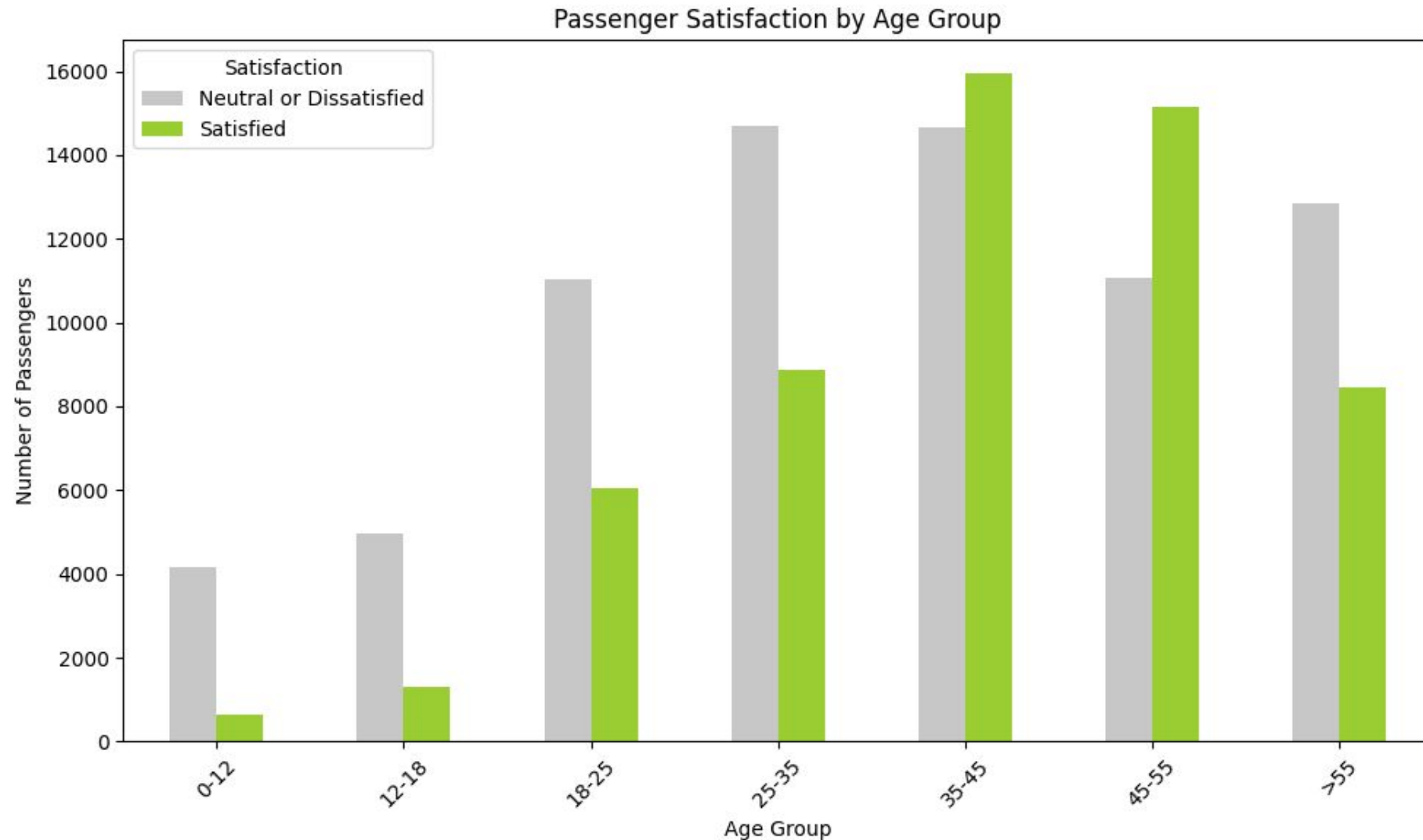
Passenger Satisfaction by Class of Service



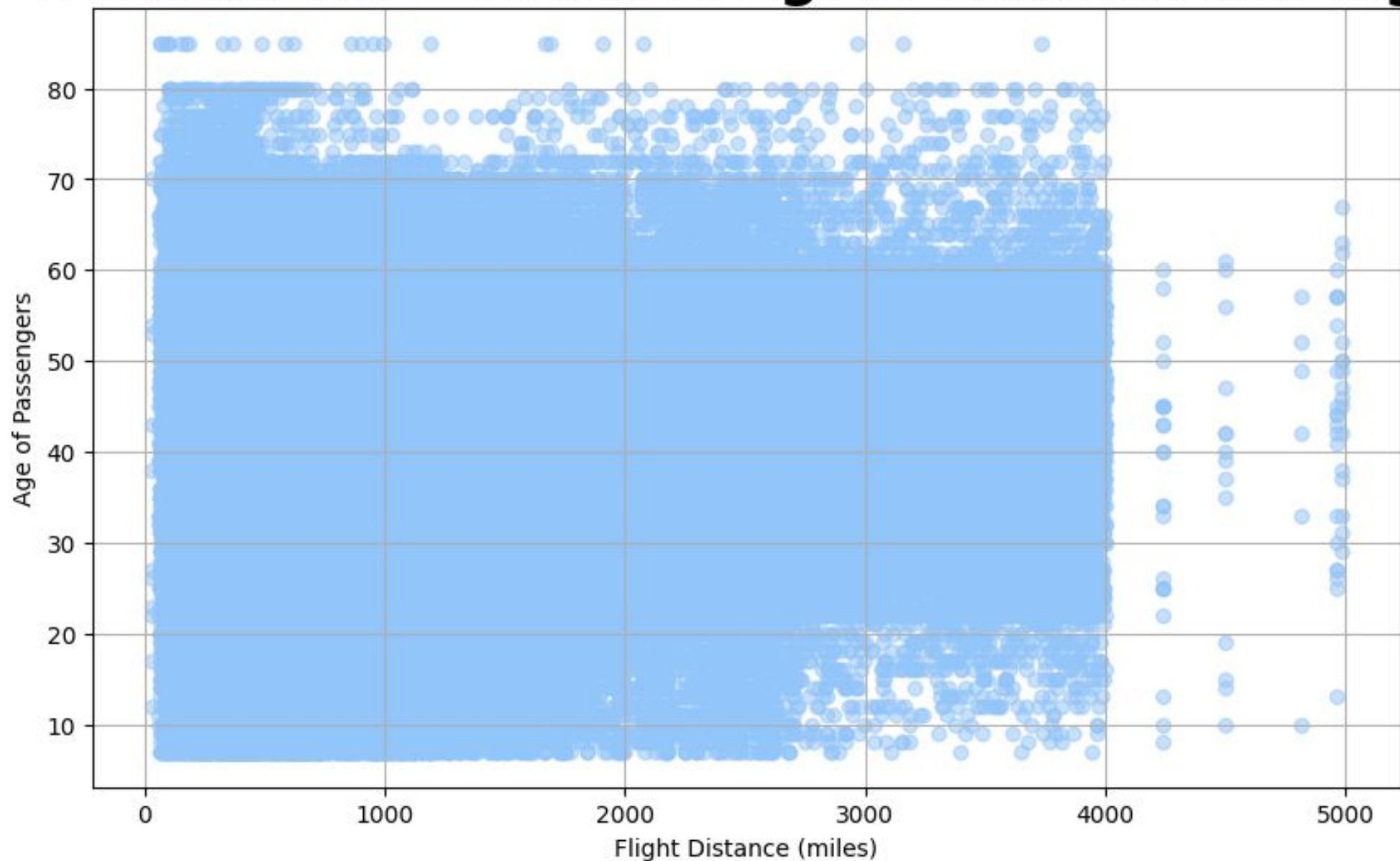
Services review by class of cabin close up:



Are there differences in satisfaction between age groups?

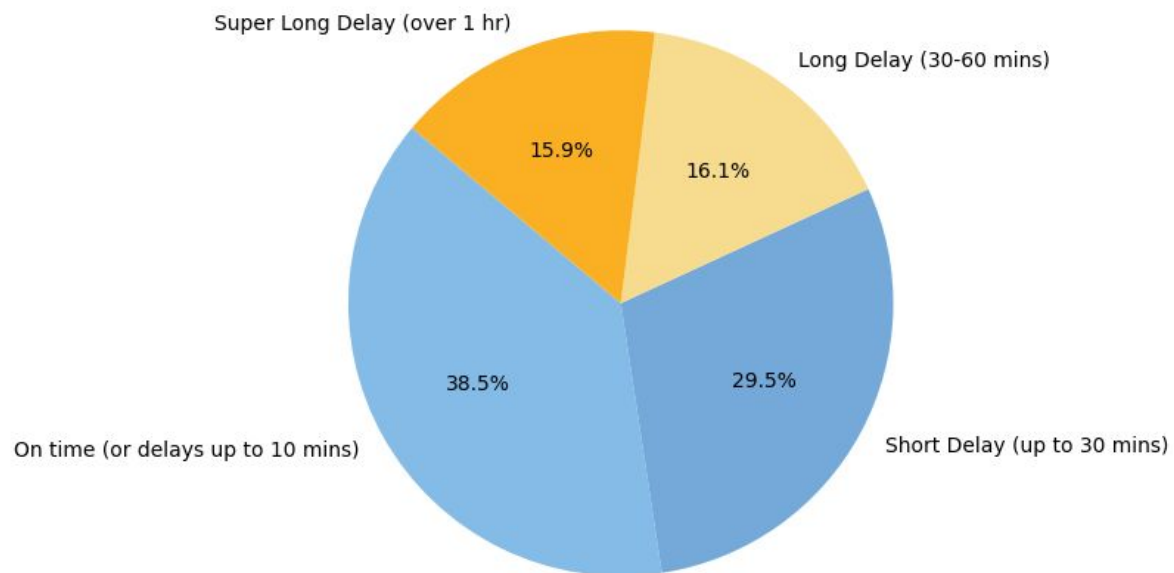


Correlation Between Flight Distance and Age

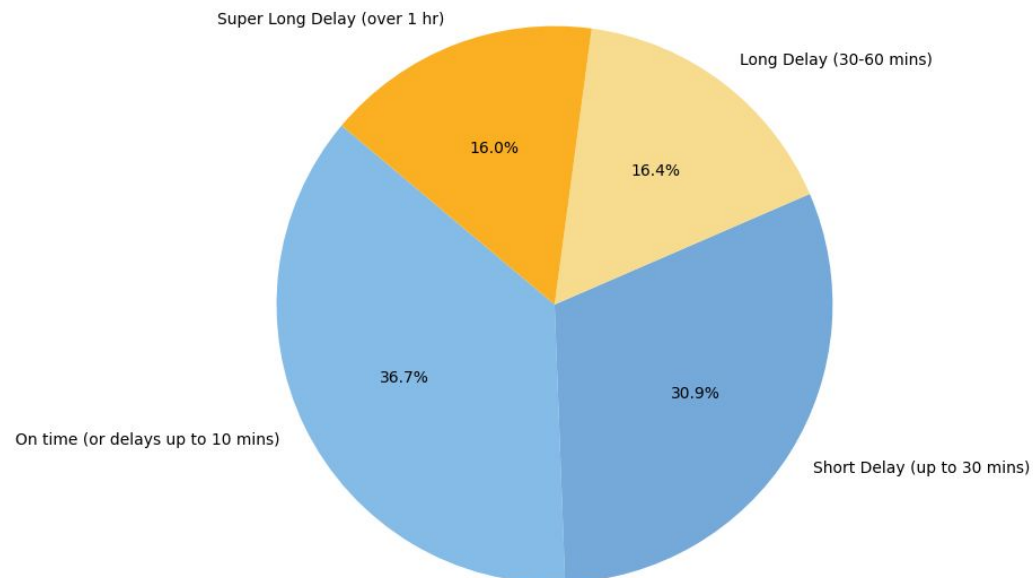


Departure and Arrival Delays Distribution

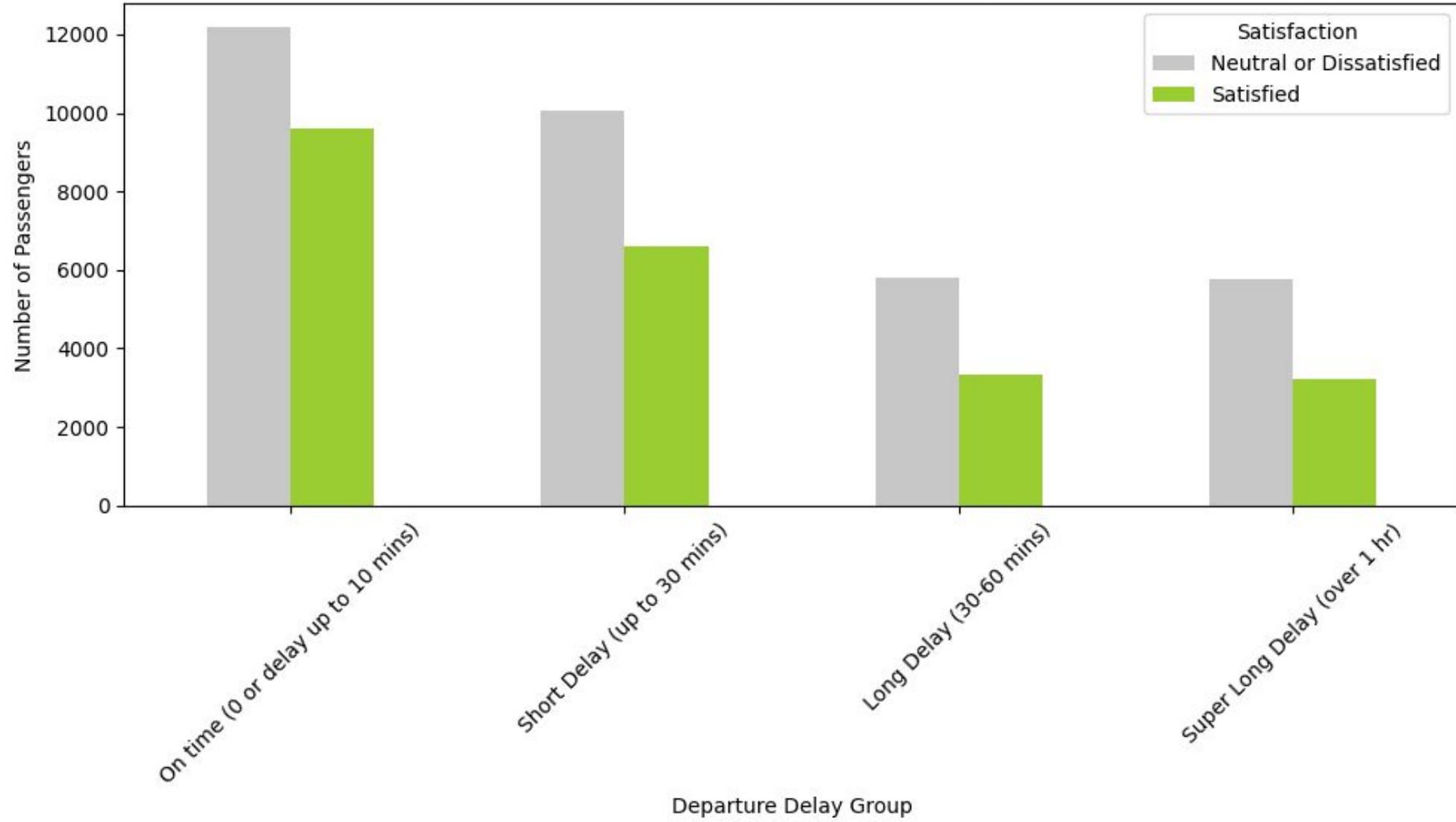
Departure Delays Distribution



Arrival Delays Distribution



Departure Flight Delays and Passenger Satisfaction



1

Entertain, Distract, give comfort or familiarity

Expand entertainment options by offering either interactive tablets, coloring pages, little toys, or put on a kids tv show if possible.

2

Rework The Website

The website can use a major reworking, it needs to make sense to the customer and easy to access what they need

3

Wi-Fi Access Value

Wi-Fi should be offered as a reward for completing a review. More likely to get good reviews and return customers

All detailed advice included in the report

4

Incentivize Feedback through Rewards

This feedback can drive continuous service improvement and create a sense of customer appreciation

5

Promote Loyalty Program Benefits

Highlight upgrades, rewards, and other advantages to boost membership and engagement

6

Healthy Snack Options

With wellness trends on the rise, consider including healthy snack options

7

Improved Passenger Questionnaire

Could provide clearer insights into areas needing attention and keep passengers engaged in improving their travel experience



All detailed advice included in the report

