Analysis of Airline Passenger Satisfaction

Stevens Institute of Technology

Course: CPE 627 - Big Data

Analysis

Professor: Yu-Dong Yao

Suyash Bhatt

CWID - 20015443



Introduction

Importance of Services

EDA

Classification Algorithm Used

INTRODUCTION



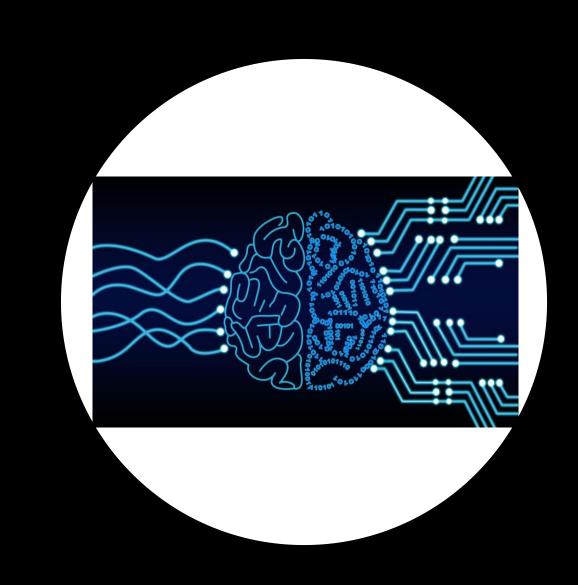
This dataset contains an airline passenger satisfaction survey. What factors are highly correlated to a satisfied (or dissatisfied) passenger?

Kaggle Dataset

GitHub Repository

IMPORTANCE OF CUSTOMER SATISFACTION

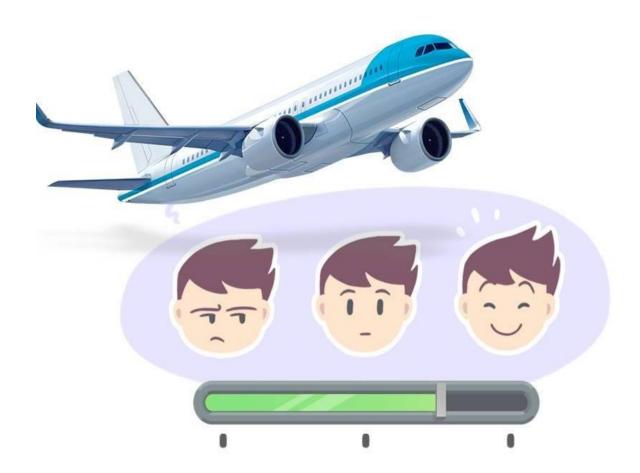
- 1.Loyalty and Repeat Business:
- 2.Positive Word-of-Mouth:
- 3. Competitive Advantage:
- 4. Revenue Generation:
- 5.Operational Efficiency:
- 6.Employee Morale and Engagement:



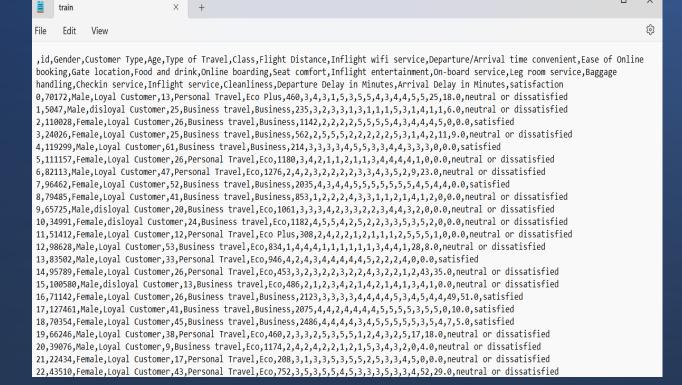
Objective-

- The objective of the project is to perform sentiment analysis on customer satisfaction in commercial aircraft. The goal is to analyze customer feedback and determine their level of satisfaction with airline services. The project aims to build machine learning models that can accurately classify customer satisfaction based on various features and attributes provided in the dataset.
- The project involves the following steps:
- Data Preparation:
- Exploratory Data Analysis:
- Data Preprocessing:
- Model Training and Evaluation:
- Model Comparison:

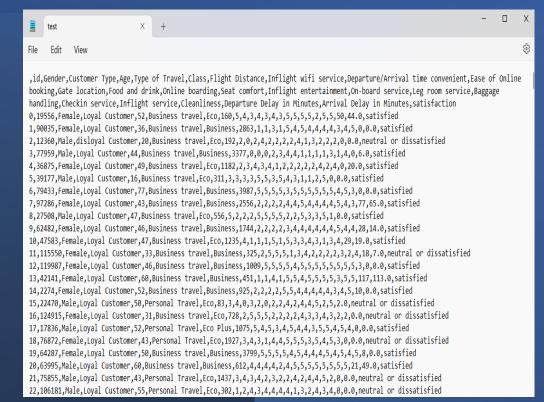
The overall objective is to identify the most accurate model that can
effectively classify customer satisfaction based on the given dataset. This
information can provide valuable insights to airline companies for improving their
services and enhancing customer satisfaction.



Train Data



Test Data



SENTIMENT ANALYSIS OF CUSTOMERS

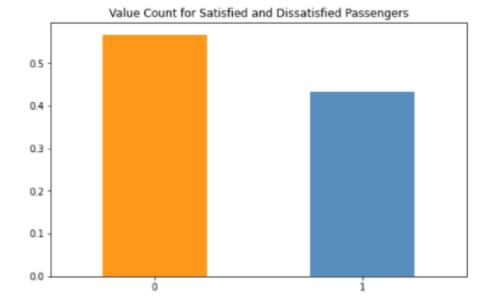
```
import pandas as pd
import numpy as np
import seaborn as sns
df_train = pd.read_csv('train.csv')
df_test = pd.read_csv('test.csv')

fig = plt.figure(figsize = (8,5))

df_train.satisfaction.value_counts(normalize = True).plot(kind='bar', alpha = 0.9, rot=0, color= ['darkorange','steelblue'])

plt.title('Value Count for Satisfied and Dissatisfied Passengers')

plt.show()
```



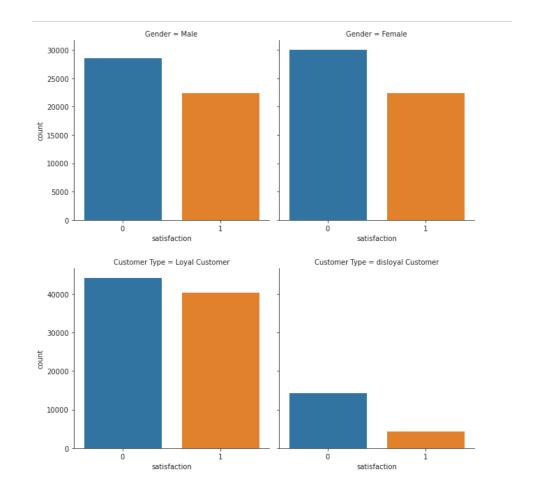
MALE VS FEMALE &

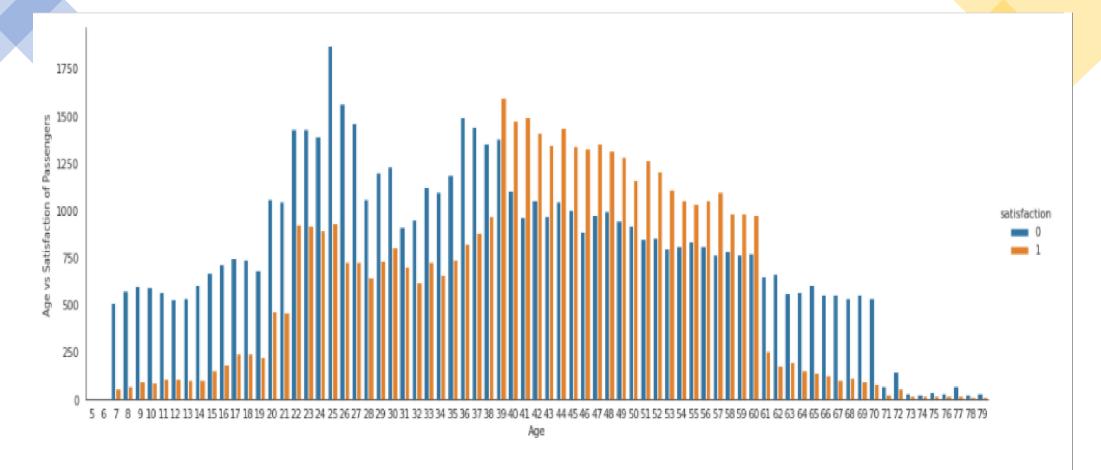
LOYAL VS DISLOYAL CUSTOMER SATISFACTION

```
df_train['Arrival Delay in Minutes'] = df_train['Arrival
Delay in Minutes'].fillna(df_train['Arrival Delay in
Minutes'].mean())
```

```
df_test['Arrival Delay in Minutes'] = df_test['Arrival Delay
in Minutes'].fillna(df_test['Arrival Delay in
Minutes'].mean())
```

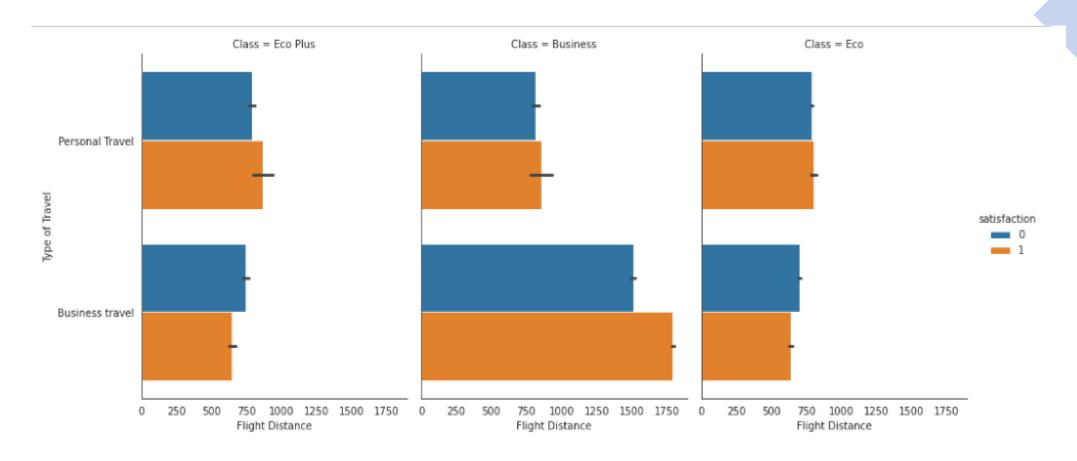
```
with sns.axes_style(style='ticks'):
    g = sns.catplot("satisfaction", col="Gender", col_wrap=2, data=df_train,
kind="count", height=4.5, aspect=1.0)
    g = sns.catplot("satisfaction", col="Customer Type", col_wrap=2,
data=df_train, kind="count", height=4.5, aspect=1.0)
```





Age - It is observed that from age 7 to 38 and from age 61 to 79 the number of disssatisfied passengers is comparatively higher, which gives us an insight as to which target group should the airline focus to improve the passenger satisfaction ratings.

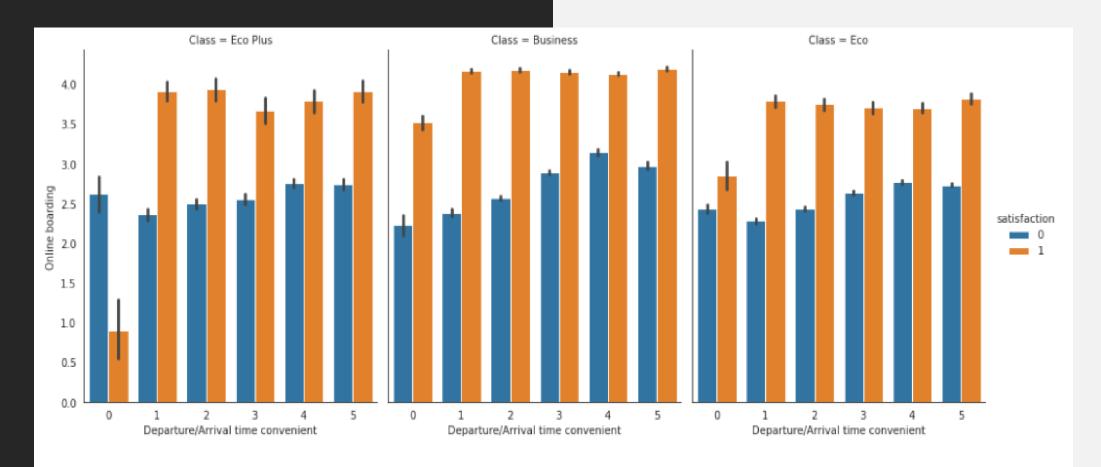
On the contrary, we can see that passenger in the age 39 - 60 are satisfied with their experience.



Class, Flight Distance and Type of Travel

We can see that for Eco, Eco Plus and Business class passengers who are travelling for Personal Reasons the number of Satisfied customers are just a bit more than disssatisfied passengers.

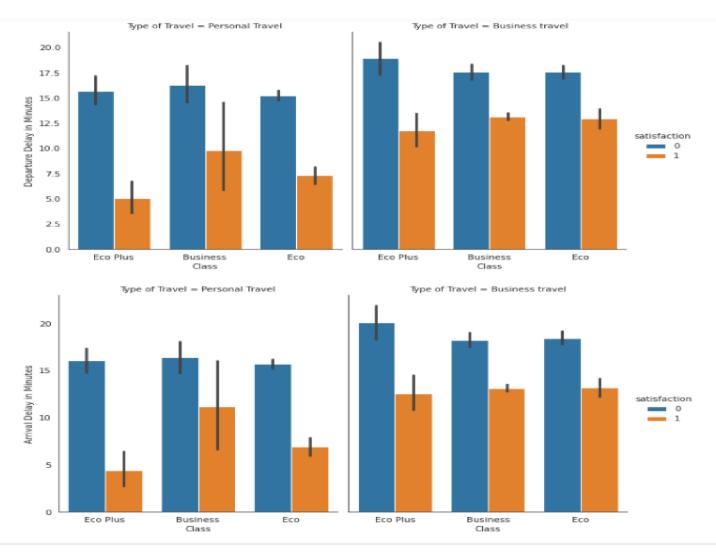
Also we can observe an interesting comparision here, the passengers who are traveling for Business Purpose, but are travelling through Eco and Eco Plus class are more dissipation, on the contrary the passengers travelling by Business class for Business Purpose are more satisfied.



Departure/Arrival Time, Online Boarding grouped by Class

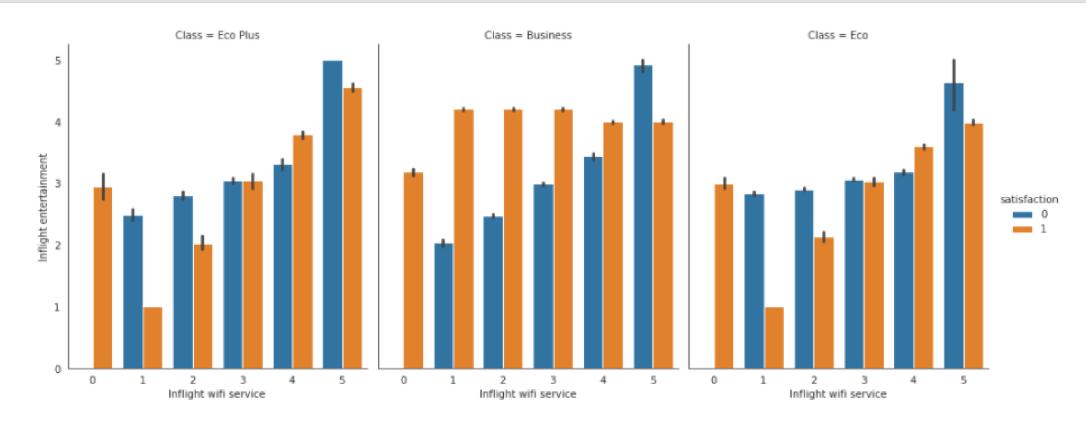
Except for the Eco Plus class which has higher number of disssatisfied passengers, where they have provided 0 rating, there seems to be more number of satisfied passengers across classes.

This analysis proves that passengers need convenient features like Online Boarding to make thier flight experience pleasing.



Arrival and Departure Delay grouped by Type of Travel

From the graphs above it is evident that no passenger likes delays. The number of disssatisfied passengers travelling for Business Purpose are greater than those travelling for Personal Reasons.

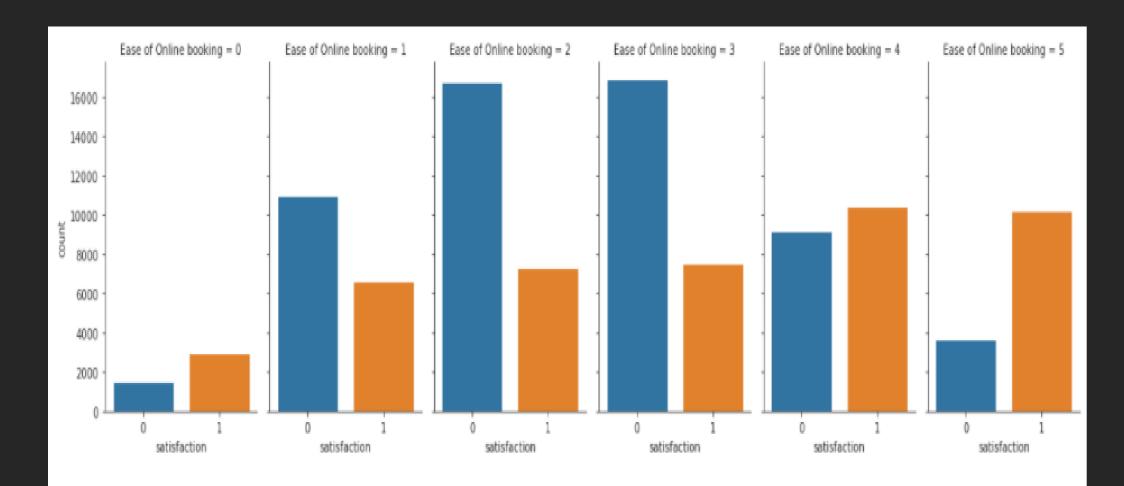


Inflight WiFi and Entertainment grouped by Class

We have a very unusual stat here, where we can see that Eco Plus passengers are satisfied even if they do not have any WiFi services or just Mid Level of Entertainment.

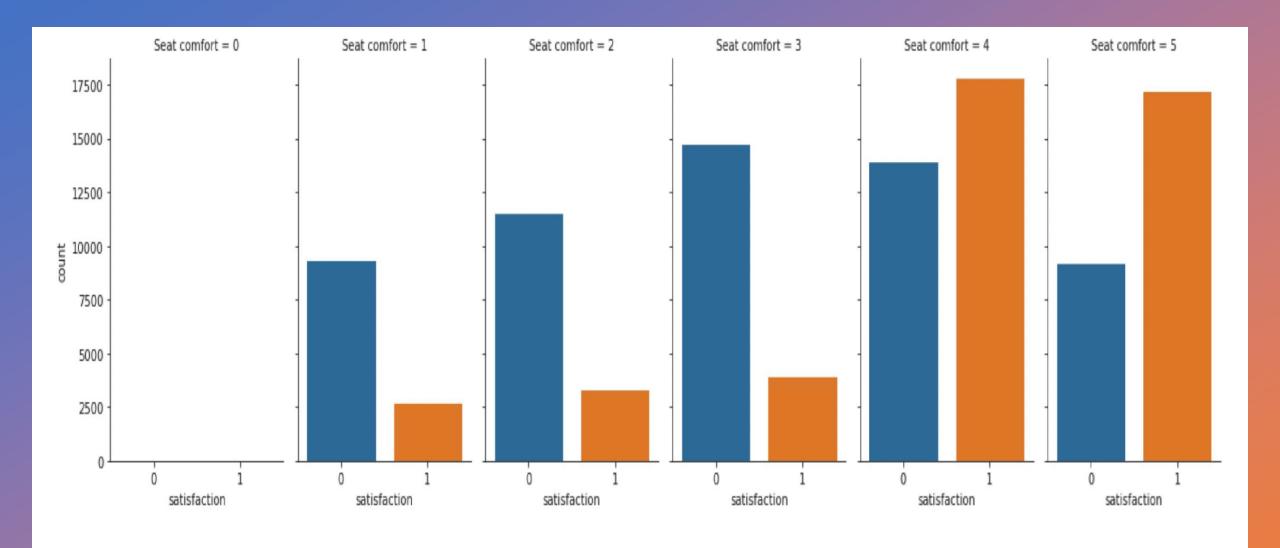
For Business class passengers it is evident that they need the highest levels of WiFi and Entertainment services as they have paid a significantly higher amount of charges per seat.

For Eco passengers, they need high level of Entertainment and WiFi services to be satisfied.



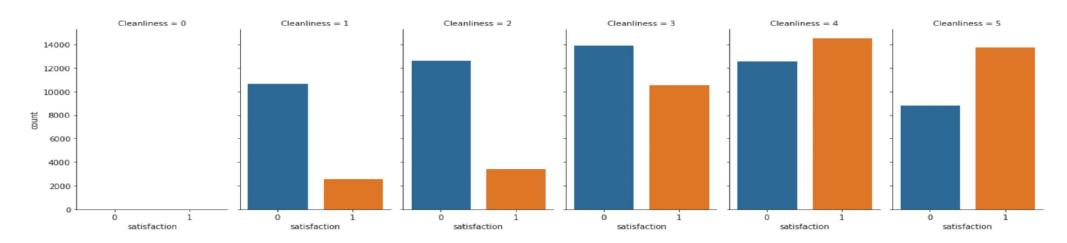
Ease of Online Booking

We can see that passengers are only satisfied with the highest level of convenience of ratings 4 and 5 to be satisfied.



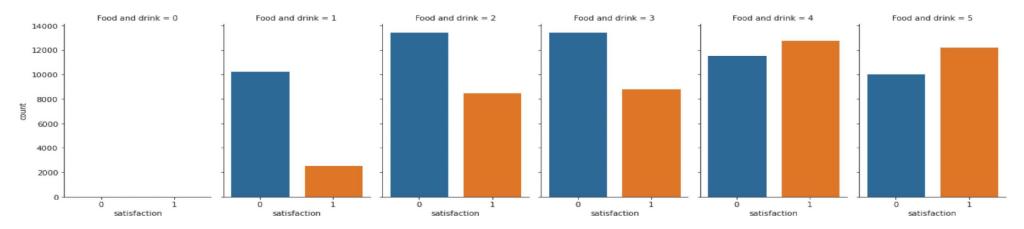
Seat Comfort

We can see that passengers are only satisfied with the highest level of seat comforts, where they are probably getting more leg space or window seats which has ratings 4 and 5 to be satisfied.



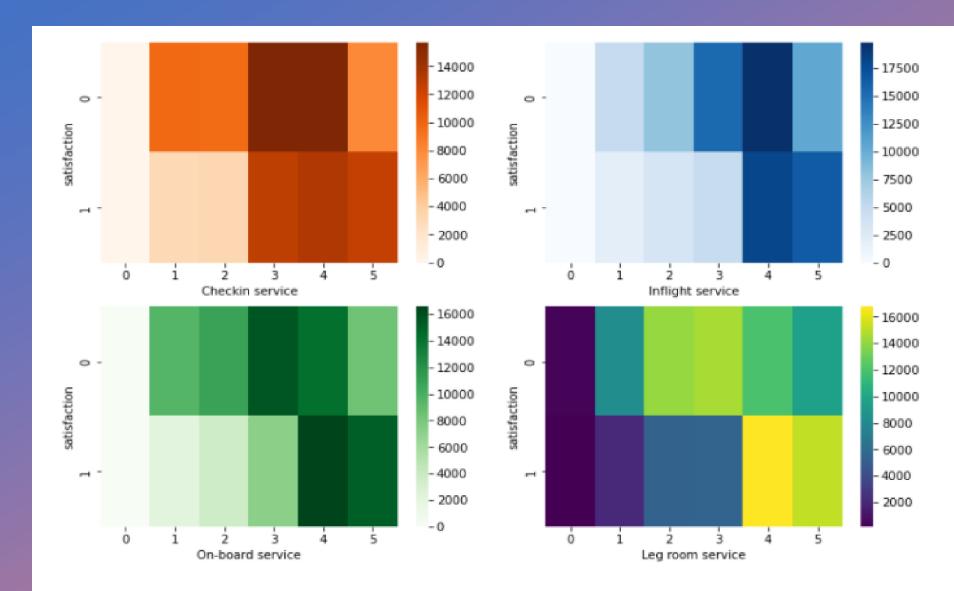
Cleanliness

We can see that passengers are only satisfied with the highest level of cleanliness of ratings 4 and 5 to be satisfied.



Food and Drinks

We can see that passengers are only satisfied with the highest level of Food and Drink where they are probably getting all of the requested food and drinks which has ratings 4 and 5 to be satisfied.

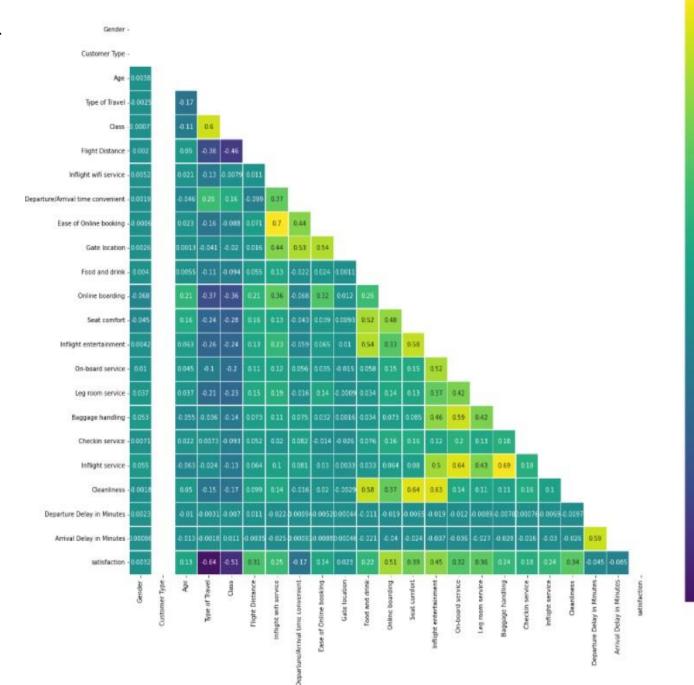


Checkin Service, Inflight Service, On-Board Service, Leg-room service

Except for the checkin service, which has 0 to 2 ratings provided by passengers who look to be the most dissatisfied, for rest of services, passengers who provided 4 and 5 ratings seem to be satisfied.

```
 \begin{aligned} & df\_train = df\_train[^((df\_train < (q1 - 1.5 * inter\_q)) \mid (df\_train > (q3 + 1.5 * inter\_q))).any(axis=1)] \\ & df\_train.shape \end{aligned}
```

Finding the correlation among the different features to check which ones are important

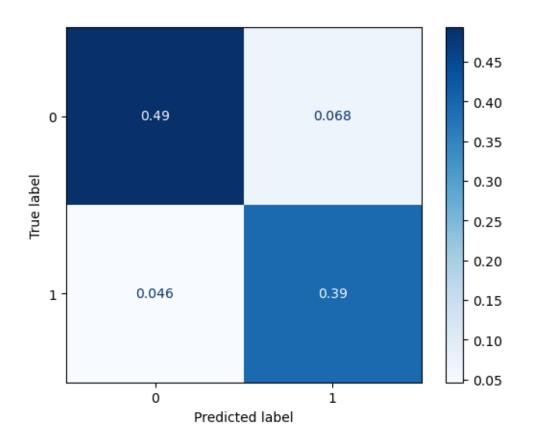


Algorithm -1 :: Logistic Regression

from sklearn.linear_model import LogisticRegression

params_Ir = {'penalty': 'elasticnet', 'l1_ratio':0.5, 'solver': 'saga'}

model_Ir = LogisticRegression(**params_Ir)
model_Ir, accuracy_Ir = classifier(model_Ir, X_train, y_train, X_test, y_test)

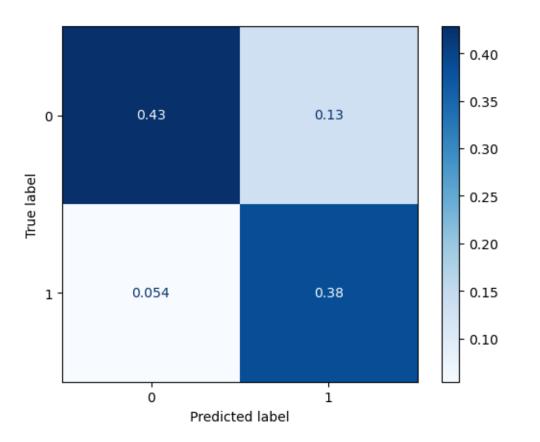


Algorithm -2 :: K- Nearest Neighbor

from sklearn.neighbors import KNeighborsClassifier

params_kn = {'n_neighbors':10, 'algorithm': 'kd_tree', 'n_jobs':4}

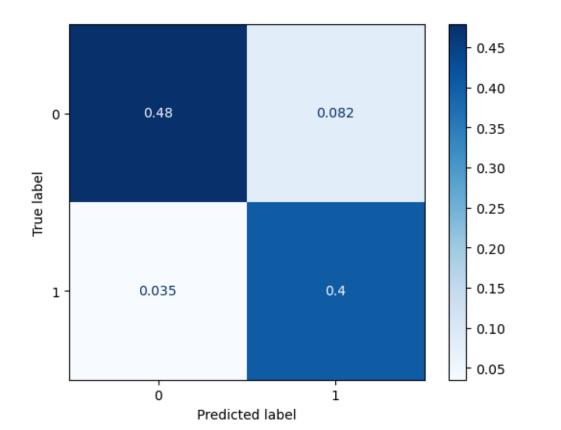
model_kn = KNeighborsClassifier(**params_kn)
model_kn, accuracy_kn = classifier(model_kn, X_train, y_train, X_test,
y_test)



Algorithm -3 :: Decision Tree

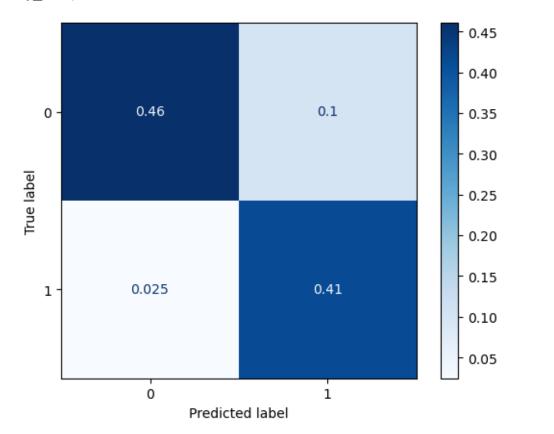
from sklearn.tree import DecisionTreeClassifier

model_dt = DecisionTreeClassifier(**params_dt)
model_dt, accuracy_dt = classifier(model_dt, X_train, y_train, X_test,
y_test)



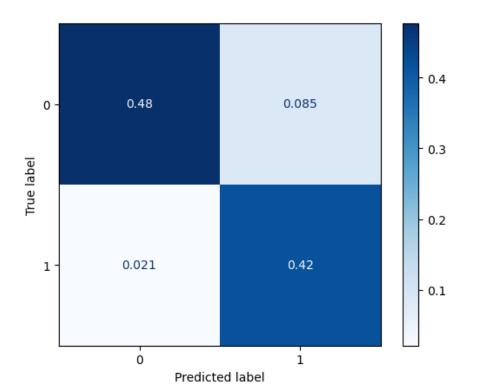
Algorithm -4 :: Artificial Neural Networks from sklearn.neural network import MLPClassifier

model_nn = MLPClassifier(**params_nn)
model_nn, accuracy_nn = classifier(model_nn, X_train, y_train, X_test,
y_test)

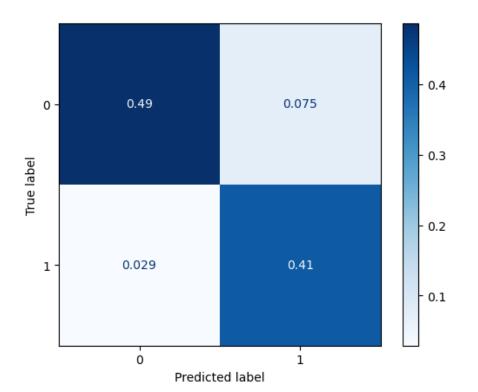


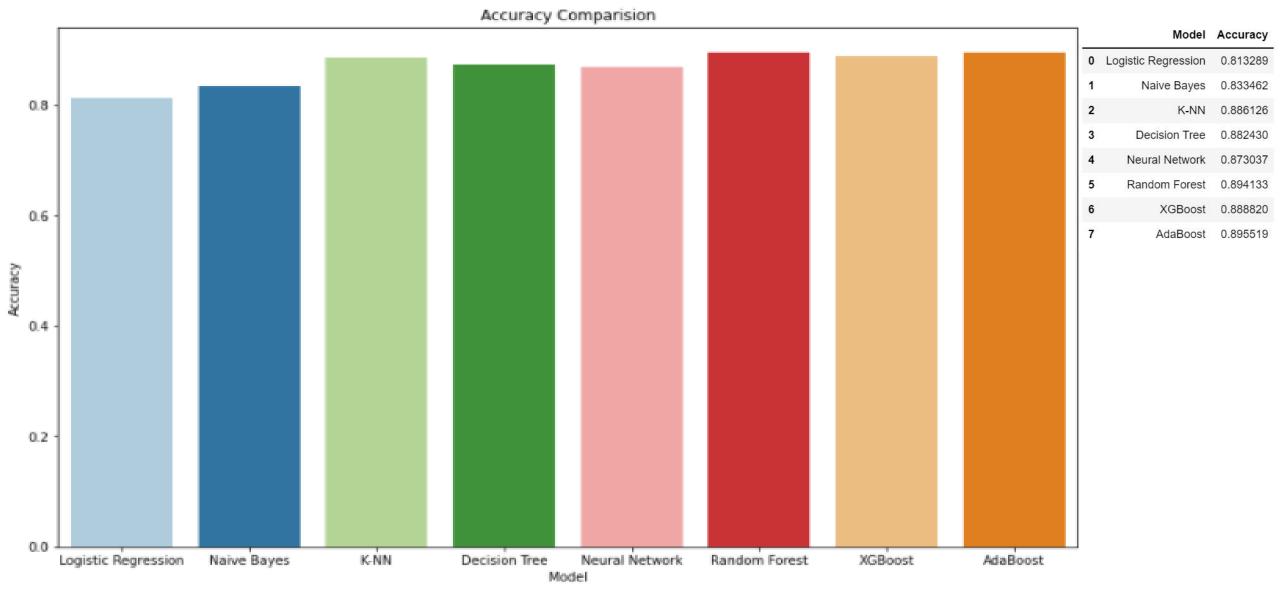
Algorithm -5 :: Random Forest from sklearn.ensemble import RandomForestClassifier

model_rf = RandomForestClassifier(**params_rf)
model_rf, accuracy_rf = classifier(model_rf, X_train, y_train, X_test,
y_test)



model_adab = adab(**params_adab)
model_adab, accuracy_adab = classifier(model_adab, X_train,
y_train, X_test, y_test)





Best Model - From the Accuracies and Bar Plot above, we can see that AdaBoost has the best accuracy of 89.55% followed by Random Forest which is not so behind with an accuracy score of 89.41% and the third best model is XGBoost which has an accuracy score of 88.88%

Convolutional-Neural-Network

Convolutional Neural Network Model-

```
In [51]: import pandas as pd
         import numpy as np
         import tensorflow as tf
         from sklearn.metrics import accuracy score
         from sklearn.model_selection import train_test_split
         from sklearn.preprocessing import LabelEncoder
         from tensorflow.keras.preprocessing.text import Tokenizer
         from tensorflow.keras.preprocessing.sequence import pad sequences
         from tensorflow.keras import layers
         # Load the train and test datasets
         train_data = pd.read_csv(r'C:\Users\suyas\OneDrive-stevens.edu\Desktop\Customer_Satisfaction\archive\train.csv')
         test_data = pd.read_csv(r'C:\Users\suyas\OneDrive-stevens.edu\Desktop\Customer_Satisfaction\archive\test.csv')
         # Prepare the data
         X train = train data['Cleanliness'].astype(str).values
        y train = train data['satisfaction'].values
        X_test = test_data['Cleanliness'].astype(str).values
        y_test = test_data['satisfaction'].values
         # Convert target labels to lowercase
         y_train = np.array([str(label).lower() for label in y_train])
         y_test = np.array([str(label).lower() for label in y_test])
         # Encode the target labels
         label encoder = LabelEncoder()
         y_train = label_encoder.fit_transform(y_train)
        y_test = label_encoder.transform(y_test)
         # Text preprocessing
         tokenizer = Tokenizer(num_words=10000)
         tokenizer.fit_on_texts(X_train)
        X_train = tokenizer.texts_to_sequences(X_train)
        X_test = tokenizer.texts_to_sequences(X_test)
         X train = pad sequences(X train, maxlen=100, padding='post', truncating='post')
         X_test = pad_sequences(X_test, maxlen=100, padding='post', truncating='post')
         # Define the CNN architecture
         model = tf.keras.Sequential([
             layers.Embedding(input_dim=10000, output_dim=100, input_length=100),
             layers.Conv1D(128, 5, activation='relu'),
             layers.GlobalMaxPooling1D(),
             layers.Dense(64, activation='relu'),
             layers.Dense(1, activation='sigmoid')
         1)
         # Compile the model
         model.compile(optimizer='adam', loss='binary crossentropy', metrics=['accuracy'])
         # Split the data into training and validation sets
         X_train, X_val, y_train, y_val = train_test_split(X_train, y_train, test_size=0.2, random_state=42)
         # Train the CNN model
         model.fit(X_train, y_train, validation_data=(X_val, y_val), epochs=10, batch_size=32)
```

Accuracy- 63.53 %

Accuracy: 0.6353557109832764

```
In [50]: from tensorflow.keras.metrics import Accuracy
       # Train the CNN model
       model.fit(X_train, y_train, validation_data=(X_val, y_val), epochs=10, batch_size=32)
       # Evaluate the model on the test set
       y pred = np.round(model.predict(X test)).flatten()
       accuracy = Accuracy()
       accuracy.update_state(y_test, y_pred)
       accuracy value = accuracy.result().numpy()
       print(f"Accuracy: {accuracy value}")
       Epoch 1/10
       2598/2598 [=========== ] - 75s 29ms/step - loss: 0.6342 - accuracy: 0.6317 - val loss: 0.6309 - val accuracy:
       Epoch 2/10
       2598/2598 [============] - 85s 33ms/step - loss: 0.6340 - accuracy: 0.6317 - val_loss: 0.6306 - val_accuracy:
       0.6343
       Epoch 3/10
       2598/2598 [==========] - 103s 40ms/step - loss: 0.6338 - accuracy: 0.6321 - val_loss: 0.6312 - val_accurac
       y: 0.6343
       Epoch 4/10
       2598/2598 [========== ] - 76s 29ms/step - loss: 0.6338 - accuracy: 0.6318 - val_loss: 0.6326 - val_accuracy:
       2598/2598 [==========] - 115s 44ms/step - loss: 0.6337 - accuracy: 0.6319 - val loss: 0.6306 - val accuracy
       y: 0.6343
       Epoch 6/10
       2598/2598 [==========] - 113s 43ms/step - loss: 0.6337 - accuracy: 0.6322 - val_loss: 0.6309 - val_accurac
       v: 0.6343
       Epoch 7/10
       2598/2598 [========== ] - 79s 30ms/step - loss: 0.6337 - accuracy: 0.6320 - val loss: 0.6305 - val accuracy:
       0.6343
       Epoch 8/10
       2598/2598 [============== ] - 71s 27ms/step - loss: 0.6335 - accuracy: 0.6323 - val loss: 0.6307 - val accuracy:
       Epoch 9/10
       0.6343
       2598/2598 [=========== ] - 72s 28ms/step - loss: 0.6334 - accuracy: 0.6322 - val loss: 0.6311 - val accuracy:
       812/812 [=========] - 6s 7ms/step
```

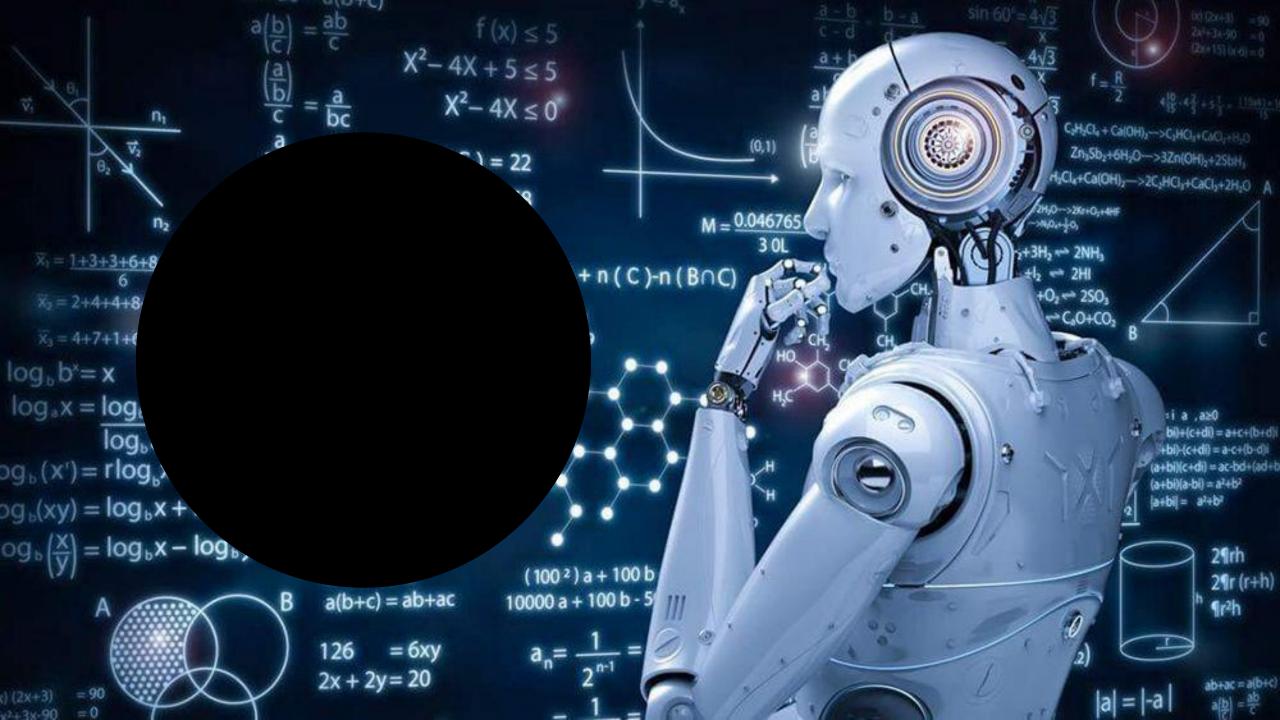
Long-Short-Term-Memory Model

LSTM MODEL-

```
In [*]: import pandas as pd
        import numpy as np
        import tensorflow as tf
        from sklearn.metrics import accuracy score
        from sklearn.model selection import train test split
        from sklearn.preprocessing import LabelEncoder
        from tensorflow.keras.preprocessing.text import Tokenizer
        from tensorflow.keras.preprocessing.sequence import pad_sequences
        from tensorflow.keras import layers
        # Load the train and test datasets
        train data = pd.read csv(r'C:\Users\suyas\OneDrive-stevens.edu\Desktop\Customer Satisfaction\archive\train.csv')
        test_data = pd.read_csv(r'C:\Users\suyas\OneDrive-stevens.edu\Desktop\Customer_Satisfaction\archive\test.csv')
        # Prepare the data
        X train = train data['Cleanliness'].astype(str).values
        y_train = train_data['satisfaction'].values
        X test = test_data['Cleanliness'].astype(str).values
        y_test = test_data['satisfaction'].values
        # Convert target labels to lowercase
        y_train = np.array([str(label).lower() for label in y_train])
        y test = np.array([str(label).lower() for label in y test])
        # Encode the target labels
        label encoder = LabelEncoder()
        y train = label encoder.fit transform(y train)
        y test = label encoder.transform(y test)
        # Text preprocessing
        tokenizer = Tokenizer(num_words=10000)
        tokenizer.fit on texts(X train)
        X_train = tokenizer.texts_to_sequences(X_train)
        X test = tokenizer.texts to sequences(X test)
        X train = pad sequences(X train, maxlen=100, padding='post', truncating='post')
        X test = pad sequences(X test, maxlen=100, padding='post', truncating='post')
        # Define the LSTM architecture
        model = tf.keras.Sequential([
            layers.Embedding(input dim=10000, output dim=100, input length=100),
            layers.LSTM(128, activation='relu'),
            layers.Dense(64, activation='relu'),
            layers.Dense(1, activation='sigmoid')
        model.compile(optimizer='adam', loss='binary crossentropy', metrics=['accuracy'])
        # Split the data into training and validation sets
        X_train, X_val, y_train, y_val = train_test_split(X_train, y_train, test_size=0.2, random_state=42)
        # Train the LSTM model
        model.fit(X train, y train, validation_data=(X val, y val), epochs=10, batch_size=32)
```

Accuracy- 56.10 %

```
# Train the LSTM model
   model.fit(X_train, y_train, validation_data=(X_val, y_val), epochs=10, batch_size=32)
   # Generate predictions on the test set
   y_pred = np.round(model.predict(X_test)).flatten()
   # Calculate the accuracy
   accuracy = accuracy_score(y_test, y_pred)
   print(f"Accuracy: {accuracy}")
   Epoch 1/10
   y: 0.5636
   Epoch 2/10
   2598/2598 [===========] - 549s 212ms/step - loss: 0.6843 - accuracy: 0.5674 - val_loss: 0.6851 - val_accurac
   v: 0.5636
   y: 0.5636
   Epoch 4/10
   y: 0.5636
   Epoch 5/10
   y: 0.5636
   Epoch 6/10
   y: 0.5636
   v: 0.5636
   Epoch 8/10
   2598/2598 [============= - 973s 375ms/step - loss: 0.6841 - accuracy: 0.5674 - val_loss: 0.6852 - val_accurac
   y: 0.5636
   2598/2598 [==========] - 537s 207ms/step - loss: 0.6841 - accuracy: 0.5674 - val_loss: 0.6850 - val_accurac
   v: 0.5636
   Epoch 10/10
   812/812 [========== ] - 53s 64ms/step
   Accuracy: 0.5610178626424391
In [ ]:
```



Classification algorithms



