Looking for real world data to practice your data analysis skills?

Need a new project to showcase on your BI portfolio?

We have just what you need, including another chance to win a **free all-access membership** to Maven Analytics!

We’ve just added a brand new dataset to the [**Data Playground**](https://www.mavenanalytics.io/data-playground), containing customer satisfaction scores from airline passengers.

This dataset is the perfect opportunity to put your strategic thinking and communication skills to the test, and present the results of your analysis with Excel, Power BI, Tableau, Python or other BI tools!

To go along with this release, we’re launching the **Maven Airlines Challenge** and giving away a **free all-access membership** to the winner.

We’ll share more about the challenge details below, but first let’s talk about the data…

**About the dataset**

* We're looking at airline satisfaction scores for 129,880 passengers
* Each record represents one passenger
* Records contain details about passenger demographics, flight distance and delays, travel class and purpose, and ratings for factors like cleanliness, comfort, and service, as well as overall satisfaction with the airline

**How to play the Maven Airlines Challenge**

For this challenge, you'll be assuming the role of Senior Data Analyst for **Maven Airlines**, a US-based airline headquartered in Boston, Massachusetts. The latest passenger survey results just came in and it looks like the satisfaction rate dipped under 50% for the first time ever. The leadership team needs to take action fast, so they've brought you in to analyze the data and find the key areas to focus on for getting back on track.

Your task is to **recommend a data-driven strategy for increasing Maven Airlines' satisfaction rate**, and present it in the form of a single page report or dashboard.

Here’s how to submit your entry:

1. Share a LinkedIn post mentioning *@Maven Analytics* and the hashtag **#mavenairlineschallenge**, with your single-page visual based on the challenge objective above
2. Complete the official [**challenge submission form**](https://mavenanalytics.typeform.com/to/Ln7sYYiB) to make sure you are entered for a chance to win

Make sure to follow Maven Analytics on LinkedIn for updates on the challenge and invite your connections to play along!

**How to win**

Finalists will be chosen by the Maven team based on insights, creativity, design, visualizations, and overall storytelling ability. The winner will be selected from the finalist pool by the Maven team, via live voting.

**What you can win**

As part of the **Maven Airlines Challenge**, we'll be giving away 1 annual all-access Maven membership completely free of charge. The winner will get access to all of our Excel, Power BI, Tableau, SQL, Python, and Machine Learning courses, all with direct support and coaching from our expert instructors.

No purchase is necessary to participate. As always, this challenge is open to both current Maven subscribers and everyone else.

Check out the official rules below...

**Official Terms (Maven Airlines Challenge)**

* Maven Analytics will give away 1 Annual subscription for an Individual account. After the one year period, the subscription will expire.
* No purchase is necessary to enter.
* Data Analyst Bootcamp is not included in this prize. That is a separate offering, and not eligible.
* The challenge will close to new entries on Sunday, June 12th, 2022, at 11:59pm Eastern Standard Time. All entries must be submitted prior.
* After the submission deadline, finalists will be chosen by the Maven team.
* Maven Analytics will select 1 winner from the finalists, and will announce the winner on Wednesday, June 22nd, 2022 at 10:00am Eastern Standard Time. The official announcement will be posted on LinkedIn from the Maven Analytics LinkedIn account.

Don't want to participate in the Maven Airlines Challenge? No problem. You can still analyze the data on your own. All of the Data Playground datasets are completely free and are available for everyone to learn with. Feel free to dig in anytime.

Check out the Airline Passenger Satisfaction dataset, and more, at the [**Data Playground**](https://www.mavenanalytics.io/data-playground).

Happy analyzing!