**Flights Data**

**KPIs:**

**Customer Types & Travel Class**

1. What percentage of total passengers are first-time travelers versus returning travelers?
2. Among first-time travelers, what is the distribution between Business, Economy, and Economy Plus classes?
3. Which travel class has the highest representation among returning customers?
4. What proportion of passengers in Economy Plus are first-time travelers compared to returning travelers?

**Travels by Age Groups**

1. Which age group accounts for the highest number of travelers?
2. How do travel patterns vary between younger (7-21 years) and older (67+ years) age groups?
3. Which age group has the highest percentage of dissatisfied or neutral customers?
4. What is the percentage of neutral or dissatisfied customers in the age group 22-36?
5. How does dissatisfaction vary across different age groups and travel classes?

**Our Services Rating**

1. Which specific service category (e.g., on-board service, seat comfort) has the highest satisfaction rating?
2. How does the satisfaction rating for food and drink compare with other flight services?
3. What percentage of customers gave a low rating to gate location?
4. Which essential service (e.g., in-flight Wi-Fi, baggage handling) needs the most improvement based on ratings?
5. How do ratings for before-boarding flight services compare to in-flight services?

**Travels by Gender and Type of Travel**

1. Among male passengers, what is the proportion of personal versus business travel?
2. Which gender shows a higher rate of dissatisfaction in the Economy class?
3. How does customer satisfaction differ between male and female passengers on business trips?
4. What percentage of female passengers are dissatisfied or neutral for personal travel?
5. Which type of travel (personal vs. business) has the highest share of satisfied customers for both genders?

**Neutral or Dissatisfied vs. Satisfied Customers**

1. What is the overall percentage of neutral or dissatisfied customers?
2. How does the percentage of neutral or dissatisfied customers compare across business and economy travel classes?
3. Among satisfied customers, what is the gender split for business trips?
4. What proportion of neutral or dissatisfied customers are female on business trips compared to male?
5. How does the satisfaction rate differ for returning customers versus first-time travelers?

**General Insights and Recommendations**

1. What recommendations can be made to improve dissatisfaction among age groups 22-36 and 37-51?
2. How can gate location and on-board service ratings be improved based on customer feedback?
3. What initiatives can help increase satisfaction for female business travelers?
4. How does the distribution of satisfied customers correlate with travel class and trip type (personal/business)?
5. Which age group offers the best opportunity for targeted improvement in customer experience?