STORY TELLING

This dashboard was created with the goal of giving clarity to what over a hundred thousand passengers collectively feel about their journey. From frequent flyers to first-time travelers, the visuals reveal that while most passengers are loyal and fly for business, satisfaction is not as high as expected. Service ratings remain average, and delays may be undermining the travel experience. The data doesn't just speak—it shows us exactly where attention is needed.

CODE³
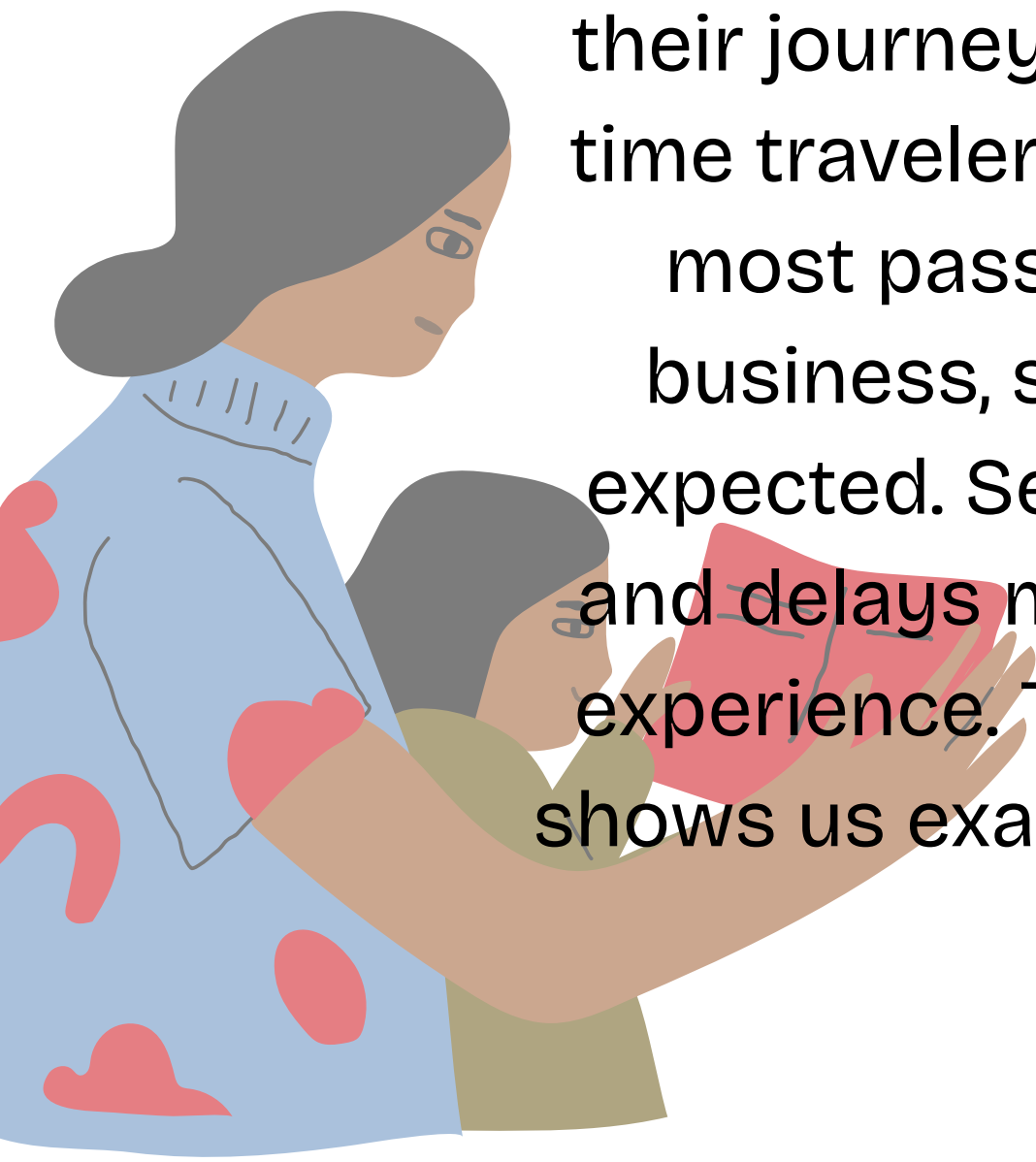
CONCLUSION

- The customer satisfaction analysis reveals that while the airline has a strong base of loyal and business-class travellers, overall satisfaction levels are **lower than expected.**

- Key contributing factors include average ratings across service touchpoints and consistent **delays in departure and arrival.**

- The **demographic analysis** shows a balanced gender ratio and a **high percentage of frequent flyers**, suggesting that the airline serves experienced passengers who expect efficiency and quality.

- However, the moderate performance in services like check-in, food, entertainment, and cleanliness points to **areas needing immediate attention.**

- Operational inefficiencies, especially delays, further impact the **travel experience**, particularly for business travelers who prioritize punctuality.

CODE³

THANK YOU