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*Dano Airlines:*

*Data-Driven Strategy  
for Enhancing  
Passenger Satisfaction*

*By: Ugochi Obialo Ekoh*

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*Tools Used: Power BI,  
DAX, Data Modeling*

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## Executive Summary

Dano Airlines is facing a critical decline in passenger satisfaction, with only 43.4% of passengers reporting a positive experience. This comprehensive analysis leverages responses from over 120,000 passengers to identify root causes and propose actionable, data-backed strategies. Key issues include poor in-flight WiFi, booking friction, operational delays, and inconsistent service quality. By implementing the recommended digital, operational, and human-centric interventions, Dano Airlines can realistically target a 15–20% increase in satisfaction within 12 months.

## My Analysis Process

I followed a clear, step-by-step process to find the answers in the passenger survey data. Here's how I did it:

1. I started with the Passenger Surveys: I took the survey results from over 120,000 passengers. This included their ratings on aspects such as seat comfort, Wi-Fi, and delays, as well as information about themselves, including their age and travel preferences.

2. I prepared the Data for Analysis: I organized the information to make it easier to work with. For example, I grouped passengers by age range (like "18-25" or "41-60") to see if satisfaction changed across different generations. Validated the data, used Mean for missing columns, and created the needed DAX measures.

3. I explored the Data to Find Patterns:

Using Power BI, I looked for answers to important questions such as:

- What is the overall satisfaction score?
- Are business travelers happier than personal travelers?
- What specific services do unhappy passengers rate the lowest?
- Do flight delays lead to lower satisfaction?

4. I built an Interactive Dashboard: I created a one-page, clickable report. This allows anyone at Dano Airlines to:

- See the most important numbers instantly
- Click on any passenger group (like "First-Time Flyers") to instantly see all the data just for them
- Immediately identify the most urgent problems through clear visuals
- Use other filters on the dashboard to see the needed data

5. I focused on the Root Cause: My main goal was to discover why passengers were dissatisfied. I did this by focusing my analysis on the ratings from unhappy passengers

alone. This revealed the specific services that were causing the most frustration and contributing to the overall score's decline.

I transformed thousands of survey answers into a clear, visual story that pinpoints the biggest opportunities for Dano Airlines to improve passenger satisfaction.

**Key Insights from My Analysis**

**1. Overall Passenger Satisfaction**

- Satisfaction Rate: 43.4%
- Dissatisfied/Neutral: 56.6%
- Primary Gaps: Digital experience and operational punctuality

**2. Lowest-Rated Service Factors (out of 16)**

Service Factor	Score	Priority
In-flight WiFi	2.40	High
Ease of Online Booking	2.55	High
Online Boarding	2.66	Medium
In-flight Entertainment	2.89	Medium
Cleanliness	2.96	Medium

**3. Operational Performance**

- Avg. Departure Delay: 14.7 mins
- Avg. Arrival Delay: 15.1 mins
- Delays correlated strongly with negative ratings

**4. Passenger Segmentation**

- First-Time Flyers: 38% satisfaction
- Personal Travel: 41% satisfaction
- Business Travelers: 65% satisfaction
- Returning Customers: 62% satisfaction

## Recommendations for Stakeholders

Based on the in-depth analysis of passenger feedback, I recommended the following actions to directly address the lowest-rated aspects of the service experience and drive meaningful improvement in overall satisfaction.

### Priority 1: Enhance Digital Infrastructure & Accessibility

- **Upgrade In-Flight Wi-Fi Systems:** With a score of 2.40, in-flight Wi-Fi is the most significant pain point. Immediate investment in modern hardware, expanded bandwidth, and reliable connectivity is critical to meet passenger expectations for seamless digital access.
- **Simplify Digital Interactions:** Address low scores in Ease of Online Booking (2.55) and Online Boarding (2.66) by redesigning the digital customer journey. Streamline the booking platform, introduce intuitive navigation, and ensure mobile-friendly functionality for check-in and boarding passes.

### Priority 2: Elevate Core Onboard Amenities

- **Refresh In-Flight Entertainment:** The current offering (2.89) requires modernization. Introduce a broader and more current selection of movies, series, and music, and ensure all aircraft are equipped with functioning, high-quality screens and audio hardware.
- **Improve Food & Beverage Quality:** With a score of 2.96, enhancements to meal freshness, variety, and presentation are recommended. Introduce premium snack options and accommodate diverse dietary preferences to improve perceived value.

### Priority 3: Reinforce Foundational Service Standards

- **Ensure Consistent Cleanliness:** A score of 2.93 indicates inconsistent cabin cleanliness. Implement stricter cleaning checklists, increase oversight between flights, and ensure restrooms and seating areas are consistently well-maintained.

### Priority 4: Operational Excellence Initiative

- **Reduce Flight Delays:** Implement predictive analytics for maintenance, weather, and air traffic control coordination to minimize disruptions. Set a target to reduce average departure and arrival delays to under 10 minutes.
- **Enhance Baggage Handling:** Improve coordination between ground crews and flight operations to ensure timely and accurate baggage delivery, addressing one of the key pain points in passenger experience.

### Priority 5: Passenger Segment Personalization

- **First-Time Traveler Program:** Develop guided check-in processes, pre-flight informational videos, and dedicated support channels to reduce anxiety and improve satisfaction among new passengers.

- **Business Traveler Enhancements:** Provide faster boarding, reserved overhead bin space, and access to premium lounges to better serve busy business travelers. These passengers are often time-sensitive and value convenience more than price. Offering tailored perks will improve their experience and encourage loyalty on future trips.
- **Leisure/Personal Traveler Focus:** Create family-friendly boarding zones, vacation package offers, and enhanced entertainment options for longer flights.

#### **Priority 6: Continuous Feedback & Improvement System**

- **Real-Time Feedback:** Implement post-flight SMS surveys to capture passenger sentiment immediately after travel, enabling rapid response to issues.
- **Monthly Performance Reviews:** Establish a cross-functional team to review satisfaction metrics, operational performance, and feedback trends to identify emerging issues quickly.
- **Complaint Resolution System:** Create a system to follow up with unhappy passengers and address their complaints directly. This shows customers that the airline listens and cares about fixing issues. A consistent follow-up process can turn negative experiences into trust-building moments and improve long-term loyalty.

## Implementation Plan

Phase	Key Initiatives	Timeline	Expected Impact
<b>Phase 1 Quick Wins</b>	<ul style="list-style-type: none"><li>• Wi-Fi hardware assessment</li><li>• Staff empathy training</li><li>• Cleanliness audits</li><li>• Real-time feedback system setup</li></ul>	Months 1-3	+3-5% satisfaction
<b>Phase 2 Core Improvements</b>	<ul style="list-style-type: none"><li>• Digital platform redesign</li><li>• Entertainment content refresh</li><li>• Baggage handling optimization</li><li>• Segment-specific program development</li></ul>	Months 4-6	+5-7% satisfaction
<b>Phase 3 Systemic Enhancements</b>	<ul style="list-style-type: none"><li>• Full Wi-Fi fleet rollout</li><li>• Food service redesign</li><li>• Predictive delay prevention systems</li><li>• Personalized loyalty programs</li></ul>	Months 7-12	+7-10% satisfaction
<b>Phase 4 Continuous Excellence</b>	<ul style="list-style-type: none"><li>• Advanced analytics integration</li><li>• Continuous staff development</li><li>• Innovation program for new services</li><li>• Quarterly satisfaction deep dives</li></ul>	Continuous	Sustained improvement

## Conclusion

This strategy focuses on addressing immediate pain points while also strengthening the core services that shape passenger satisfaction. By improving digital tools, reducing delays, offering more personalized experiences, and actively using passenger feedback, Dano Airlines can create a smoother journey across all stages of travel.

The plan is designed to show quick wins within the first quarter while also laying the foundation for long-term improvements.

Combining smart technology, well-trained staff, and data-driven decisions will help Dano Airlines build stronger customer loyalty, stand out from competitors, and improve overall performance.

Lastly, ongoing monitoring and feedback will ensure Dano Airlines continues to adapt to changing passenger needs and keeps moving closer to becoming the airline of choice for both business and leisure travelers.

**Prepared By:** Ugochi Obialo Ekoh

**LinkedIn:** [www.linkedin.com/in/ugochi-ekoh](https://www.linkedin.com/in/ugochi-ekoh)

**Email:** ekohobialougochi@gmail.com