**Executive Summary – Airline Customer Survey Dashboard**

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**a) Introduction**

**Industry Background**

The airline industry is a service-intensive and highly competitive sector, where customer experience is critical for long-term profitability and brand loyalty. In a market where delays, comfort, and service touch points significantly affect customer satisfaction, understanding passenger feedback is essential for continuous improvement.

**Objectives**

This survey dashboard aims to:

* Analyze **customer satisfaction** across multiple service touchpoints (e.g., seat comfort, inflight services, baggage handling).
* Explore satisfaction trends by **age, gender, class, and travel distance**.
* Evaluate the relationship between **flight delays** and customer dissatisfaction.
* Identify areas requiring **service optimization** to improve overall customer experience.

**Problem Statement**

Despite a robust service delivery framework, only **43% of the surveyed 130K customers** reported satisfaction, while **57% expressed dissatisfaction**. The airline seeks to understand:

*What factors are driving negative customer perceptions, and how can improvements be targeted to enhance overall satisfaction and loyalty?*

**b) Methodology**

**Data Collection & Transformation**

* **Source**: Customer feedback surveys collected from 130,000 respondents across different travel segments.
* **Cleaning**: Removed duplicate entries and harmonized satisfaction scales (combining “neutral” with “dissatisfied” to streamline binary analysis).
* **Categorization**: Grouped customer responses based on demographics (age, gender), travel distance (e.g., nearby, regional), flight class, and delay experience.
* **Visual Transformation**:
  + **Gauge Charts**: Used to represent volume of feedback for individual services (e.g., inflight wifi, legroom).
  + **Bar & Donut Charts**: Used to analyze satisfaction distribution across gender, class, age, and delay metrics.
  + **Stacked Comparisons**: Applied to display side-by-side satisfaction and dissatisfaction in travel categories.

**Why This Method?**

This dashboard approach allows for:

* **Quick comparisons** across multiple dimensions (e.g., service areas, age groups).
* **Targeted insights** from high-volume feedback areas.
* A **visually intuitive format** that supports both strategic decision-making and tactical improvements.

**c) Conclusion**

**Key Findings**

* **Service Performance**: Core service areas such as **seat comfort (447K)**, **baggage handling (472K)**, and **in-flight wifi (354K)** received significant feedback—indicating their importance to customers.
* **Customer Sentiment**: Only **43% of customers were satisfied**, while **57% expressed dissatisfaction**, showing a clear service gap.
* **Delay Impact**: **Business travelers** experienced the longest delays (arrival: 23K; departure: 22K), correlating with higher dissatisfaction in this segment.
* **Demographic Insights**:
  + **Adults and young adults** were the most dissatisfied groups.
  + **Male and female customers** showed similar levels of dissatisfaction (28%-29%).
* **Travel Class**:
  + **Economy passengers** reported the lowest satisfaction (only 11K satisfied vs 47K dissatisfied).
  + **Business class** had relatively higher satisfaction (43K satisfied vs 19K dissatisfied).
* **Distance Factor**: **Nearby and regional flights** had the most complaints, especially in terms of onboard services and delays.

**Recommendations**

1. **Prioritize High-Impact Services**: Improve performance in high-feedback areas such as **seat comfort**, **baggage handling**, and **in-flight connectivity** to boost customer retention.
2. **Delay Management**: Enhance punctuality and communication, especially for **business and nearby route customers**, to reduce dissatisfaction.
3. **Personalize by Demographics**: Create tailored experiences for **adult and young adult travelers**, including targeted loyalty offers and upgraded service options.
4. **Upgrade Economy Experience**: Consider investing in comfort and entertainment in **economy class**, where dissatisfaction is highest.
5. **Real-Time Feedback Mechanisms**: Integrate mobile-based real-time feedback tools to allow for faster service recovery and responsiveness.

**Final Note**

This dashboard reveals critical areas of customer dissatisfaction and helps the airline prioritize operational improvements. By addressing these insights with a targeted strategy, the company can significantly enhance customer satisfaction, reduce churn, and improve its competitive positioning in the aviation market.