Airline Passenger Satisfaction

**Research Question** (Marketing)

What aspects should the airline market to convince business travelers to upgrade from economy to business class?

**Rational**

Increase profit for the airline. Business class was built to satisfy the need of business travelers. Business travelers make up to 75% of the annual airline profit because they are flying business or first class. On average the price of a business class ticket is four times the price of an economy ticket.

<https://www.farecompare.com/travel-advice/business-class-when-is-it-worth-the-cost/>

**Method**

* Variables:
  + Subset with only business travelers
  + Convert 0 to NA
  + Group variable: economy class vs. Business class (‘Class’)
  + 14 satisfaction variables
* RQ:
  + Are there sig differences in the distributions? In which directions are the differences? The aspects relevant for marketing are those distribution differences where business class has a higher satisfaction level than economy class.
* Method:
  + Plot for each variable (14) the satisfaction distribution for economy and business class passengers
  + Histogram? Boxplot? Violin plot? T-test? F test? <https://towardsdatascience.com/how-to-compare-two-or-more-distributions-9b06ee4d30bf>

**Next steps**

* Subset vom Dataset bilden ‘Data Wrangling’
  + Rauswerfen: ID, overall satisfaction, loyal/disloyal, type of travel ==’personal travel’, departure delay, arrival delay
  + Data0: with 0
  + Data1: without 0 🡪 nicht ganze Person, sondern nur bei der jeweiligen Variablen
* Zusatzanalysen:
  + 0 systematic und in Worten präsentieren
  + Unterschied zw. Economy & economy plus?
* Group: economy vs. Business (mit oder ohne economy plus)
* Plot distributions for each variable (14). Significant differences?

**Key Take-aways from Meeting (14th April)**

🡪 Send RMarkdown as a html file (knit)

🡪 Hide some codes – only show the important codes (e.g. visualization)

Pitch

* Aim, specific question, data set, method, implication
* Example: The service in Business Class is already good we don’t want to change it but the people in economy class are not aware of these benefits, and we want to make them aware of these services (marketing)
* Also include the other travelers (private reasons)🡪 do they differ from those that travel for work
  + Difference between work travelers and private travelers in their overall satisfaction score (mean) for Economy vs. Business class
    - meanWorkEconomy vs. meanPrivatEconomy 🡪 erwarten höhere Zufriedenheit mit Economy class für Private travelers 🡪 economy class deckt die Bedürnfisse der Work travelers nicht deshalb sollen sie wechseln
    - meanWorkBusiness vs. meanPrivatBusiness 🡪 erwarten höhere Zufriedenheit mit Business class für Work travelers because business class is designed fort hem

Visualization

Aim: Feature selection for marketing! (patterns over significances). We want to show which variables we want to push and which ones not 🡪 that is our visualization!

Calculate mean percentage of NA’s for each variable (should be around 5% - 10%)

* Include all satisfaction variables
* Maybe also a distribution plot for each variable (violine) (Abb.1)
* Difference plots (delta): Abb. 2
  + Delta = meanB – meanE for each variable
  + Delta = ProportionB 4,5 vs. 1,2,3 – ProportionE 4,5 vs. 1,2,3

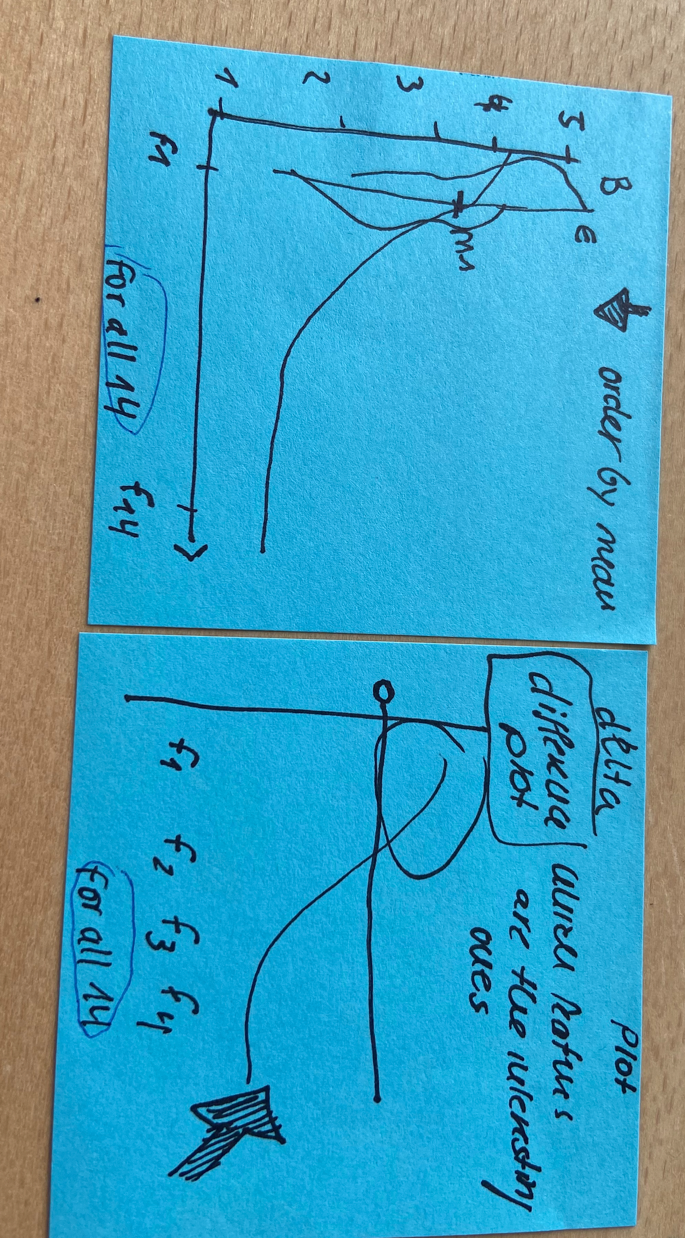
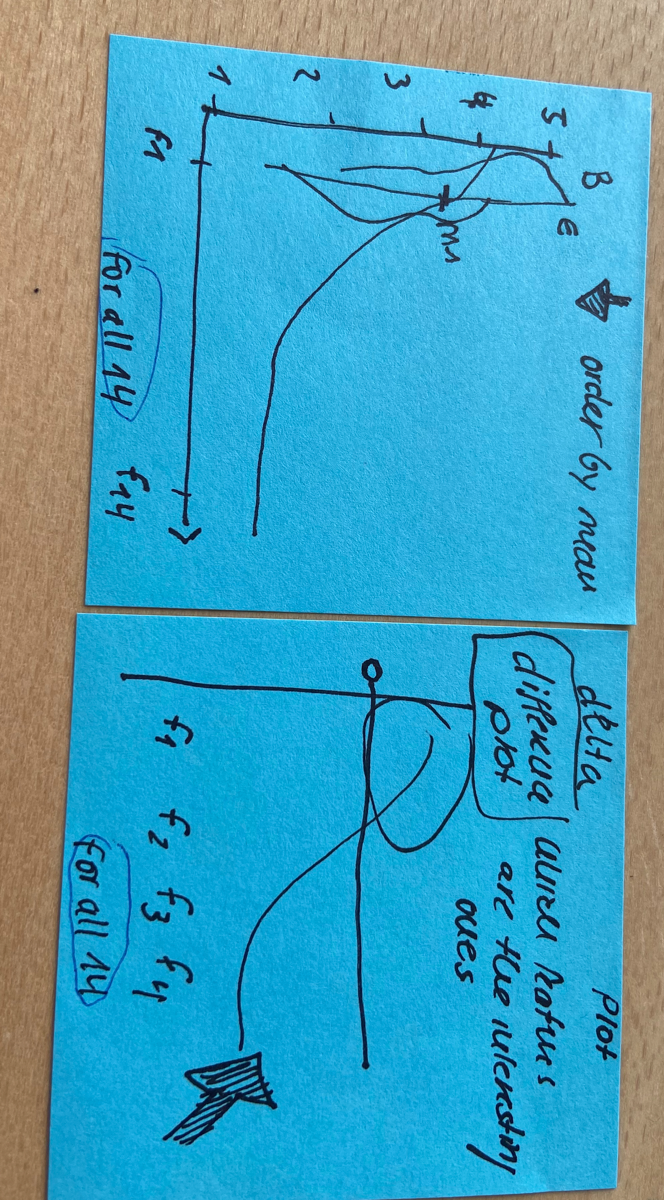


Abbildung 2

Abbildung 1