Airline Passenger Satisfaction

PITCH

Viviane:

Are you looking to boost passenger satisfaction and increase profits for your airline? Look no further than your business class passengers and potential business class passengers. With 70% of your total profit coming from these passengers, it's clear that they're crucial to your success. In the face of climate changes and the potential decrease in flights along with heightened competition, it becomes even more vital to prioritize passenger satisfaction.

Evidence shows that Individuals traveling for work are significantly less satisfied in economy class than those traveling for personal reasons. However, business travelers are more satisfied in business class than those traveling for personal reasons. This suggests that the needs of corporate travelers are not being fully met in economy class, but upgrading to business class offers a better experience.

To understand how to better serve these valuable customers, we've analyzed the 'US Airline passenger satisfaction' dataset. This dataset includes ratings of 14 air travel services as well as additional information about each passenger, such as their class and type of travel.

Cosima:

Our aim is to identify which services should be marketed to corporate travelers flying economy class to convince them to upgrade to business class. By doing so, we can enhance passenger satisfaction and drive profits for your airline.

To determine which airline services to market, we compared passenger satisfaction of the airline services between economy and business class. We evaluated 14 different services, which can be categorized into 3 different categories: Airport Service, On-board Service, Airline Backoffice Service. *(show y-Axis with categories)*

*(show x Axis)* To find out which services show the greatest satisfaction differences between economy and business class we calculated proportions of the passenger ratings.

Hereby we computed the percentage of passengers who were satisfied or very satisfied (rated 4 or 5 on a scale) with a service and compared these proportions between economy and business class for each service. So, 1.00 means that all passengers from one class rated the specific service with a 4 or 5 on a five point-likert-scale. Hence, 0.25 means that only 25% of passengers from one class rated that service as good or very good.

Folie 2:

Nina:

We presented our findings in a plot, where services are ranked by the size of the difference in satisfaction levels between economy and business class, which is indicated by the colour gradient (from green to red).

Let's take a closer look at the first service: Online boarding.

About 30% of corporate passengers in economy are satisfied or very satisfied with online boarding. Shown with a dot in the graph. In business class, on the other hand, almost 75% of corporate travelers are satisfied or very satisfied with online boarding. There is therefore a big difference between economy and business class. Consequently, corporate travelers in economy class could be persuaded with marketing activities to upgrade to business class, as their needs in terms of online boarding are much better addressed here.

We recommend spending the marketing budget on the airline backoffice services, as they show the greatest difference in satisfaction rating.

This plot also shows that advertisers should not spend marketing ressources on airport services, as it would not convince corporate travelers in economy class to upgrade to business class.

Imagine a corporate travelers, that usually flies economy class, seeing an ad highlighting a streamlined online boarding process exclusive for business class passengers. The appeal of a more efficient service could prompt them to upgrade, gaining extra time for work.

This translates to increased profitability for the airline, while simultaneously ensuring higher satisfaction among corporate passengers. It's a win-win scenario that benefits both parties involved.