



# Customer Satisfaction Analysis



## Data Analysis

Data analysis from an airline by measuring the level of satisfaction felt by passengers or customers for the services provided by the airline ranging from service at the airport to flights

## Analysis

### Analysis Needs :

- Descriptive analysis to understand the distribution of customer satisfaction data.
- Analyze the factors that affect customer satisfaction.
- Segment customers based on satisfaction levels.
- Recommendations to improve customer satisfaction.

## Visualization

### Visualization :

- Histograms and box plots for the distribution of customer satisfaction data.
- Bar charts for analysis of factors that affect satisfaction.
- Pie charts for customer segmentation.
- Heatmaps for correlations between variables.





# Customer Satisfaction Analysis



## Total Passengers



25.98K

## Average Arrival Delay in Minutes



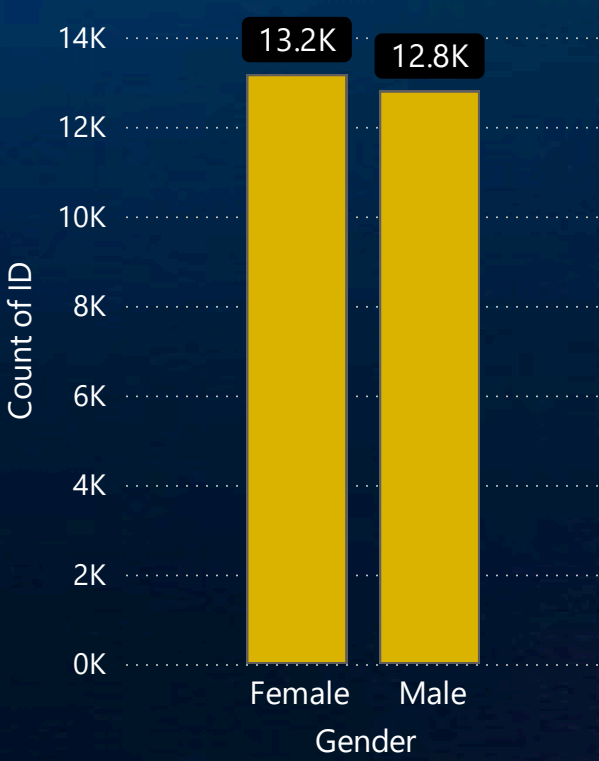
146.94

## Average Departure Delay In minutes



14.31

## Classification of Passengers by Gender



## Classification of Type Passengers by Gender

Business		Eco
Loyal Customer 43.37	Disloyal Customer 3...	
Eco Plus		Loyal Customer 40.17
Loyal Customer 39.79	Disloyal Customer 3...	Disloyal Customer 28....

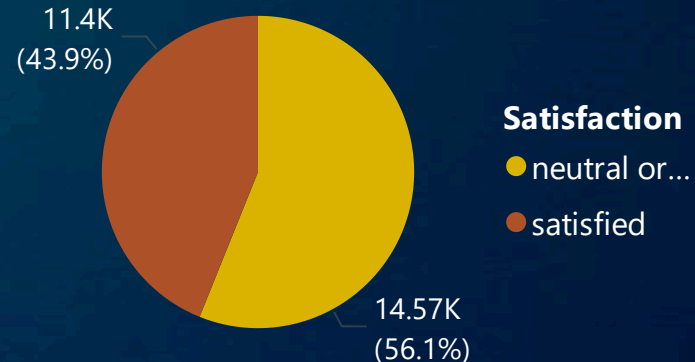
## Analysis

- Total passengers were 25.98 K
- Average arrival delay in minutes is about 146.94 minutes
- Delay in arrival departure in minutes around 14.31 minutes
- Classification of passengers based on sex i.e. for Males around 12.8 K & Females 13.2 K
- For age classification based on class type, and customer type, namely business class with an average age of 43 years with a loyal & disloyal customer type of 32 years, Eco class with an average age of 40 years for the loyal & disloyal customer type of 28 years, then for the Eco Plus class with an average age of 39 years for a loyal and disloyal customer type of 32 years.

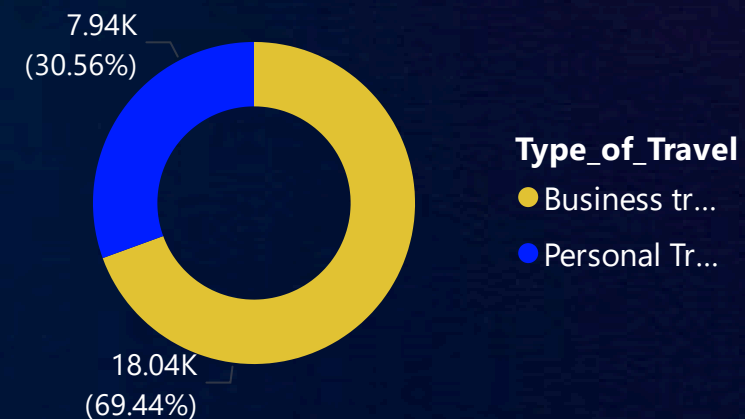
### Satisfaction Clasification

Age range	neutral or dissatisfied	satisfied	Total
18-35 Years	62.91%	37.09%	100.00%
36-45 Years	47.57%	52.43%	100.00%
46-60 Years	42.49%	57.51%	100.00%
61-75 Years	80.08%	19.92%	100.00%
7-17 Years	81.89%	18.11%	100.00%
76-85 Years	62.11%	37.89%	100.00%
<b>Total</b>	<b>56.10%</b>	<b>43.90%</b>	<b>100.00%</b>

### Satisfaction Classification



### Type Travel



### Rating Satisfaction

★★★★☆ Rating Bagga...	★★★★☆ Rating Checki...	★★★★☆☆ Rating Cleanline...
★★★★☆☆ Rating Depar...	★★★★☆☆ Rating Ease_o...	★★★★☆☆ Rating Food_an...
★★★★☆☆ Rating Gate_L...	★★★★☆☆ Rating Infligh...	★★★★☆☆ Rating Inflight_...
★★★★☆☆ Rating Infligh...	★★★★☆☆ Rating Leg_R...	★★★★☆☆ Rating On-boar...
★★★★☆☆ Rating Online...	★★★★☆☆ Rating Seat_Co...	

### Analysis

- The results of the analysis from the satisfaction classification table with the highest satisfaction value are in the age range of 46-60 years and for neutral or dissatisfied there are in the age range of 7-17 years and in 2nd place the age of 18-35 years. Then for the comparison between satisfied and neutral or dissatisfied, which is 56.10% and 43.90%, it means that the level of customer or passenger satisfaction is still less or has not reached 50% of the 100% scale.
- In the rating classification, the average rating gets 3 stars out of a scale of 1-5, the type that gets a good rating is in Baggage Handling & inflight Service with a rating of 4.
- From these results, it can be concluded that the level of service provided is still insufficient and there needs to be an evaluation to improve the service periodically which can be seen from the rating table.