

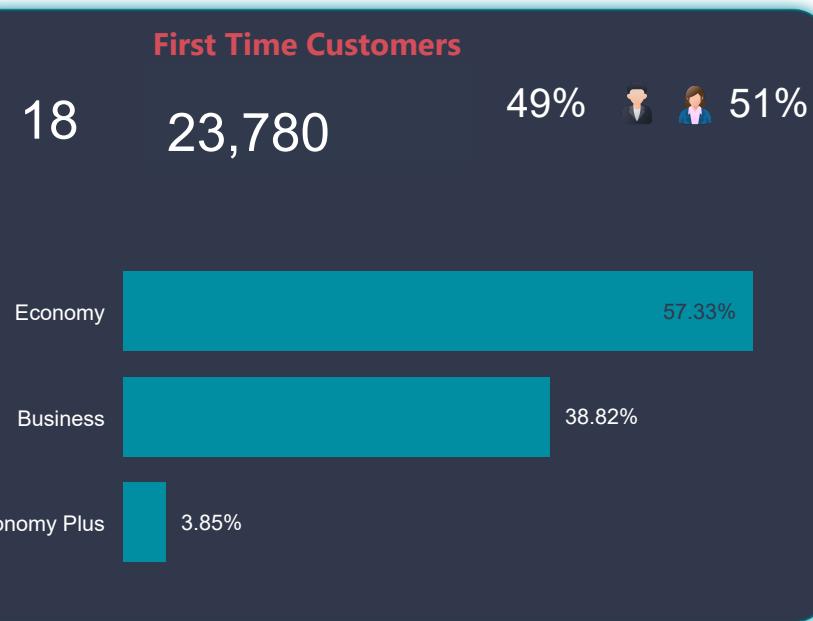
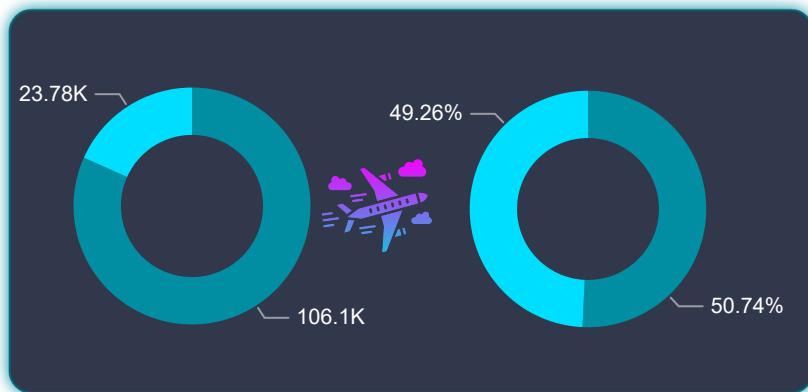
AIRPLANE PASSENGER SATISFACTION

The airline industry's competitiveness hinges on customer satisfaction, which has recently dipped, prompting a data-driven analysis of feedback from over 120,100 passengers. The study identified poor In-flight Wi-Fi, online booking issues, inconvenient gate locations, delays, and subpar cleanliness and legroom as key factors.

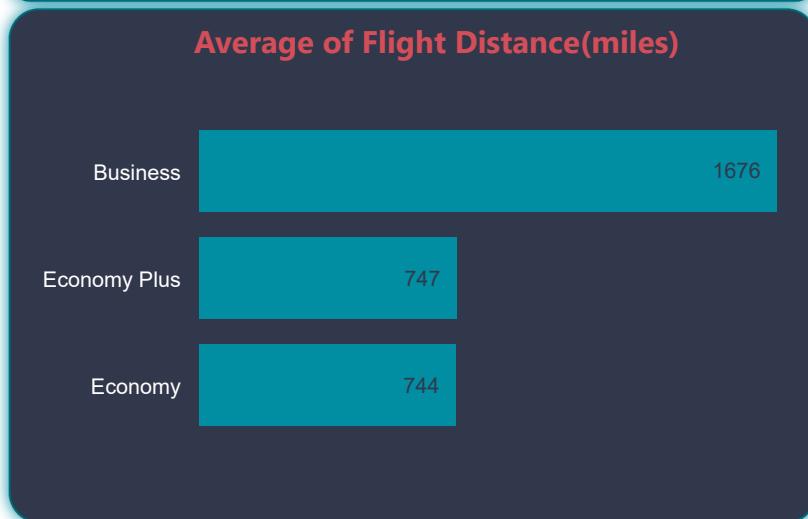
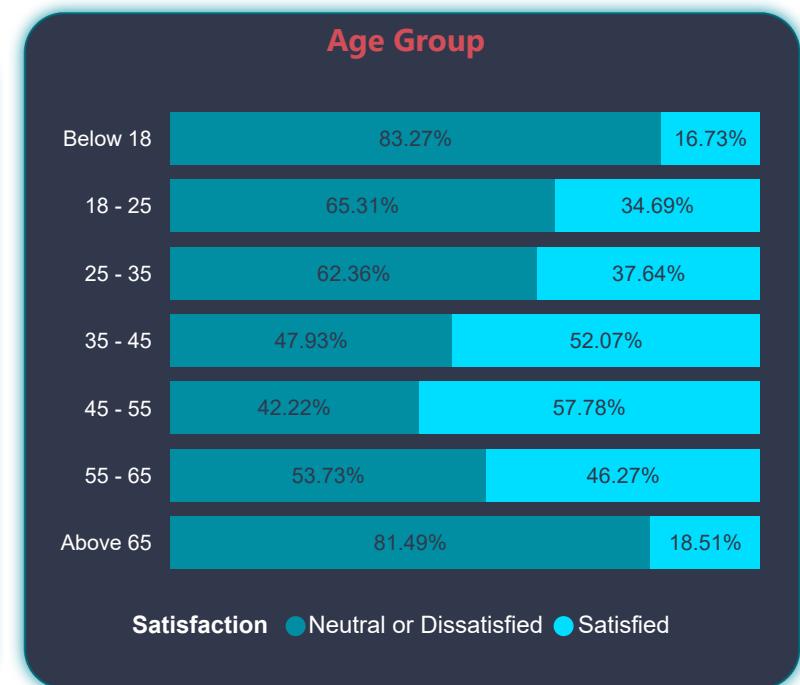
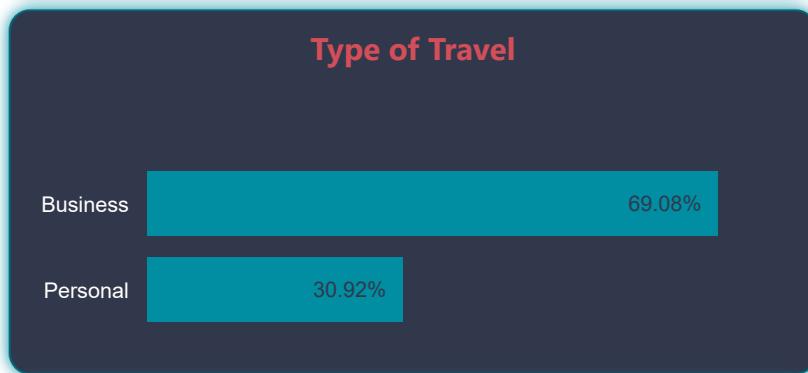
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Passengers



Overview



Passengers

15.19 min
Average of Arrival Delay

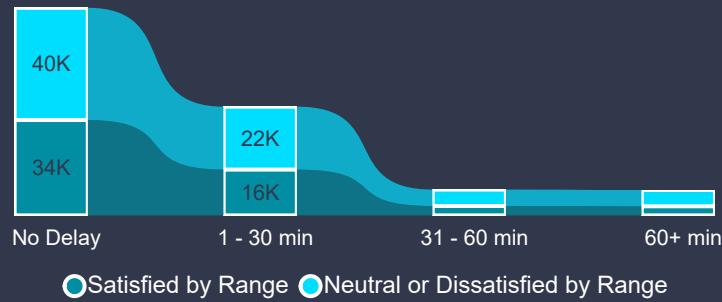


15 min
Average of Departure Delay

1190 Miles
Average of Flight Distance

43 %
Satisfaction Rate

Departure Delay



Flight Distance



Key Metrics

Key Dissatisfied Customer Segments



90% of Personal Travel type customers



81% of Economy &
76% of Economy Plus Customer



76% of first time customers



82% of senior Citizens (Above 65)



39% of customers with short flight Distance (< 1k miles)

Overview

Average Ratings

In-flight Service	3.64
Baggage Handling	3.63
Seat Comfort	3.44
On-board Service	3.38
In-flight Entertain...	3.36
Leg Room Service	3.35
Check-in Service	3.31
Cleanliness	3.29
Online Boarding	3.25
Food and Drink	3.20
Gate Location	2.98
Ease of Online ...	2.76
In-flight Wifi Ser...	2.73

Passengers

Key Metrics

Overview

Worst Performers



Overall Dissatisfaction Rate

56.6



In-Flight Wi-Fi Service

Recommendation:

In-flight Wi-Fi Service is the worst rated factor. Inspection and improvements should be done to reach quality standards. Additionally, improve the speed and reliability of the service and provide clear instructions for accessing the service.



Ease of Online Booking

Recommendation:

Online Booking should be optimised by exploring website analytics and improving UI/UX. Additionally, offer personalized recommendations and options to make the booking process more convenient and tailored to the individual customer.



Gate Location

Recommendation:

Gate Location should be convenient and accessible allowing for smooth boarding. Additionally, improve communication by providing clear and timely gate information, use technology such as mobile apps and digital displays to optimize the boarding process.