

Business Objective

The company wishes to improve customer satisfaction and increase review ratings.

Analysis Purpose

- How many categories have ratings of 0, “extremely disappointing”?
- Which review categories have the most 0 ratings?

Methods

- Power BI: Tree Decomposition, Key Influencers, Bar Graphs, Donut Chart, Tree map, Matrix, Etc.
- Excel
- SSIS Package

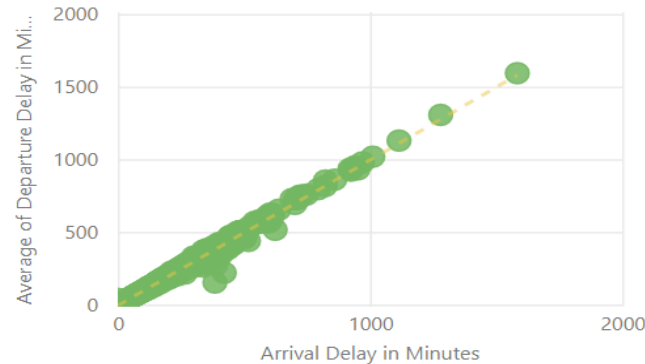
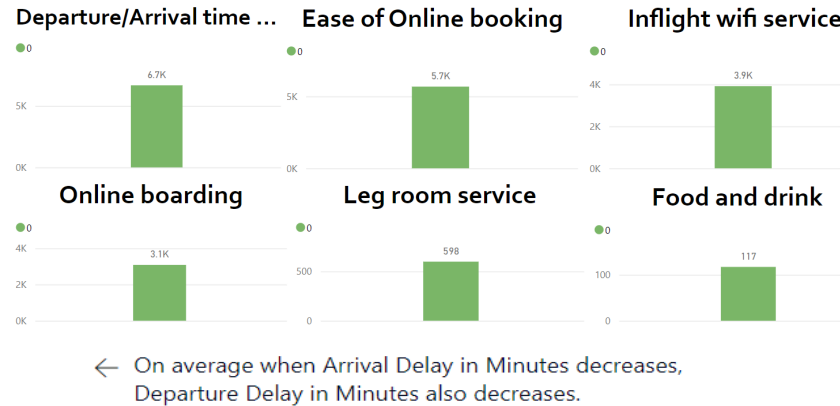
Acknowledgements

- Dr. Ernesto Lee

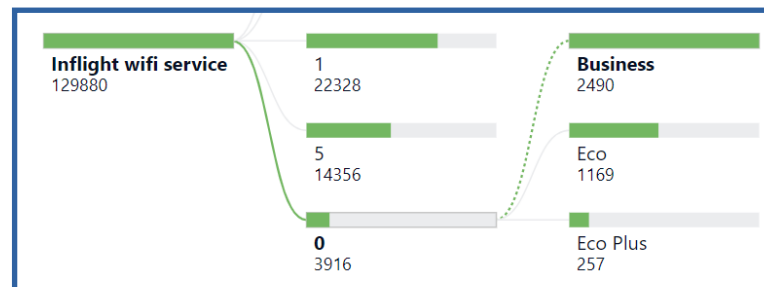
References

Airline Passenger Satisfaction. (n.d.). Kaggle. Retrieved December 01, 2022, from <https://www.kaggle.com/datasets/teejmahal20/airline-passenger-satisfaction>

Results and Conclusions



Departure/Arrival Time: Highest 0 rated category, 5.14 % of total passengers rated 0.



Detailed Results

14 Review categories have passenger ratings of 0, narrowed down to top 3 categories for further analysis.

- Ease of Online booking:**
4.37% of passengers rated 0.
Equal 2% in business and economy class.
- Inflight Wi-Fi Service:**
Most 0 ratings by Business class.
1.92% of passengers.
Targeted Solution: Upgrade wi-fi equipment only in business cabin.
- Online boarding:**
2.37 % of passengers rated 0.
Economy class is most affected.
66.5% of 0 ratings by Eco Class.

This analysis provides the company a targeted plan on which categories to improve upon; leading to cost effective solutions and improvement of customer reviews.