

# Maven's Airline KPI, Data-driven recommendation report



## Key Performance

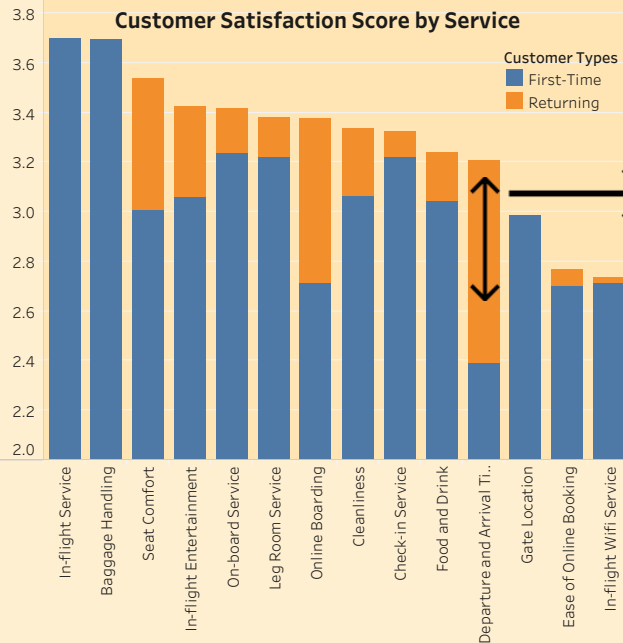
Passengers  
**130K**

Satisfied Percentage  
**43%**

First time Customer  
Satisfaction score  
**3.05 out of 5**

Returning Customer  
Satisfaction score  
**3.28 out of 5**

Customer Satisfaction Score by Service



### MOST Satisfied Service for all

Customers are:

1. In-flight Service
2. Baggage Handling
3. Seat Comfort

### LEAST Satisfied Service for all

Customers are:

1. In-flight Wifi Service
2. Ease of Online Booking
3. Gate Location

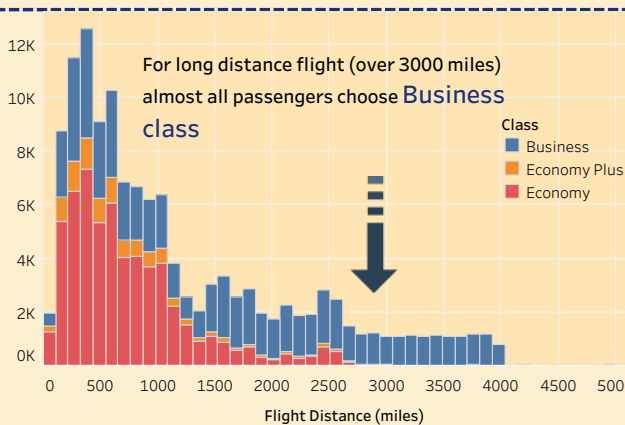
### Important Observation

Huge disagreement for **first time** and **returning** customers, this can be explained by **first time** customers are not satisfied with Maven's airline departure and arrival time slot. It is reasonable to predict that those customers unlikely to return.

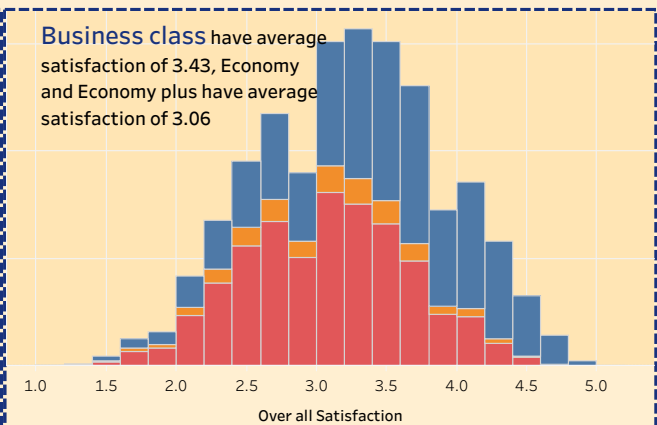
Our **returning** customers are satisfied with the current time of departure and arrival, this could be one of the reason why their **return** to our airline.

If we want to turn our **first time** customer into **return** customer, this problem should be well addressed.

For long distance flight (over 3000 miles)  
almost all passengers choose **Business**  
class



**Business class** have average  
satisfaction of 3.43, Economy  
and Economy plus have average  
satisfaction of 3.06



## Recommendation

- **Upgrade Wifi** in airplane, In the data we can see that our returning customers are unhappy about Wifi in plane, first time customers also have similar dissatisfaction.



- **Improve Online Booking system** for better user experience, both first time and return..



- **Increase choice of time slot**, our first time customers are not satisfied with current time slot of depart and arrive. Provide more time slot can improve satisfaction and increase return rate in future.

