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Let's dive into the problem

Average Satisfaction score (on a scale of 1-5) given by customers across September 2022 was 2.88, which is far less than our satisfactory score of 4.

What measures should we be taking towards this?

26.79

Percentage Satisfied

2.88

Average of score1



F&B satisfaction is bound to affect the overall air travel experience!

• According to data,



United Airlines gets the BEST food ratings when:

-People travel via Economy Class.

cabin	Average of score
United Premium Plus	2.82
Economy Plus	2.80
Economy	2.94
Business	2.84
Total	2.88

-Arrival is Early and On Time and NOT Delayed.

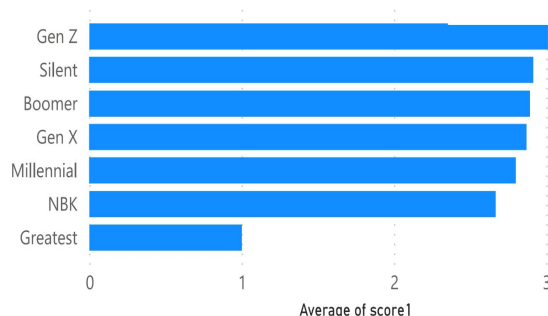
arrival_delay_group	Average of score1
Early & Ontime	2.94
Delayed	2.73
Total	2.88

-The flights are Medium Haul and NOT Long Haul.

haul_type	Average of score1
Medium	2.96
Short	2.88
Long	2.69
Total	2.88



-The younger the travellers, the better the ratings.



-Fleet usage is "Express" and NOT "Mainline".

fleet_usage	Average of score1
Express	2.95
Mainline	2.86
Total	2.88

• According to data,



United Airlines gets the best food ratings when:

–The Flight is a Domestic Flight and NOT International.

international_domestic_indicator	Average of score
Domestic	2.9
International	2.7
Total	2.8

–Numbers of legs are on 3 and NOT 1.

number_of_legs	Average of score1
1	2.85
2	2.92
3	3.01
Total	2.88



–Travellers are not a part of any Loyalty Program.

loyalty_program_level	Average of score1
global services	2.97
NBK	2.60
non-elite	2.67
premier 1k	2.90
premier gold	2.74
premier platinum	2.77
premier silver	2.69
Total	2.88

– Media Provider is not Panasonic.

media_provider	Average of score1
N/A	3.08
VIASAT	2.95
THALES	2.94
GOGO	2.90
PANASONIC	2.80
Total	2.88

• According to data,

Customer profiles which pre-order meals more are from:

- People travelling in Business Class

cabin_code	Sum of pre_order_qty
J	202450
Y	52188

- People ordering entree

is_entree	Sum of pre_order_qty
Y	202450
N	49893

- People travelling in medium haul flights

haul_type	Sum of pre_order_qty
Long	5733
Medium	17855
Short	2690

- Non elite group

loyalty_program_level	Sum of pre_order_qty
non-elite	10992
	5871
premier silver	3037
premier 1k	2611
premier gold	2056
premier platinum	1524
global services	515



• According to data,

Customer profiles which pre-order meals more are from:

- members

response_group	Sum of pre_order_qty
member	20164
non-member	5901

- Fleet usage is "Mainline" and NOT "Express".

fleet_usage	Sum of pre_order_qty
Express	3168
Mainline	22772

- People travelling in domestic flights

international_domestic_indicator	Sum of pre_order_qty
Domestic	19056
International	7085

- Older generation

generation	Sum of pre_order_qty
Gen Z	501
Silent	1494
Boomer	13266
Gen X	8110
Millennial	3105
NBK	
Greatest	5



generation	Sum of pre_order_qty	Average of score1
Gen Z	501	3.01
Silent	1494	2.91
Boomer	13266	2.89
Gen X	8110	2.87
Millennial	3105	2.80
NBK		2.67
Greatest	5	1.00
Total	254638	2.88

In general, a customer who has pre-ordered meal must have greater satisfaction.

However, in cases where: Members, Older people, Mainline Travellers Pre-Order more – the Satisfaction Score tends to be lesser. Hence, we need to focus more on the qualify giving this particular customer profile – a better F&B experience

response_group	Sum of pre_order_qty	Average of score1
non-member	5901	2.97
member	20164	2.84
NBK		2.67
Total	254638	2.88

fleet_usage	Sum of pre_order_qty	Average of score1
Express	3168	2.95
Mainline	22772	2.86
Total	254638	2.88

For sandwiches, Pre-Order Quantity as well as average score – both are less. This can be because sandwich is a perishable item and, care it can be difficult to serve them fresh. Efforts must be made to improve their quality.

meal_group	Sum of pre_order_qty	Average of score1
LIQUOR	4808	3.00
BEER	2383	2.99
ALCOHOL BEVERAGES	3056	2.97
UNITED CATERER OWNED 88-3F	39646	2.93
ENTREES HOT	199586	2.93
ENTREES COLD	2790	2.93
	2295	2.82
SANDWICHES	74	2.33

Below are the items with the least scores. We can consider improving their quality or, if that is not possible, removing them.

Beef short rib	2.50
Jumbo burrata ravioli	2.50
Tomato and kale baked eggwhite pastry	2.50
Ricotta and mushroom filled tortellini	2.41
Mangoginger French toast	2.33
Scrambled egg sandwich	2.33
Butternut squash schnitzel	2.22
Chicken breast	2.00
Herb crusted Halibut	2.00
Roasted Halibut	2.00
Spaghetti squash noodles	2.00
Vegetarian (Non-Dairy) Meal	1.84
Beef and turkey pastrami meats	1.00
Bhuta palak	1.00
Grilled beef filet	1.00
Seared salmon Norwegian	1.00
Total	2.88

Inventory Management

We have a Planned Entree of 85k and consumed Entree of only 36k (More than half food is wasted)

I would recommend that we should eliminate
food that has:
Planned Entree > 20 and Consumption < 35%.

entree_description	% consumption
Classic selection cheese tray	0.34
Impossible Meatball Bowl	0.34
Grilled chicken	0.24
Thai chicken	0.21
Butternut squash ravioli	0.20
Tomato and kale baked egg	0.19
Monterey jack and red pepper egg white bites	0.18
Cinnamon French toast	0.15
Crispy Hawaiian garlic tofu	0.10
Cacio e Pepe ravioli	0.09
Bangus fish	0.00
Beef and onion stew in red wine sauce	0.00
Carved roasted chicken sandwich	0.00
Chicken quinoa skillet	0.00
ENT, BREAKFAST LIGHT REFRESHMENT, UPP	0.00
ENT, CARVED ROASTED CHICKEN ON ITALIAN FLATBREAD, UE	0.00
ENT, GUAVA EGG NOODLE SALAD WITH TOFU, ROASTED HEIRLOOM TOMATO, GREEN ONION, FURIKAKE	0.00
ENT, HAWAIIAN QUINOA SALAD WITH GRILLED CHICKEN, UE, PLACE ON TRAY SETUP	0.00
ENT, PIRI PIRI CHICKEN, UE, EUROPE to USA	0.00
ENT, TORTELINI ROSSI, UE, EUROPE to USA	0.00
Fried rice	0.00
Grilled beef tenderloin	0.00
Seven vegetable stir-fry	0.00
Stir-fried noodles	0.00
Tomato, basil and mozzarella sandwich	0.00
Total	0.21

We can also consider increasing the inventory
for the items which have a consumption rate of
more than 75%.

entree_description	% consumption
Chicken chorizo-sausage shakshuka,	1.00
ENT, BREAKFAST FRUIT AND CHEESE PROTEIN BOWL, PLACE ON TSU	1.00
ENT, COCONUT CHIA OATMEAL CUP, BULK	1.00
ENT, EGGS WITH SCALLIONS, STEAMED WHITE RICE, PORTUGUESE SAUSAGE, CHERRY TOMATOES	1.00
Herb and citrus pearl couscous	1.00
Spaghetti squash noodles	0.95
Chicken roulade	0.92
Tomato and kale baked eggwhite pastry with fire ro	0.83
Lemon-ricotta pancakes	0.82
Sauteed sea bass	0.80
Tapas	0.79
Teriyaki chicken	0.78
Total	0.81

Considering Critical Reviews

*These are the most common reviews given by those customer profiles that were least satisfied.
I would recommend- taking action after considering these reviews.*

It is recommended to

- consider allowing passengers to refill their water bottles,
- offer cash, credit, and debit payment options for snacks,
- increase variety of snacks beyond pretzels (also, quality of pretzels served must be monitored)
- increase vegan and gluten-free choices,
- offer a more refined wine collection.

Executive Summary

- There are certain factors such as **flight class, punctuality, flight duration, passenger demographics, and pre-ordering behavior**, upon which the Food Satisfaction Score depends upon.
 - Certain **customer profiles**, have a **lower satisfaction** despite pre-ordering.
 - Action must be taken to take care of the needs of the customer profiles whose expectations are not being met by United Airlines. Because only after that, we can get **“Retention”** and hence, **“Advocacy”** from the particular set of Customer profile that we are catering to.
 - **Quality Improvement** for common food items such as **sandwiches** must be done to increase pre-order quantities and scores.
 - United Airlines can **reduce food wastage** by not listing food items which have a high amount of planned quantity and low consumption percentage. After all, **“Good Leads the Way”**.
 - Common **Customers’ Comments**, including water bottle refills, diverse payment options, expanded snack variety, and improved vegan/gluten-free choices **must be taken into consideration**.
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