Airline Passenger Satisfaction

Analysis

Travel Class

Business	69%	31%
Economy	19%	81%
Economy Plus	25%	75%

● Satisfied ● Neutral or Dissatisfied

129,880

49% 51%

First-Time Customers
18%

23,780   46% 54%

Economy	57%
Business	39%
Economy Plus	4%

Type of Travel

| Business | 69% |
| Personal | 31% |

Returning Customers
82%

106,100   50% 50%

Business	50%
Economy	42%
Economy Plus	8%

Age Group

Below 18	17%	83%
18 - 25	35%	65%
25 - 35	37%	63%
35 - 45	50%	50%
45 - 55	58%	42%
55 - 65	49%	51%
Above 65	18%	82%

● Satisfied ● Neutral or Dissatisfied

Average Flight Distance (in Miles)

Business	1676
Economy Plus	747
Economy	744
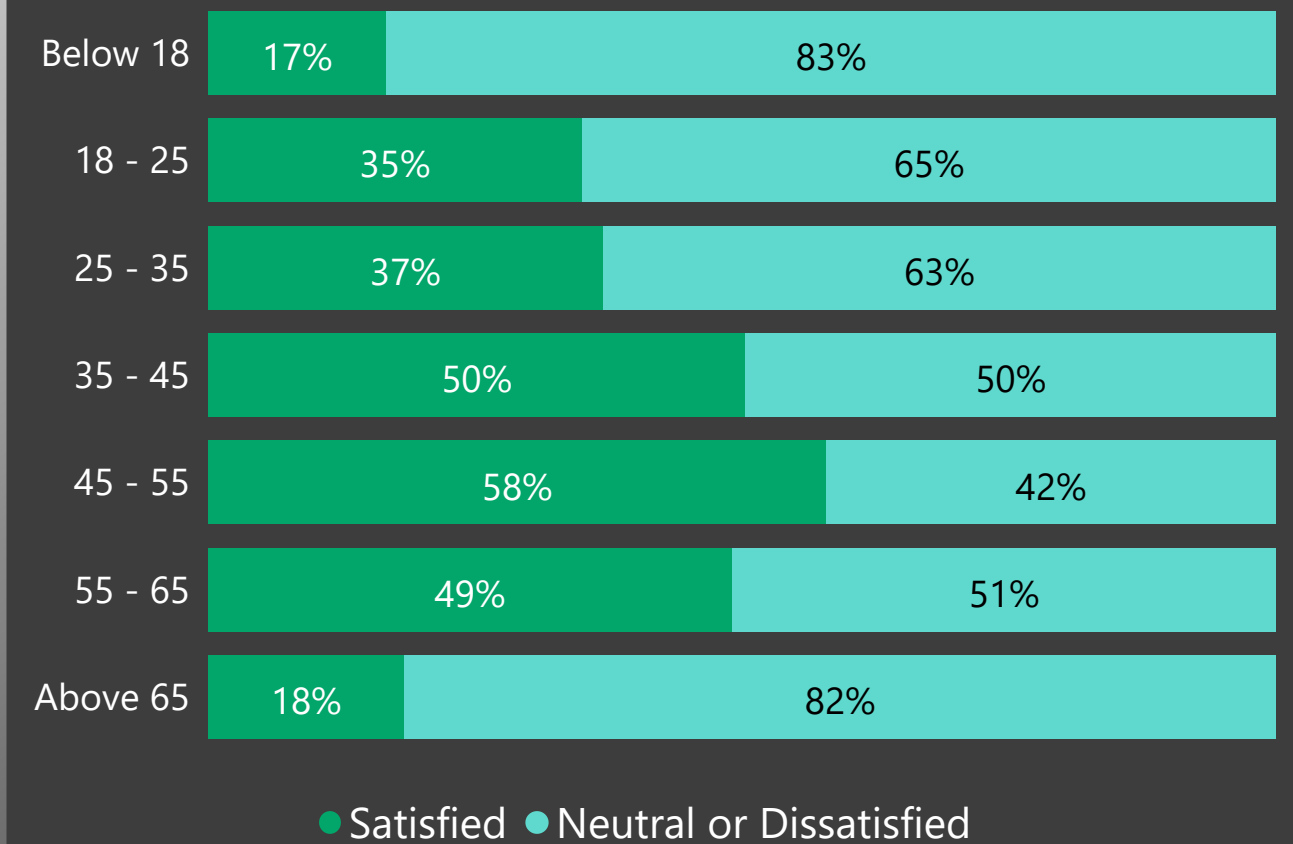
43%
Satisfaction Rate

1190 mi
Average Flight Distance

15.09 min
Average Arrival Delay

14.71 min
Average Departure Delay

Departure Delay

31%

26%

17%

12%

4%

4%

No Delay | 1 - 30 min | 31 - 60 min | 60+ min

● Satisfied ● Neutral or Dissatisfied

Flight Distance

39%

19%

12%

10%

8%

4%

6%

< 1K mi | 1K - 2K mi | 2K - 3K mi | 3K - 4K mi | > 4K mi

● Satisfied ● Neutral or Dissatisfied
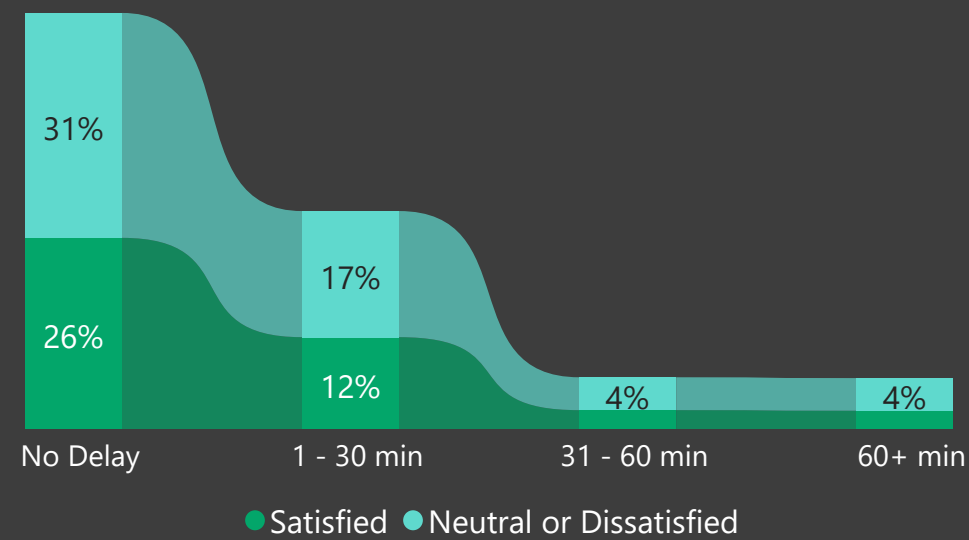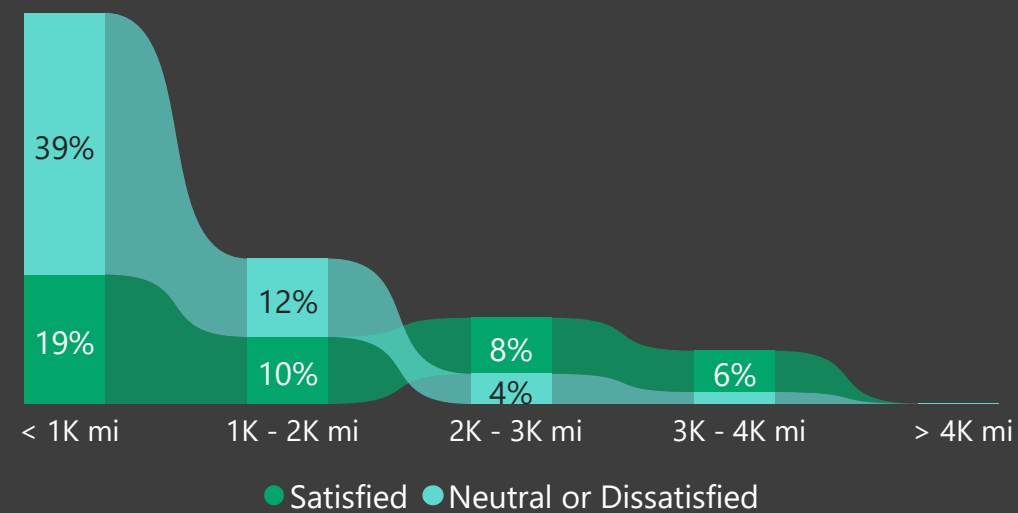
Key Dissatisfied Customer Segments

90% of Personal Travel Type Customers

81% of Economy &
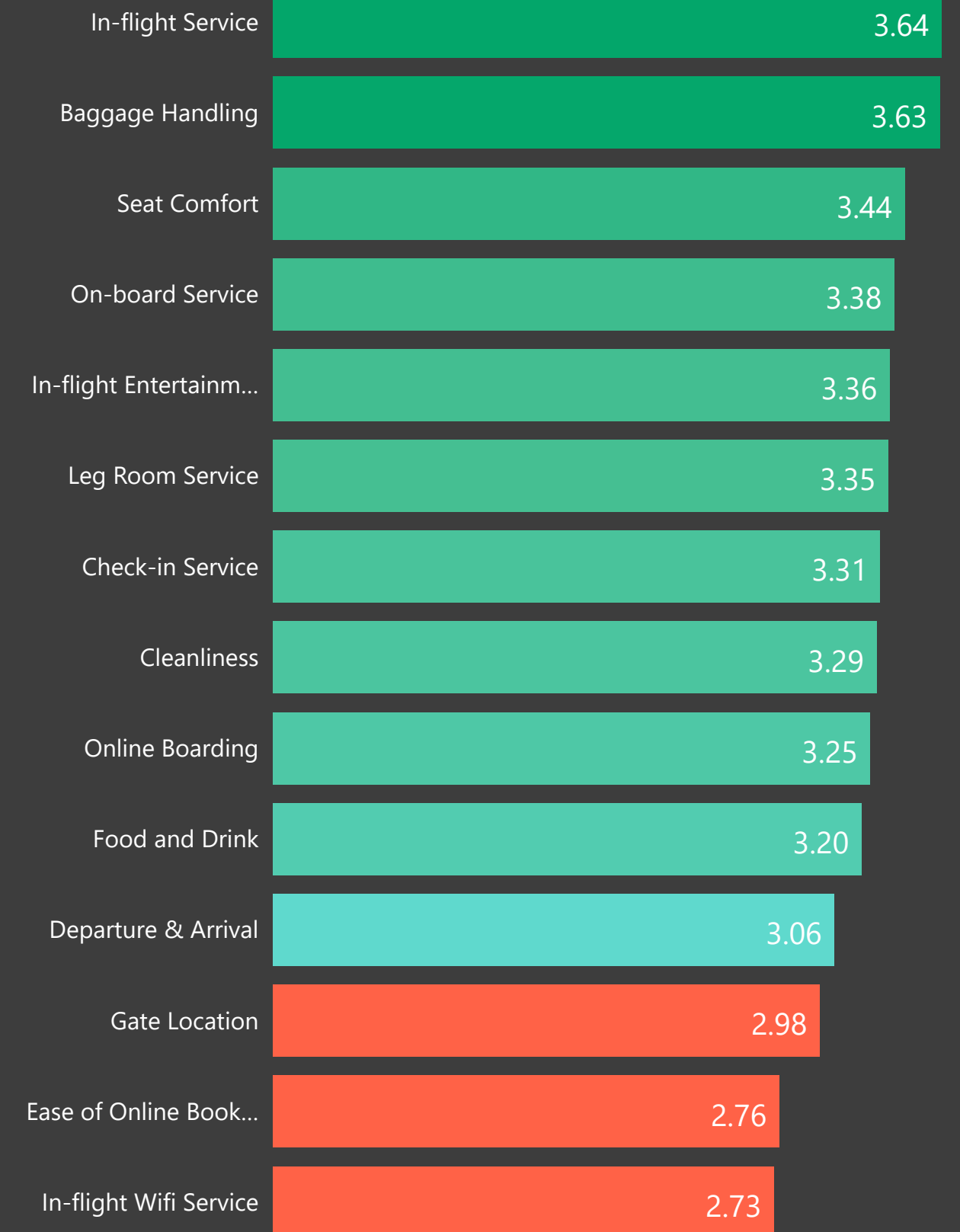**76%** of Economy Plus Customers

76% of First-time Customers

82% of Senior Citizens (Above 65)

39% of Customers with short Flight Distance (< 1K mi)

(Icons: Flaticon)

Average Ratings

In-flight Service	3.64
Baggage Handling	3.63
Seat Comfort	3.44
On-board Service	3.38
In-flight Entertainm...	3.36
Leg Room Service	3.35
Check-in Service	3.31
Cleanliness	3.29
Online Boarding	3.25
Food and Drink	3.20
Departure & Arrival	3.06
Gate Location	2.98
Ease of Online Book...	2.76
In-flight Wifi Service	2.73

Worst Performers

In-flight Wifi Service — 2.73

Ease of Online Boo... — 2.76

Gate Location — 2.98

Overall Dissatisfaction Rate

50%

57%
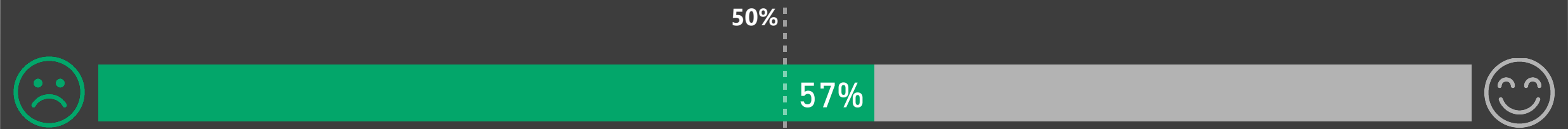
In-flight Wi-Fi Service

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.