



# SKYHACK 2023



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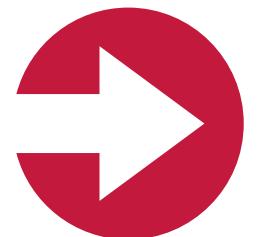
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# Executive Summary



- **Problem Statement :** In an effort to further elevate customer experience and satisfaction, United Airlines is focused on improving its Food & Beverage (F&B) services.
  - **Challenge:** Increase the Food & Beverage (F&B) Service Satisfaction Rate for United Airlines.
  - **Objective:** Utilize data to identify improvement opportunities and challenges in current F&B services.
  - **Pre-Booking Impact:** Customers who pre-order meals exhibit higher satisfaction levels.
  - **Alignment:** United Airlines' commitment to exceptional customer experiences underpins this effort.
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Drivers of Customer Satisfaction



1. Meal Quality
2. Menu Variety
3. Presentation
4. Service Efficiency
5. Crew Attitude
6. Cleanliness
7. Special Meals
8. Timeliness
9. Cabin Ambiance
10. Communication

The Problem :

36%

Current F&B Satisfaction Rate

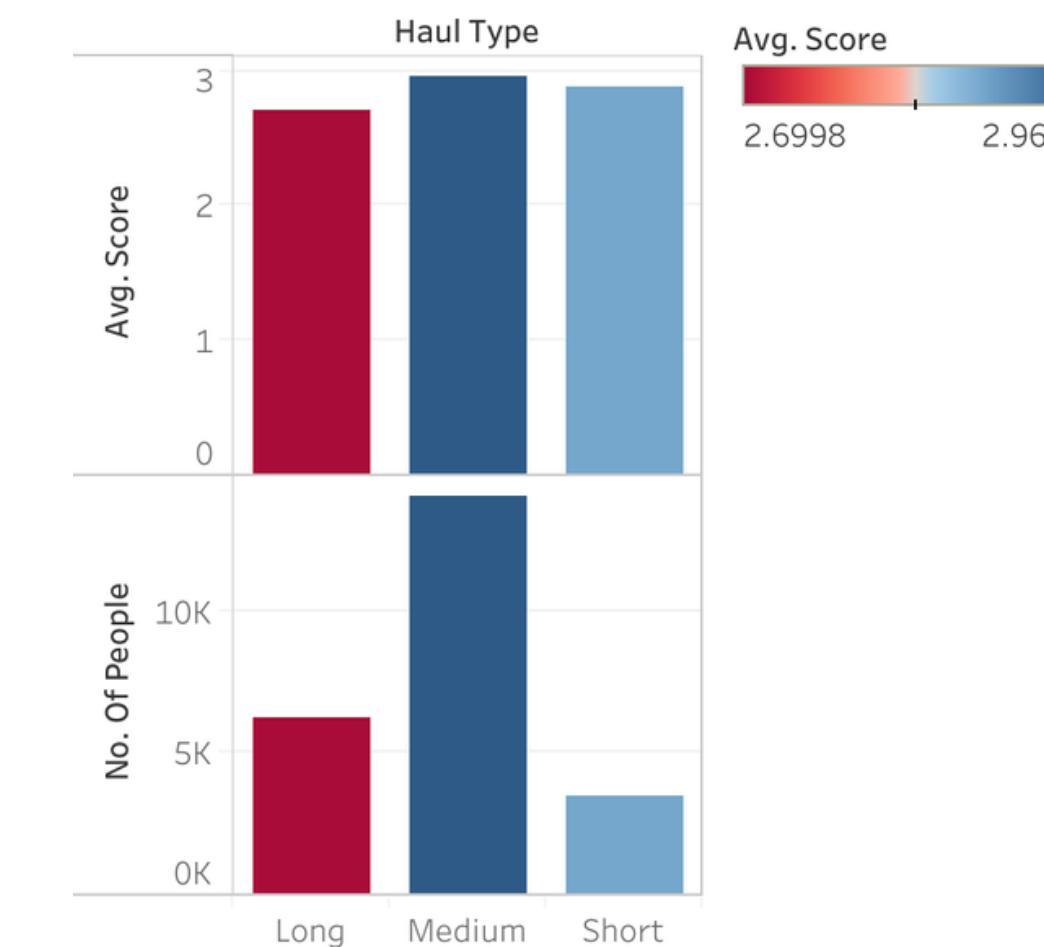
# Customer Pain Points : Root Cause Analysis



A text analysis of the customer feedback comments dataset unveils the following major pain points of dissatisfied customers:

FACTORS	RECOMMENDATIONS
1 Food Variety	Manage inventory efficiently to incorporate more meal options.
2 Snacks	Improve Quality, Portion and amount of Snacks on flights
3 Lack of Meal Options	Consider introducing Vegan, Gluten-Free, Kid friendly and Lactose-Free meal choices.
4 Meal Frequency	Offer multiple meals and snacks on Long Haul Flights
5 Food Quality	Improve food quality with Efficient inventory management and incorporating quality checks.
6 Food Portion	Offer multiple snacks on Long Haul Flights
7 Service	Ask customers more frequently and cater to special requests like providing water/ice.

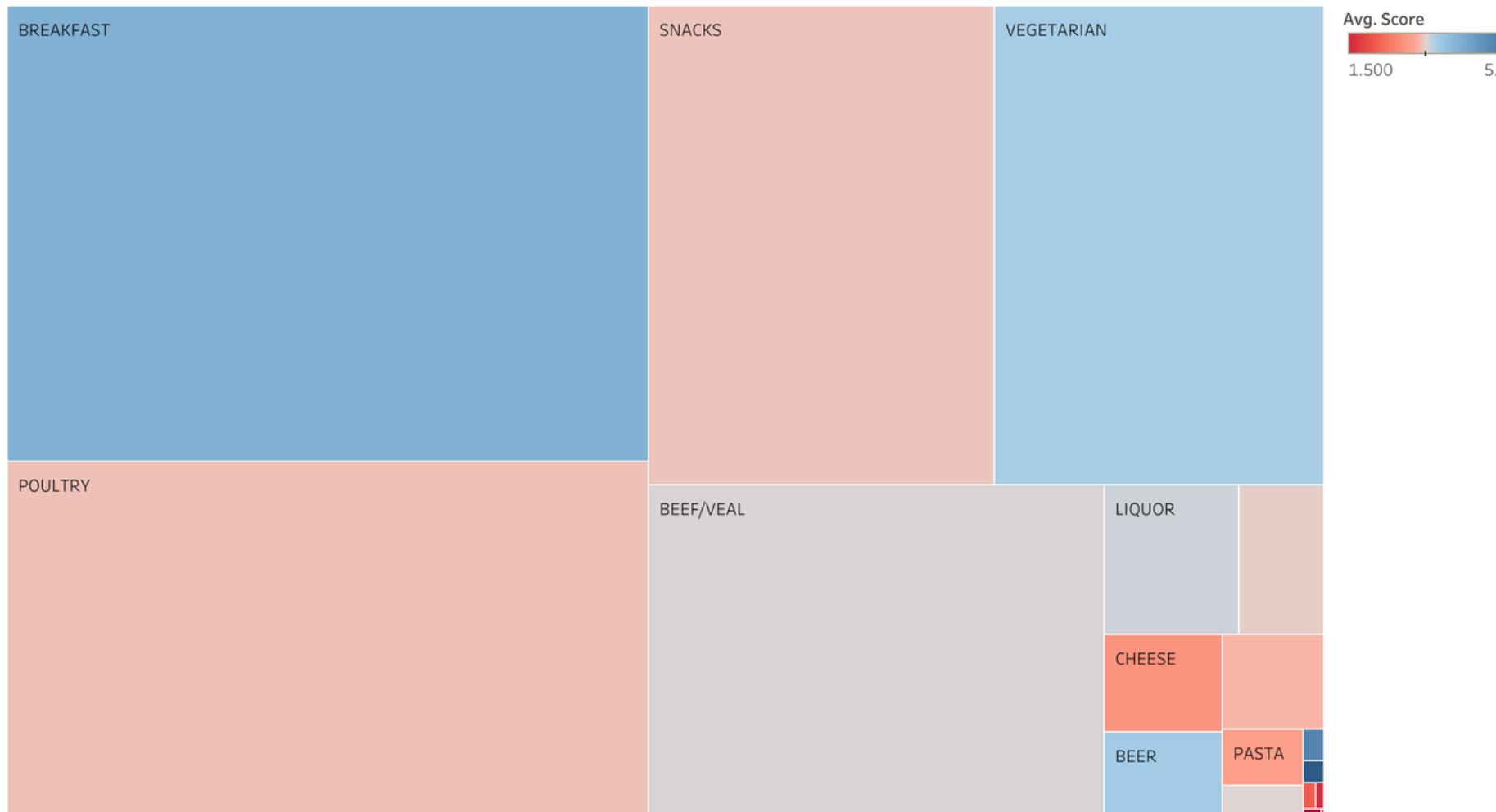
## Customer Satisfaction and Haul Types



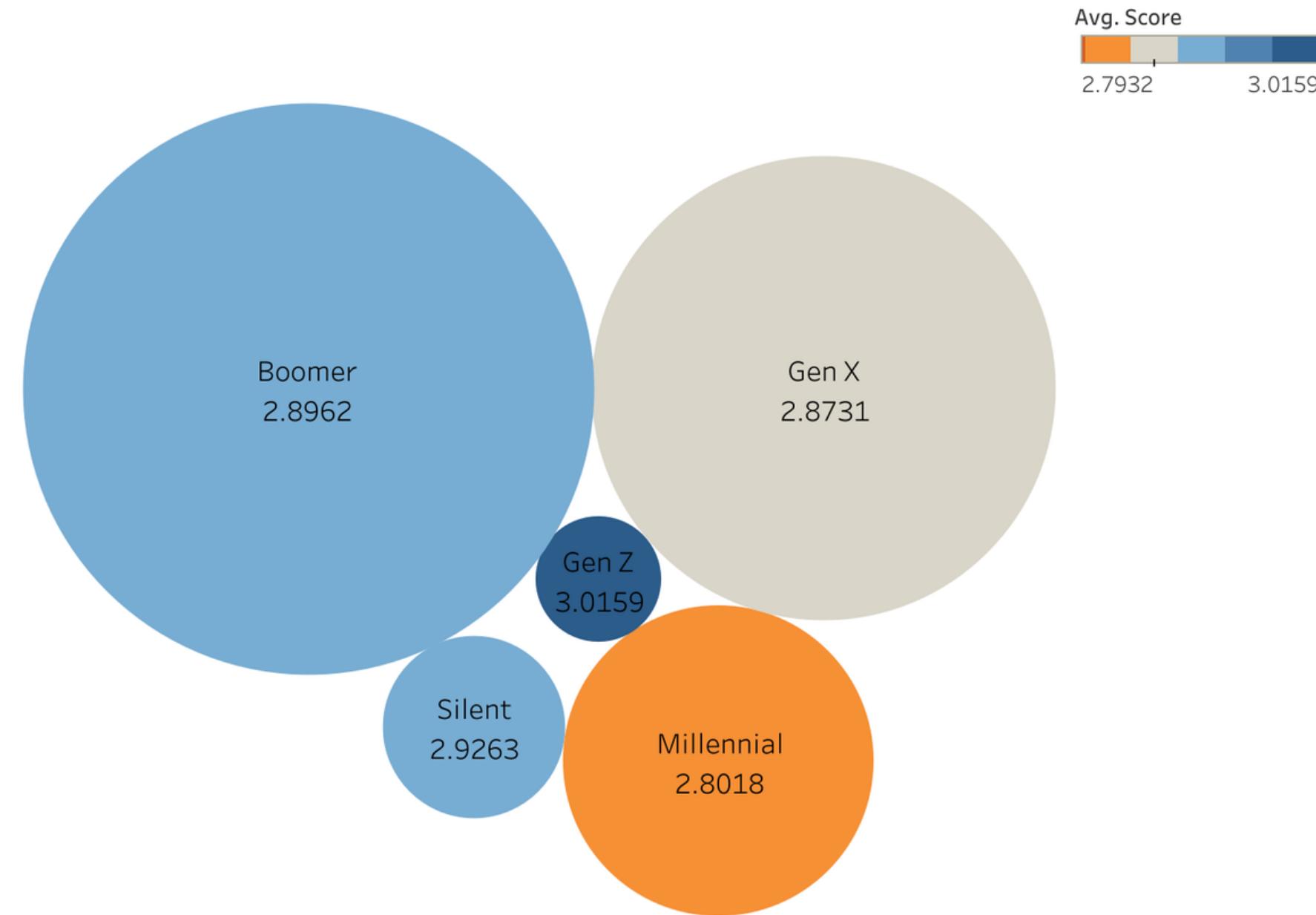
- Lowest satisfaction in long Haul Flights.
- Customers complained about getting less food than other airlines.

# What Customers Like : Preorder and Survey Data

Meal Category Shares and Their Average Satisfaction Scores



Generation-Wise Customers and Average Score



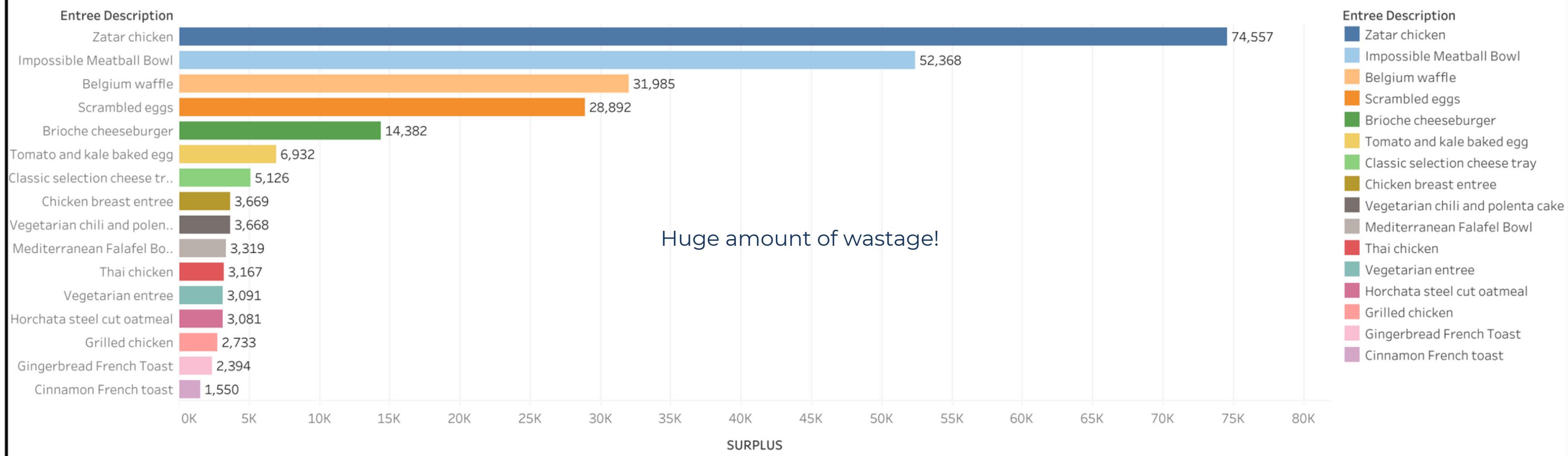
- Snacks, Poultry, Beef taking a major chunk of sales but Underperforming.
- Customers complain frequently about quality of meat.

- Millennials and Gen X show lowest satisfaction rates.
- Trend of decreasing satisfaction as age of customer increases.
- Focus on providing more meal options catered to Millennials and Gen X.

# Inventory Data Insights



## Meals with Highest Surplus



## Actionable Insights

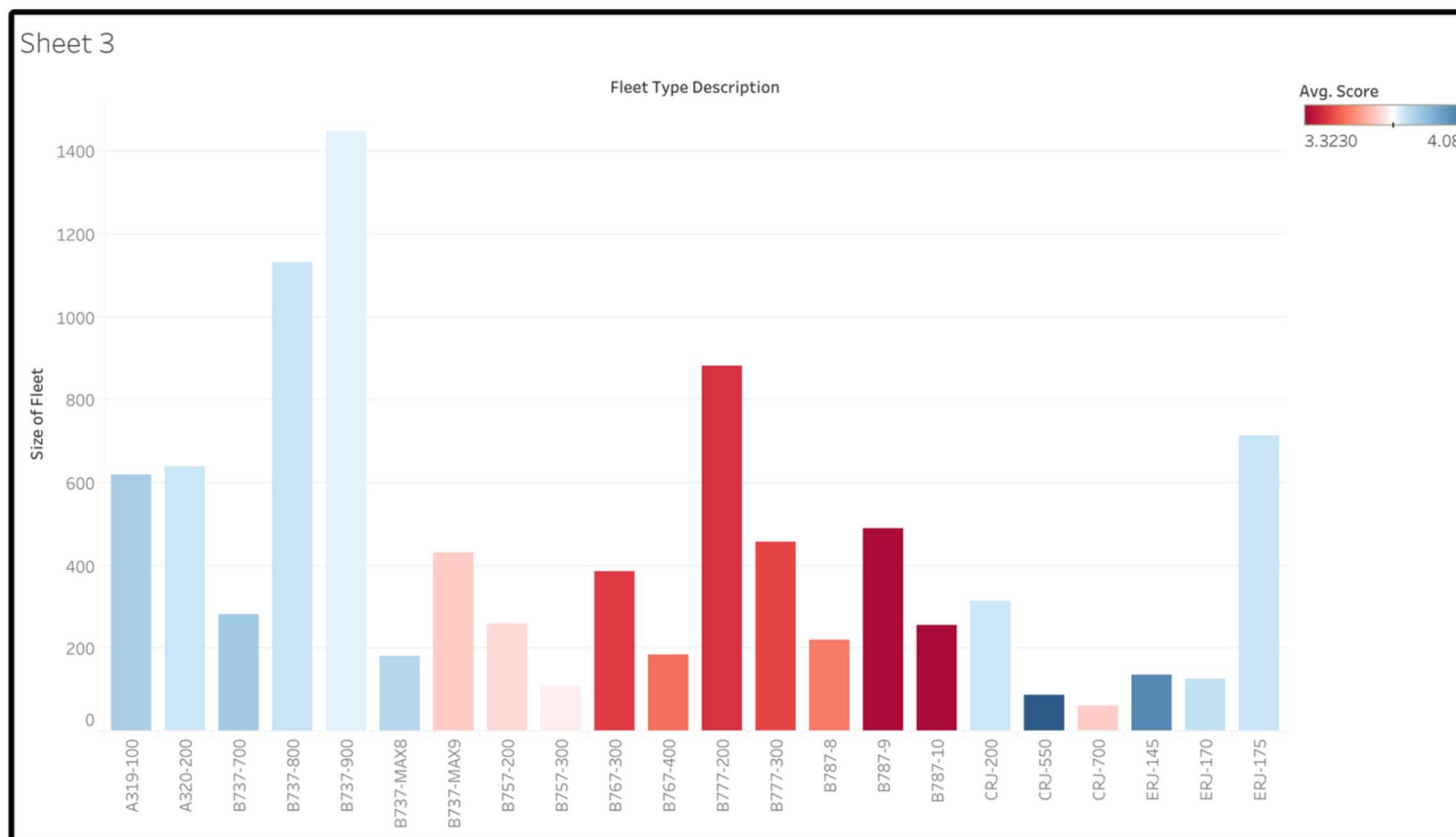
*Efficient planning of inventory will lead to better satisfaction score as it will*

- reduce wastage and
- increase food quality
- freed up Storage can be used to store different varieties of Meals and address major pain point

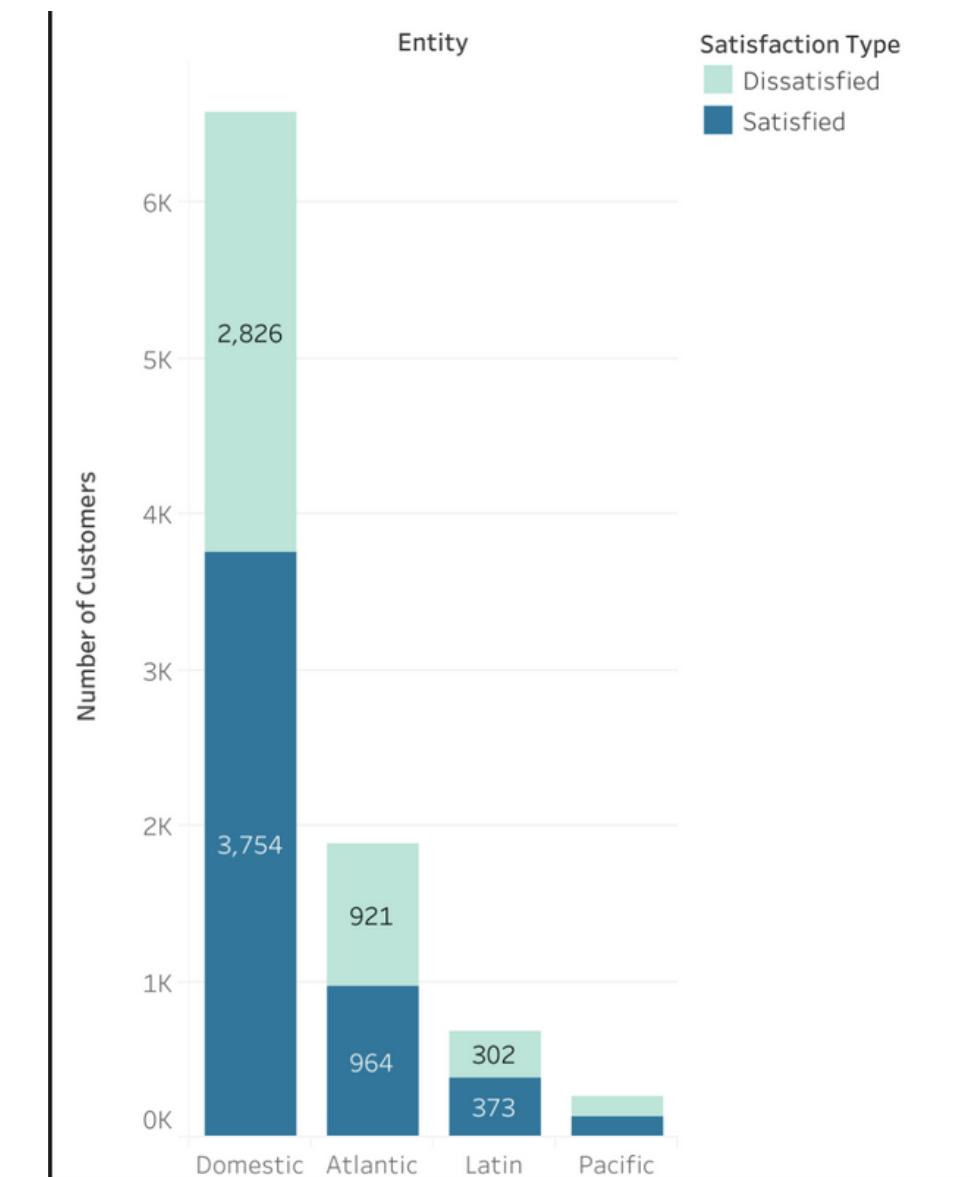
# Breakdown by Fleet and Entity



- Some major fleets are performing better than others.
- Emphasis should be put on Fleets (in Red) that have lower average satisfaction scores.
- Can use inspiration from other fleets (in blue).



- People from Atlantic, Latin and Pacific Regions show lower satisfaction rates.
- Possibly due to lack of Variety of food

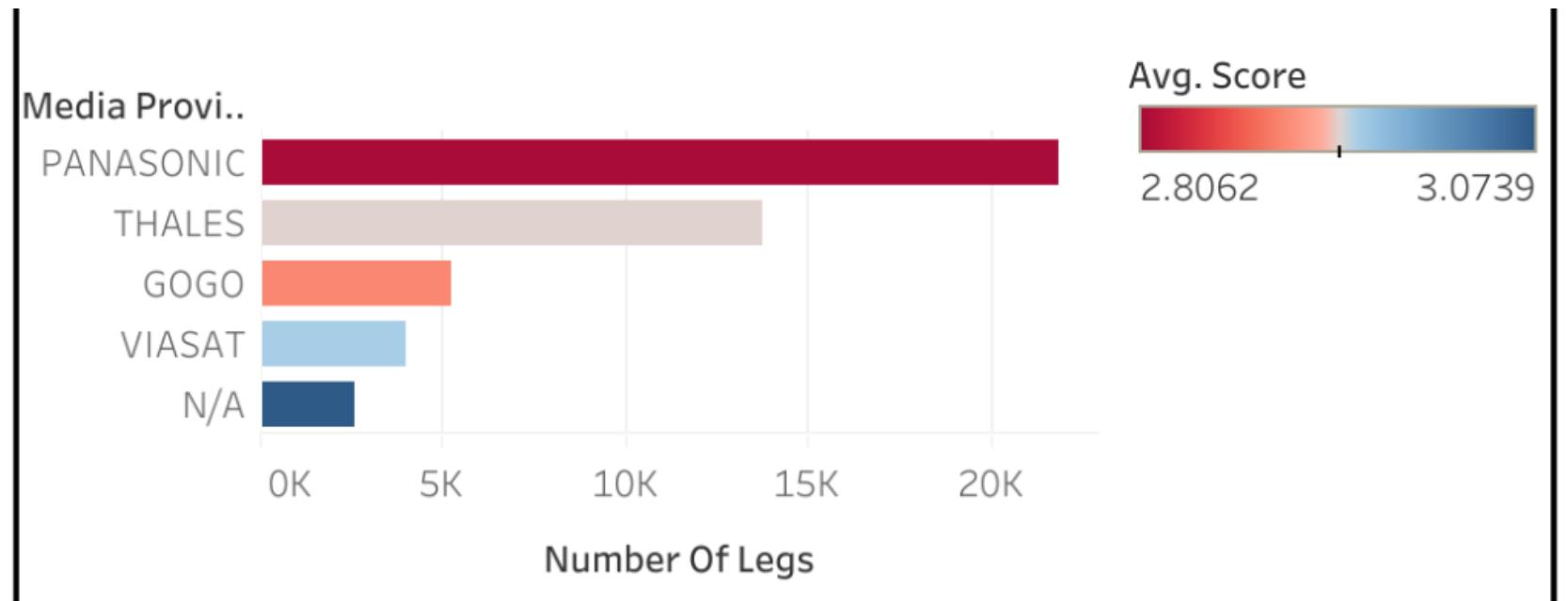


# Additional Insights



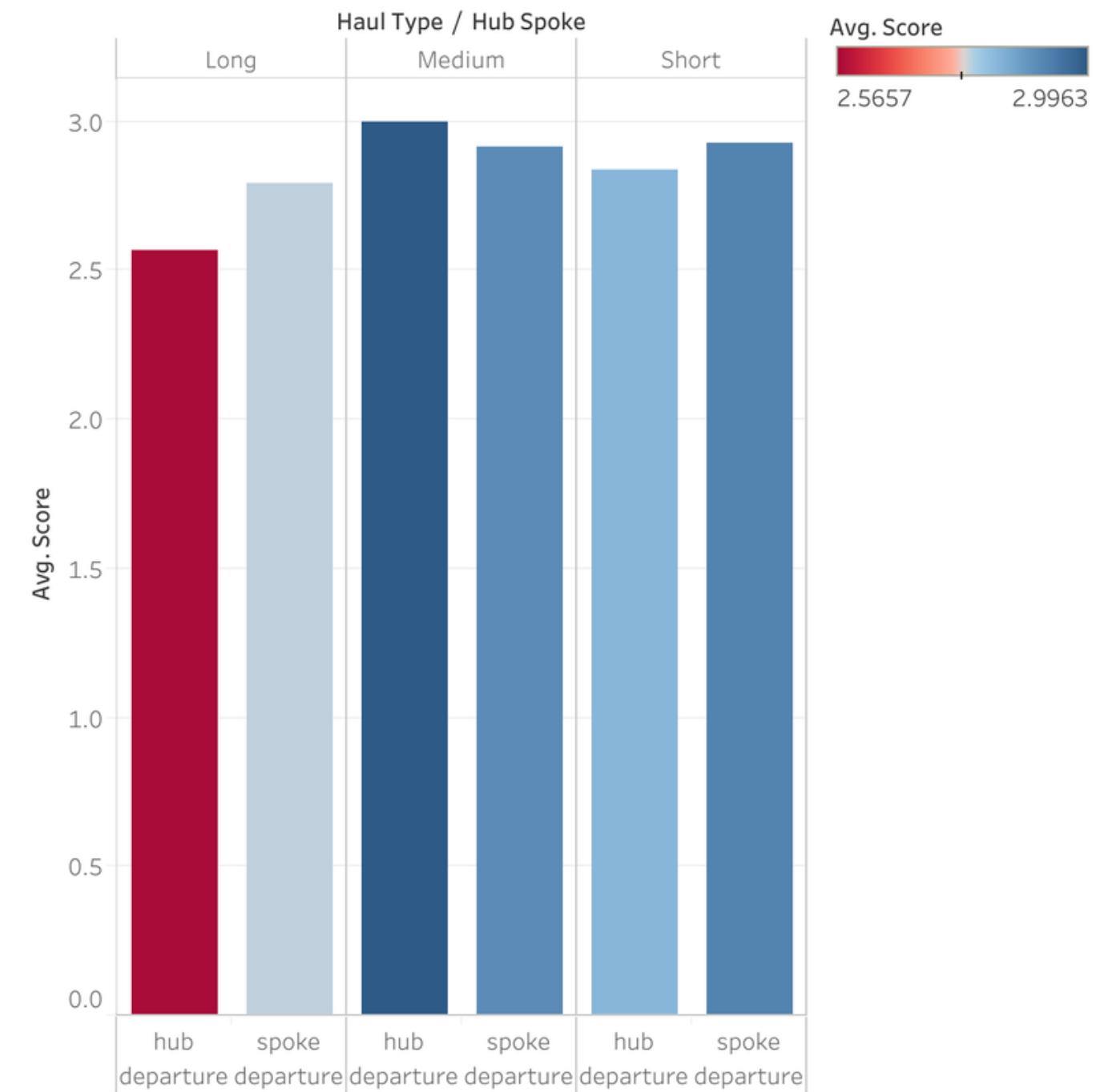
Media providers may exert an impact on F&B experiences in air travel. Through visual content and reviews, they shape passenger expectations, influencing their perceptions of quality and variety.

Plot of Media Providers and the number of customers



1. Media Providers may have an effect on the overall F&B experience.
2. People like to watch something while eating.
3. Better Media will enhance overall customer experience.

Performance of Hub VS Spoke Flights



1. Hub/Spoke flights have similar satisfaction for Short/Medium flights.
2. Long haul flights show lowest satisfaction.

# Summary

## 1. Food Variety and Snacks:

- Lack of meal options and variety reported by customers.
- Snacks, poultry, and beef sales underperforming.
- Recommendation: Introduce vegan, gluten-free, kid-friendly, and lactose-free meal choices.
- Improve quality, portion, and variety of snacks on flights.

## 2. Meal Frequency:

- Customers on long-haul flights exhibit lowest satisfaction.
- Recommendation: Offer multiple meals and snacks on long-haul flights.
- Cater to special requests like providing water/ice more frequently.

## 3. Service Quality:

- Lowest satisfaction in long-haul flights.
- Complaints about receiving less food compared to other airlines.
- Recommendation: Improve food quality with efficient inventory management and quality checks.
- Focus on better customer service and addressing special requests.

## 4. Customer Segmentation:

- Millennials and Gen X show lowest satisfaction rates.
- Trend of decreasing satisfaction with increasing customer age.
- Recommendation: Focus on providing more meal options for Millennials and Gen X.

## 5. Fleet Analysis:

- Certain fleets perform better than others.
- Fleets in red have lower average satisfaction scores.
- Recommendation: Emphasize improvement efforts on fleets with lower satisfaction scores.
- Learn from successful fleets (blue) to improve the performance of others.

## 6. Media Impact:

- Media providers influence F&B experience.
- Customers prefer media while eating.
- Recommendation: Enhance media offerings to improve overall customer experience.

## 7. Regional Satisfaction:

- Customers from Atlantic, Latin, and Pacific regions show lower satisfaction rates.
- Possible cause: Lack of food variety.
- Recommendation: Address regional preferences and offer diverse food options.

## 8. Actionable Insights:

- Efficient inventory planning reduces wastage and improves food quality.
- Focus on fleets with lower satisfaction scores.
- Incorporate diverse meal choices and snack options.
- Improve media offerings for enhanced customer experience.

## 9. Alignment:

- United Airlines' dedication to exceptional customer experiences supports this initiative.

This comprehensive approach aims to elevate customer satisfaction levels by addressing various factors, introducing recommendations, and leveraging data-driven insights to enhance United Airlines' Food & Beverage services.

# THANK YOU

