

DATA ANALYSIS

AIRLINES PASSENGER'S SATISFACTION

Presentated by Zaheer Abbas
Data Analytics (Cohort-8)

Introduction

- **Airline Industry**
- **Passengers Demographics**
- **Experience Ratings**
- **Stakeholders**
- **Decision Making**

Objectives

01

To identify important factors those have impact on passenger's satisfaction.

02

Extract the relation between different demographics of passengers and satisfaction.

03

Extract actionable insights for airlines to enhance overall passenger experience and satisfaction.

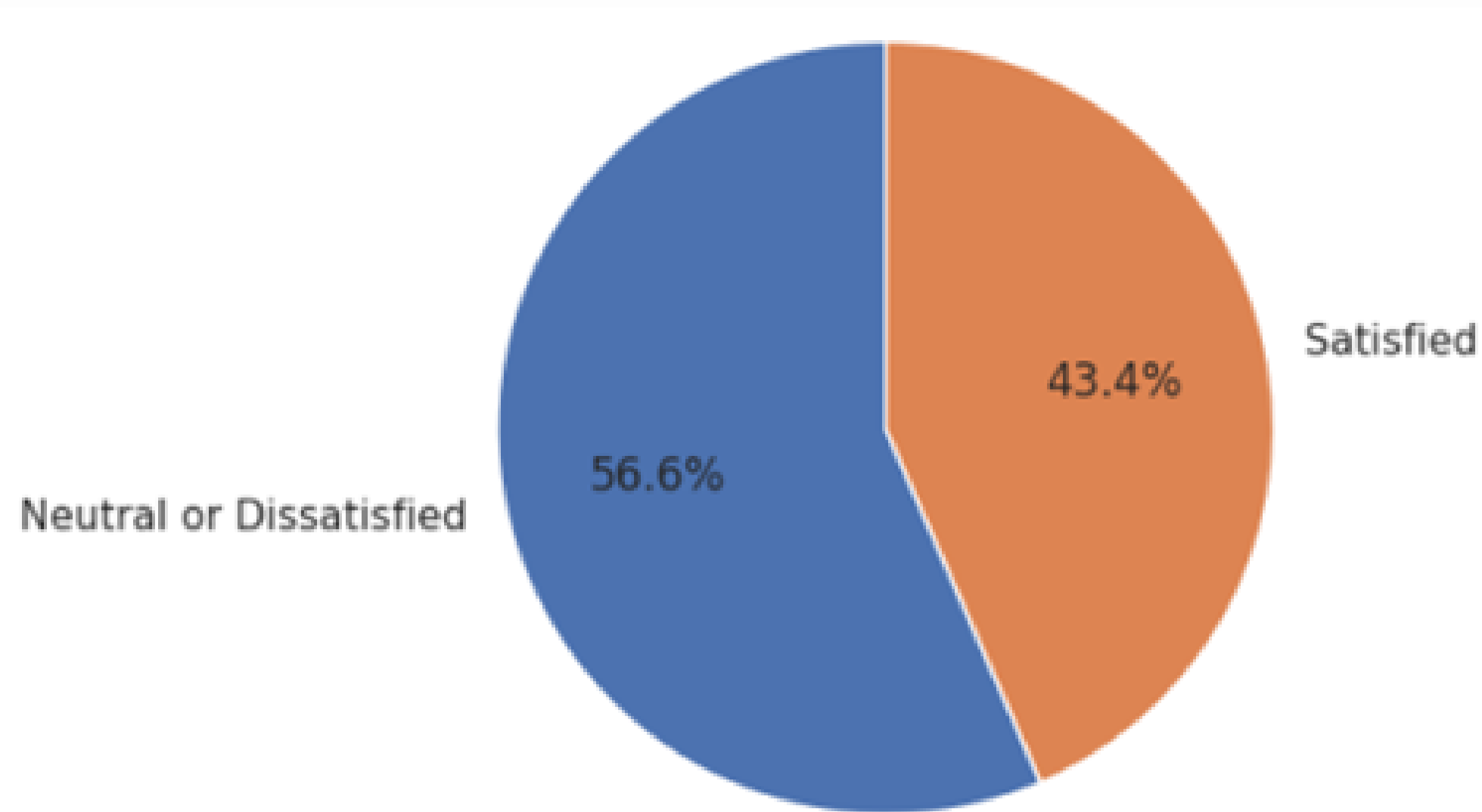
Airline Passenger's Satisfaction



Total Number of Passengers : 129487

Satisfied count : 56262

Neutral or Dissatisfied count : 73225

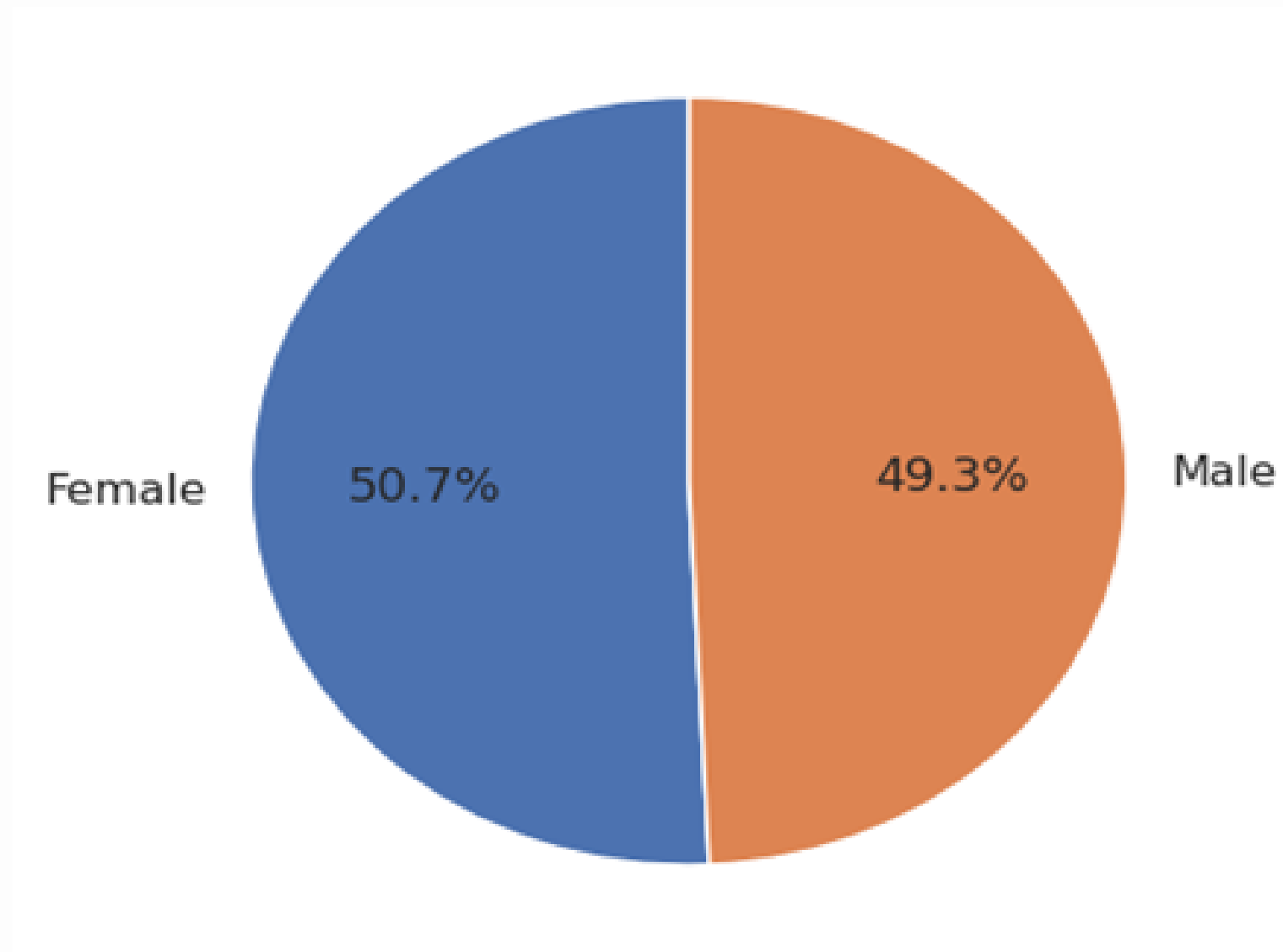


Distribution of Passengers by Gender

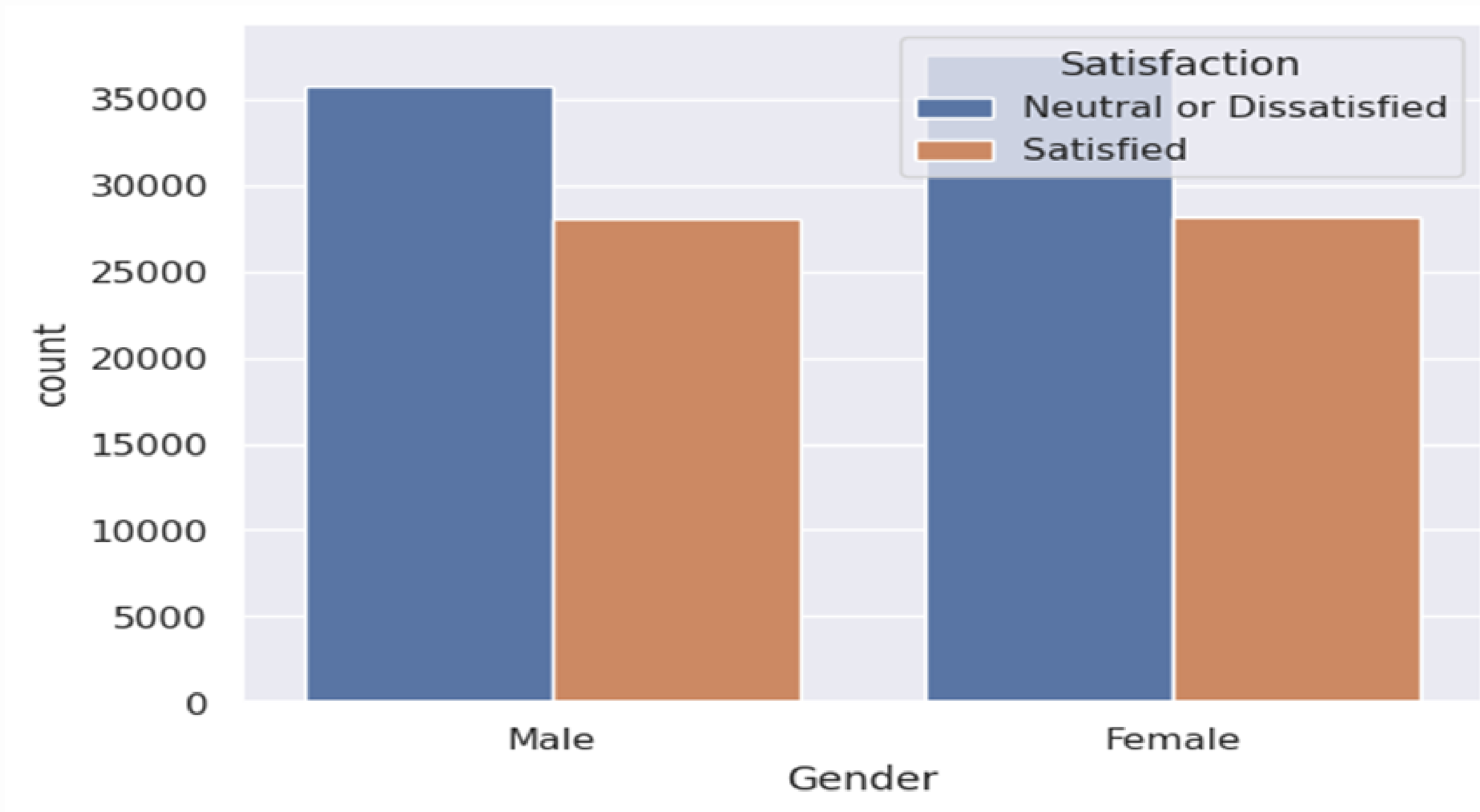


Male count : 63784

Female count : 65703



Satisfaction by Gender



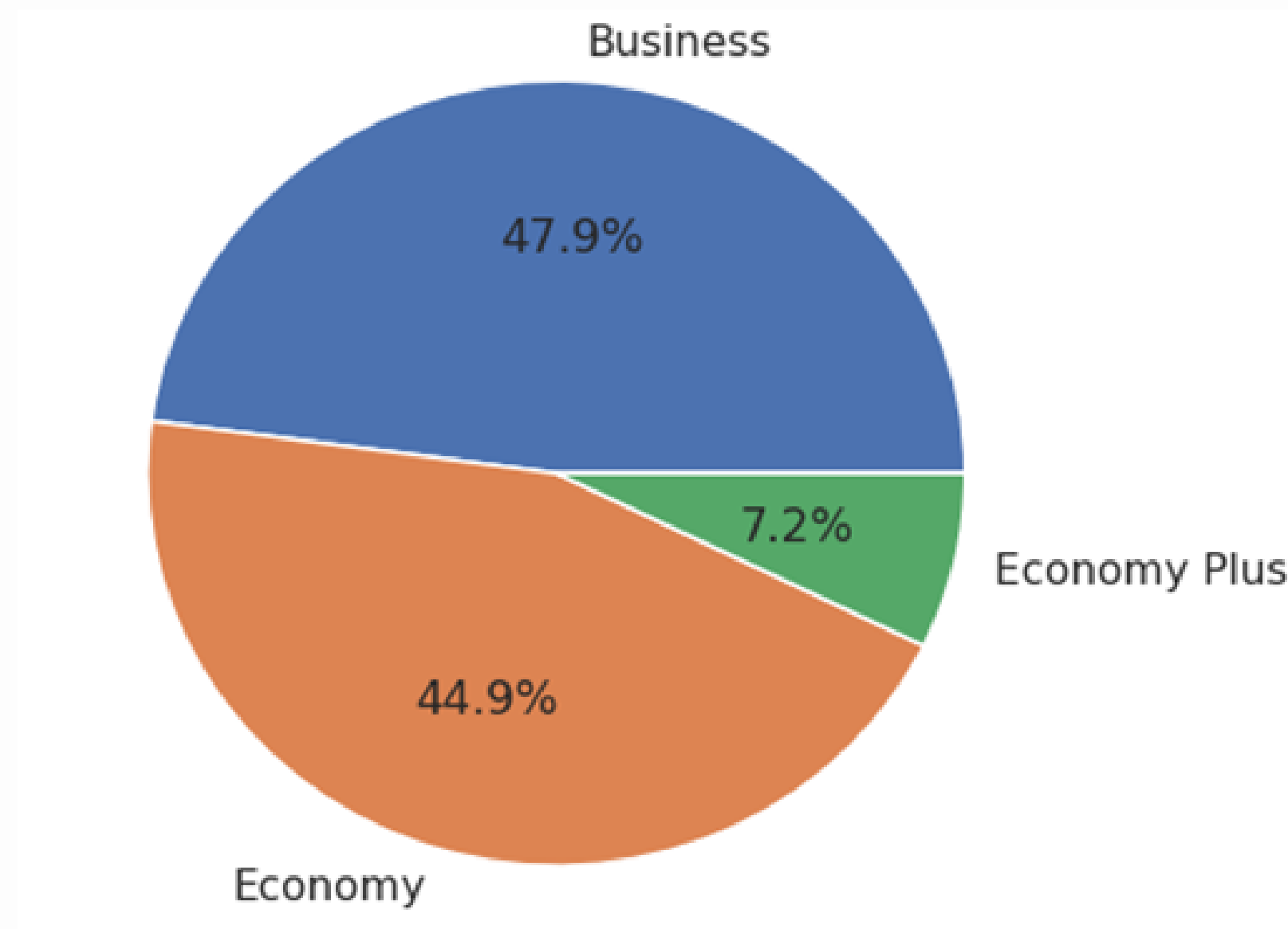
Distribution of Passengers by Class



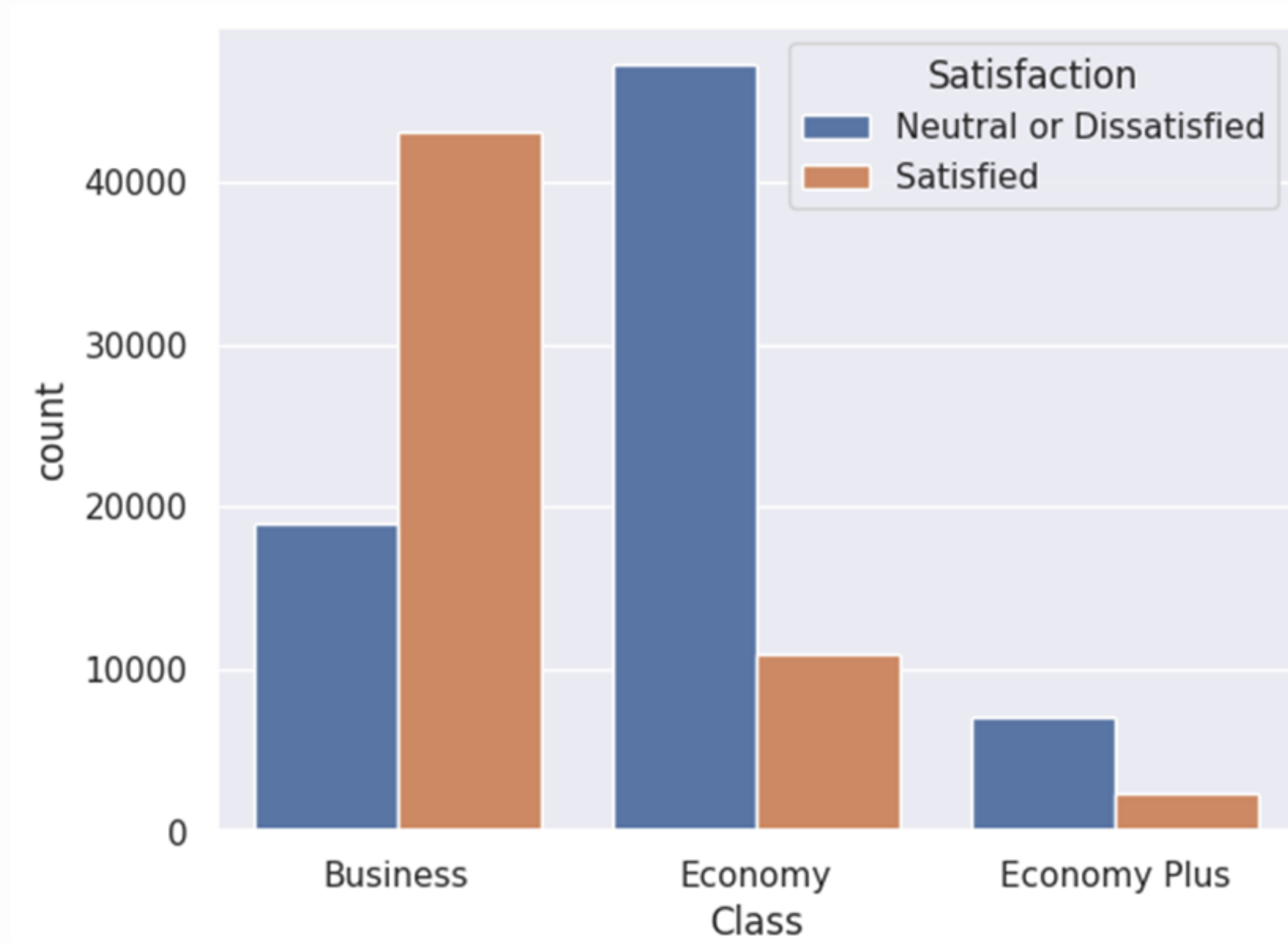
Total number in Business Class : 61990

Total number in Economy Class : 58117

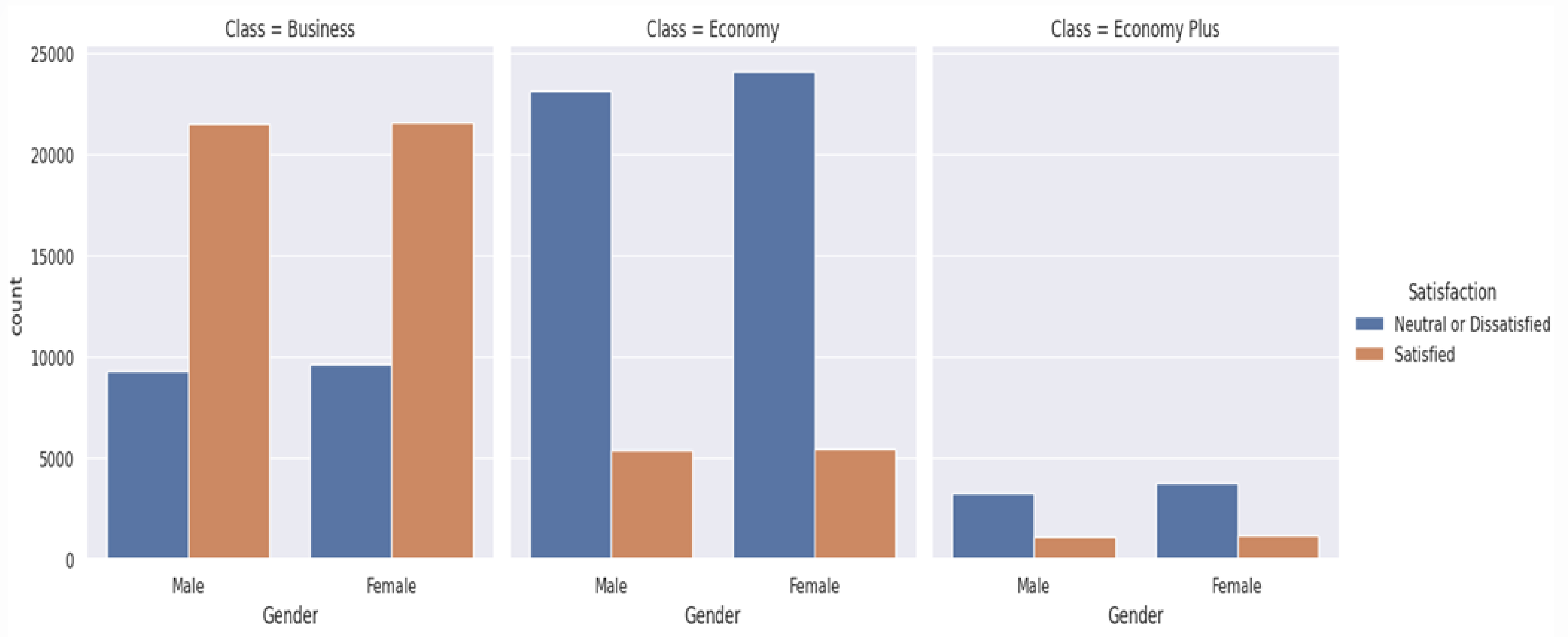
Total number in Economy Plus Class : 9380



Satisfaction by Class



Satisfaction by Class and Gender

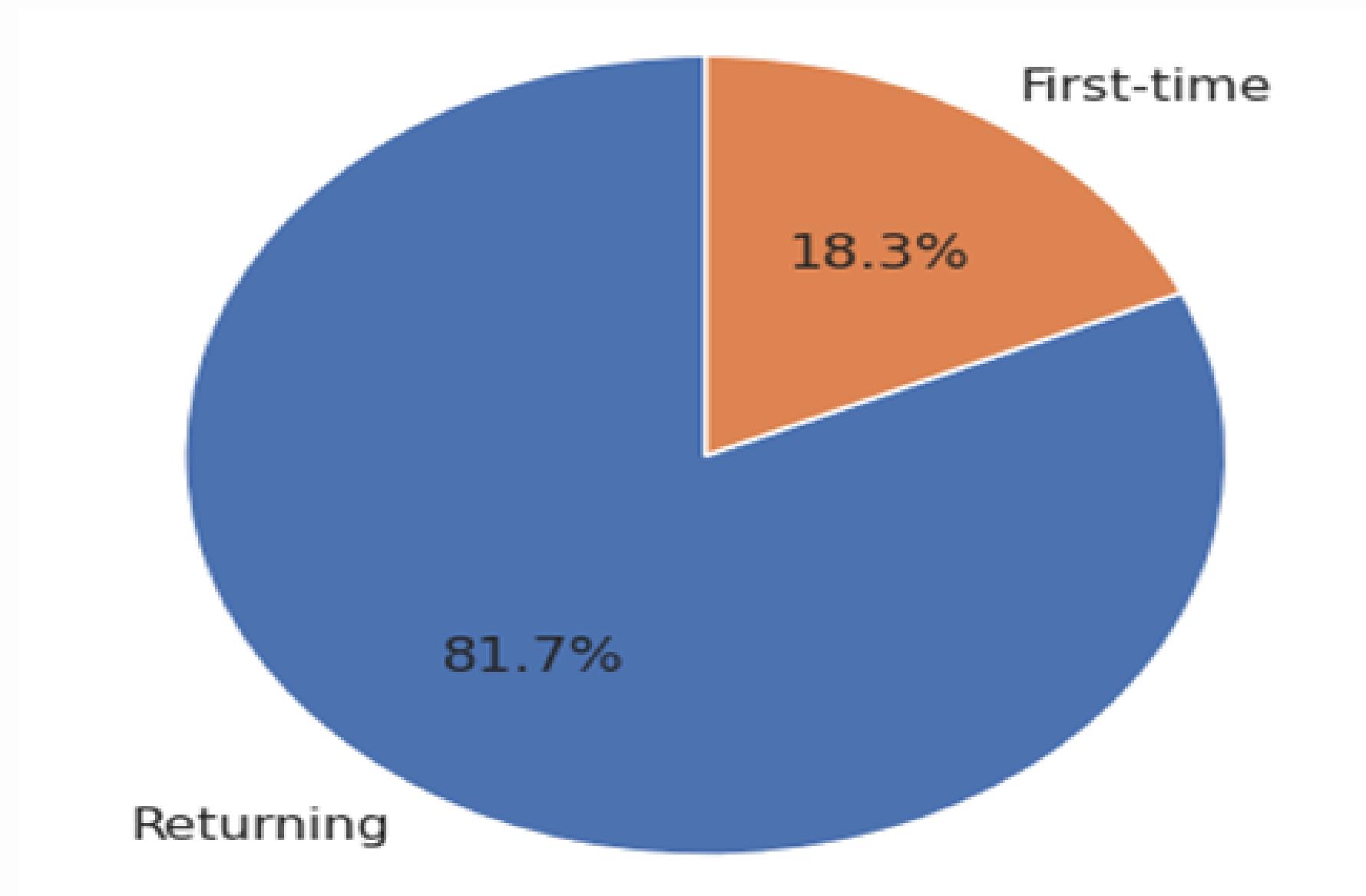


Distribution of Passengers by Customer Type

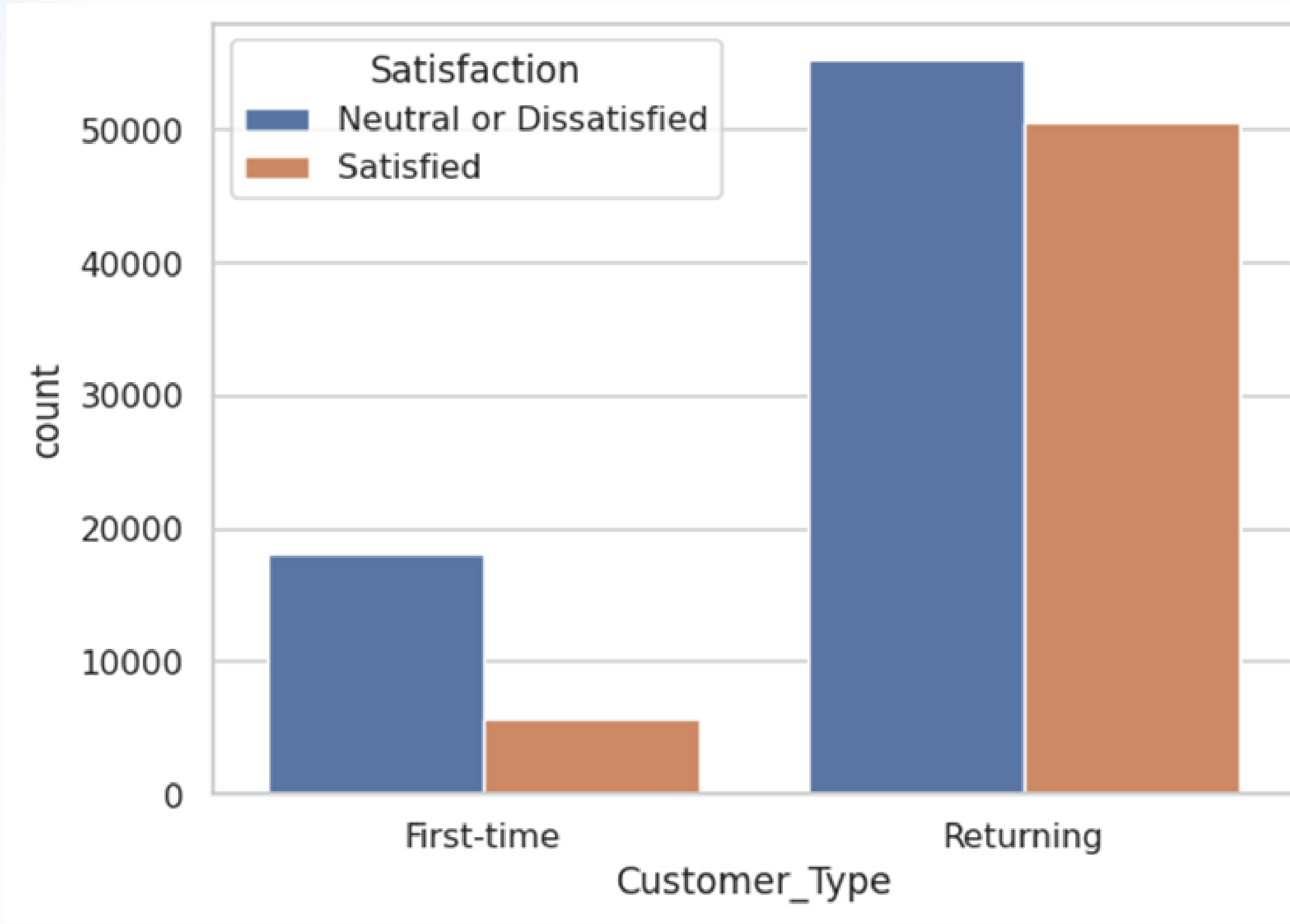


First-time count : 23714

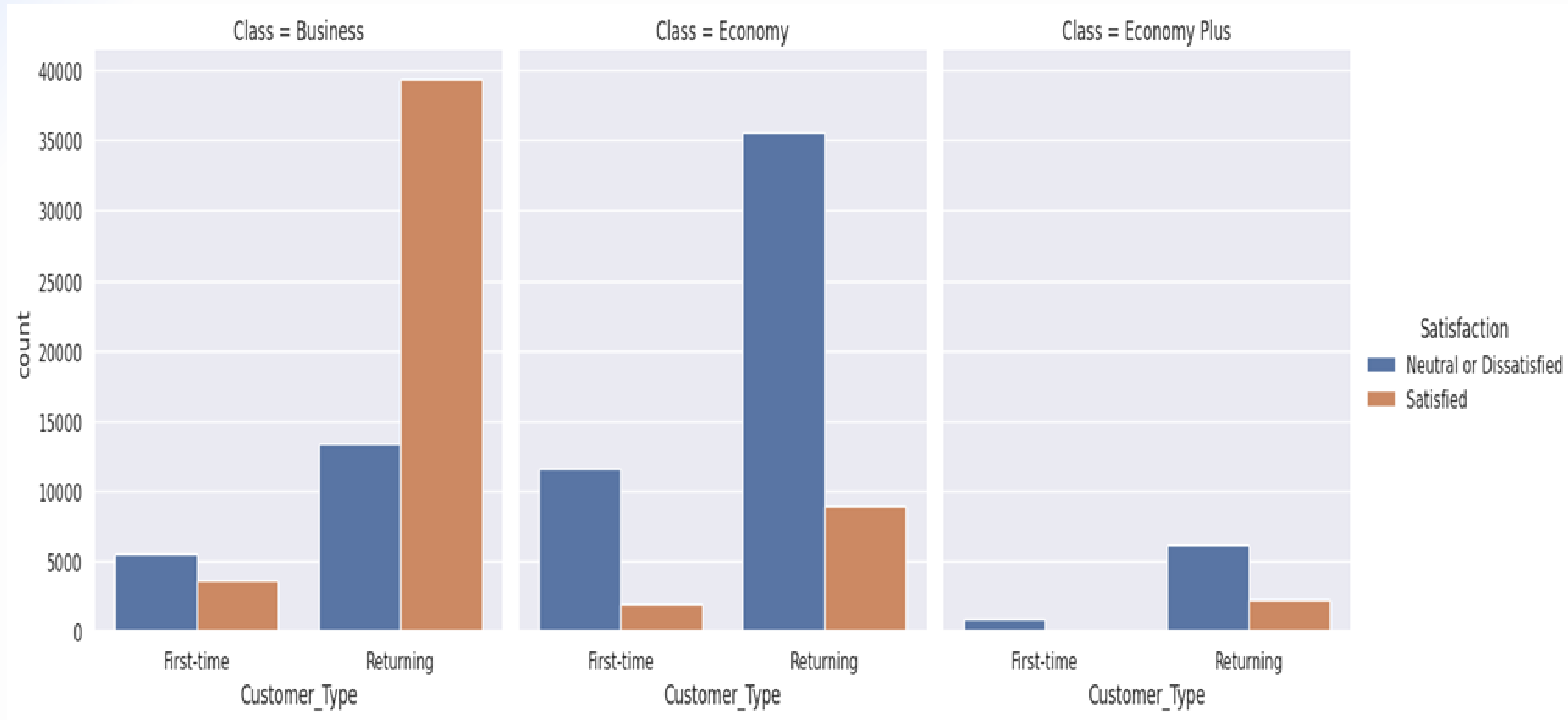
Returning count : 105773



Satisfaction by Customer Type



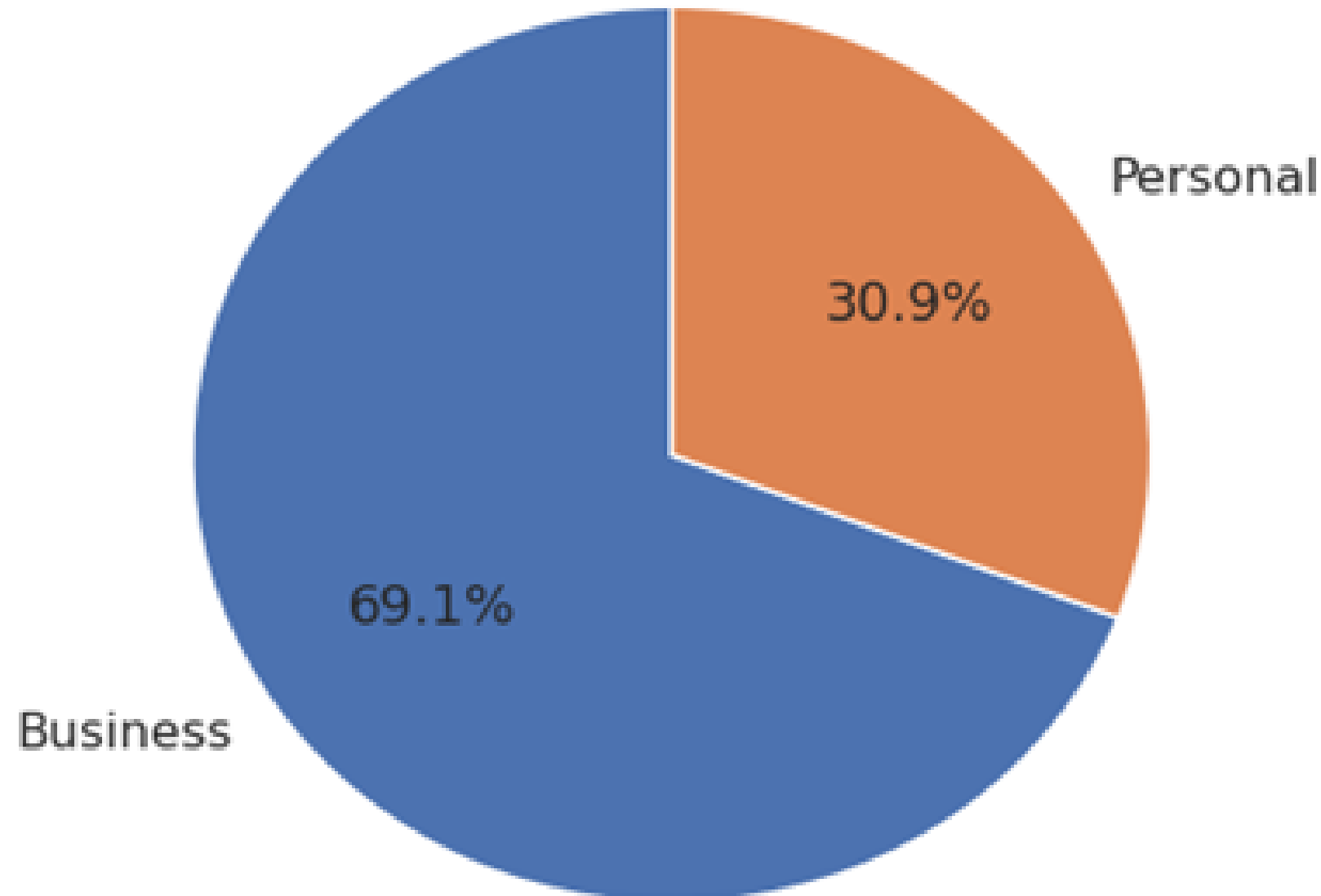
Satisfaction by Customer Type and Class



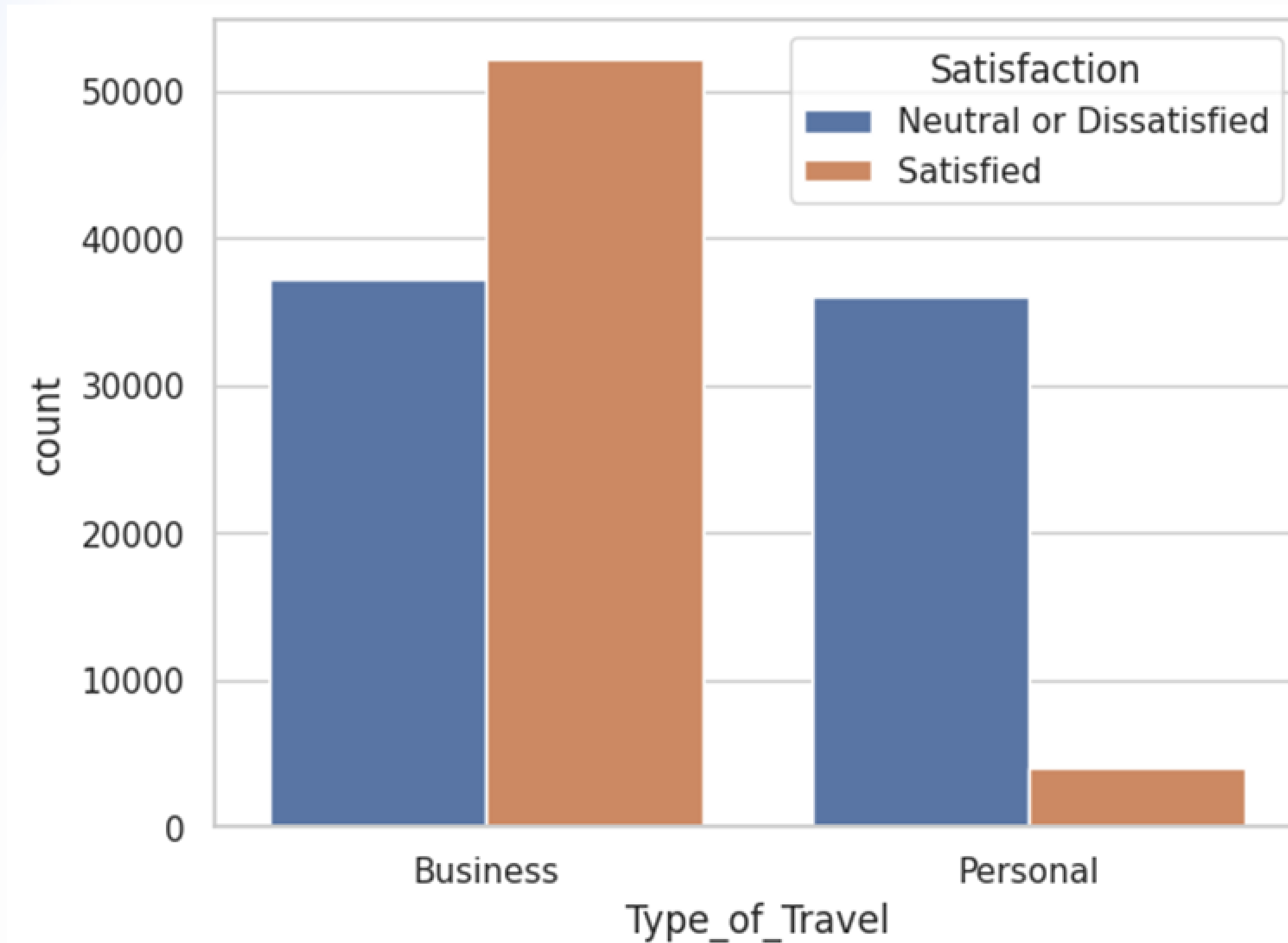
Distribution of Passengers by Type of Travel



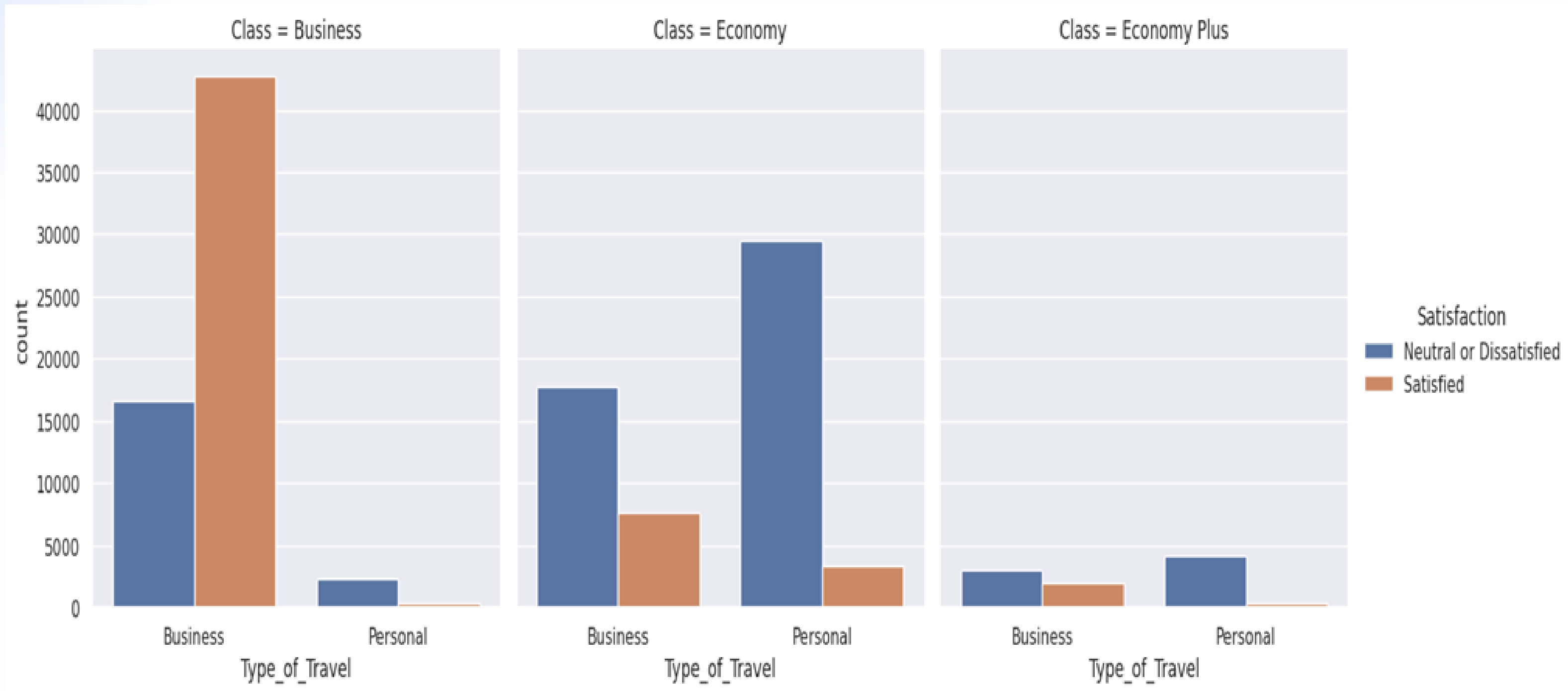
Business count : 89445
Personal count : 40042



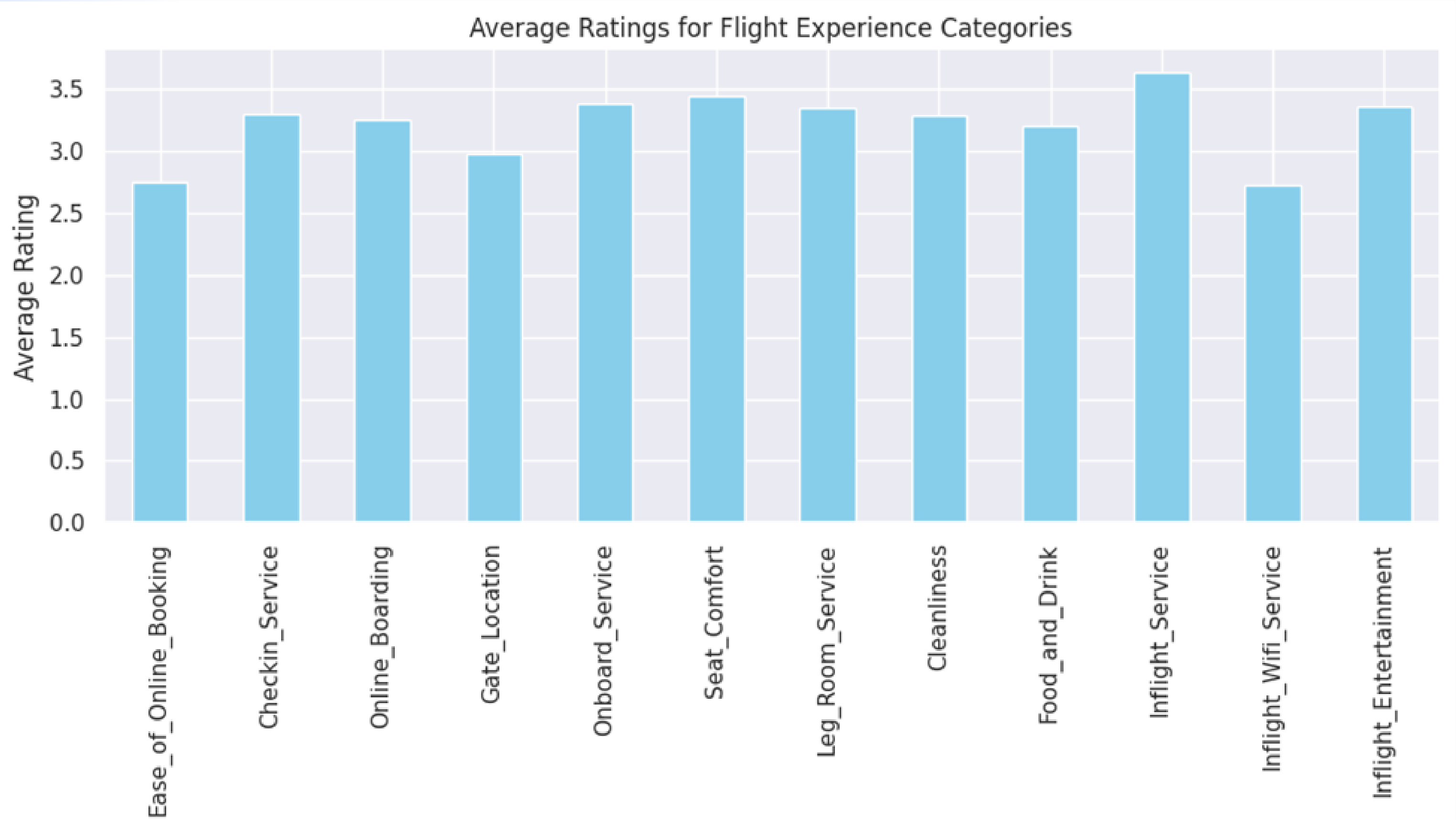
Satisfaction by Type of Travel



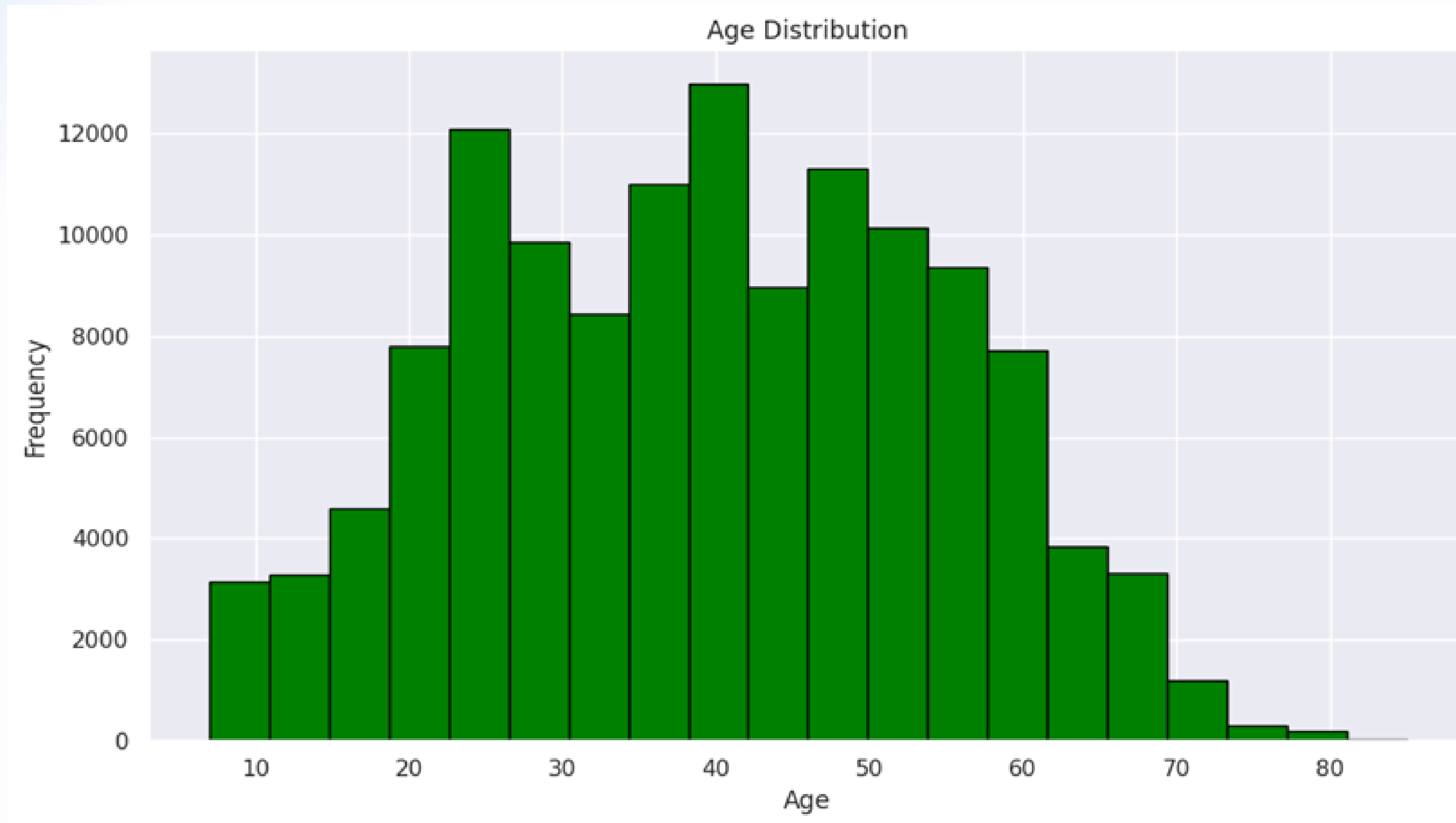
Satisfaction by Type of Travel and Class



Average Ratings of Experience Flight Categories



Age Distribution



Recommendations

- Address the factors that cause lower satisfaction level in economy and economy plus class.
- Explore opportunities to enhance the services in these classes.
- Provide training to staff to improve customer service skills.
- Majority of the passengers fall in age group of 40-50, customize the services to meet the preferences of this age group.

Recommendations

- **Customize the services for personal type of travel in business class.**
- **Passengers travelling in business class are satisfied, enhance services of business class for customer retention.**
- **Returning customer are more satisfied, implement strategies to encourage customer loyalty.**
- **Upgrade digital platform for online booking.**

Recommendations

- **Provide better wifi and communication facilities while travelling.**
- **Communicate delays and changes effectively.**
- **Stream line check-in and boarding process.**
- **Enhance in-flight entertainment options.**

Thank You