

**Exploratory Analysis of the EMIRATES AIRLINES**

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**Introduction:**

Emirates Airlines is a global aviation leader, renowned for its exceptional services and luxurious travel experience. With its state-of-the-art fleet and extensive network of destinations, Emirates Airlines has become a preferred choice for millions of passengers around the world.

From its humble beginnings in Dubai in 1985, Emirates Airlines has grown to become one of the most successful and admired airlines in the industry. Whether you are traveling for business or pleasure, Emirates Airlines offers an unparalleled level of comfort, convenience, and hospitality that will make your journey a truly unforgettable experience.  
  
**Problem Statement:**  
The purpose of my assessment in this project is to answer the questions below by analyzing the different aspects of customer satisfaction in the Emirates Airlines. The important questions were:

1. Which percentage of airline passengers are satisfied? Does it vary by customer type? What about type of travel?
2. What is the customer profile for a repeating airline passenger?
3. Does flight distance affect customer preferences or flight patterns?
4. Which factors contribute to customer satisfaction the most? What about dissatisfaction?

**Preparation of the Datasets:**

Public datasets were downloaded at the following [link](https://www.mavenanalytics.io/data-playground) provided by Maven Analytics under this [license](https://www.mavenanalytics.io/terms-for-individuals). No issues with bias and credibility were found with the data through the methodology of ROCCC.

Following are the list of files (in CSV format) and the descriptions:

|  |  |
| --- | --- |
| Filename | Description |
| Airline\_passenger\_satisfaction.csv | Details of the customer satisfaction data |

**Processing of the Datasets:**

The tools that I used for data processing are:

* Microsoft Excel 365

To remove any ambiguity of the fields used in the database, I created a data dictionary to make it easier for the reader to better understand it.



Furthermore, after analyzing the dataset, it was found out that the **'arrival\_delay'** column had blank values. So, after consulting the stakeholders, I replaced them with same values that **'departure\_delay'** had to have consistency in the dataset.

**Analysis of the Datasets:**  
  
Following are the queries raised by the stakeholders and the step I took for analysis and visualization of the data:

1. Which Percentage of Airline Passengers are Satisfied? Does it Vary by Customer Type? What about Type of Travel?

**Conclusion of the Analysis:**During this project, I analyzed the sales results of a fictious Pizza Palace company to not only extract and analyze the trends and patterns, but also suggested actions based on data for better profitability for the company.