**Data Science - Consulting Approach Project Proposal**

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**WHAT**

We would like to explore the Airline Customer Satisfaction dataset ([Airlines Customer satisfaction (kaggle.com)](https://www.kaggle.com/datasets/sjleshrac/airlines-customer-satisfaction)) and dive deep into opinions of different types of passengers on every experience from Flight Distance to Seat Comfort. Set contains 130k observations and 23 columns either describing the passenger’s characteristics or displaying the rating of the flight's features.

**WHY**

We believe airline business is among one of the most crucial within travel industries in the world. With many people utilizing this way of transport, especially after the COVID pandemic is long gone, it is important to understand what are the key factors to customer satisfaction, in order to better optimize flights’ experience. As a complementary idea, it will be attempted to showcase whether there is a possibility of optimizing the way aviation business operates, as it has been shown in certain studies longer flying times are not negatively correlated with customer satisfaction. Thus, a business opportunity of saving more fuel could be presented.

**HOW**

We are planning to create advanced, insightful and interactive visualizations using Power BI, present useful business findings via PowerPoint presentation and upload our Machine Learning model onto GitHub. Firstly, we will present a PowerBI dashboard with an analysis of distribution of all the variables in the database. Moreover, we intend to display how the variables interact with each other with the focus on satisfaction level using the built in functionalities of PowerBI. Within the PowerPoint presentation we intend to highlight the main conclusions from such analysis and further elaborate on the business impact it may have for the client, as well as propose sample areas to focus on. We also intend to further broaden the perspective we have gained of the data with the use of Machine Learning models.