

Airline Passenger Satisfaction Analysis

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**Business
Problem**

02

**Data &
Methods**

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Results

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**Model
Evaluation**

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**Future
Work**

Business Goal



Satisfaction



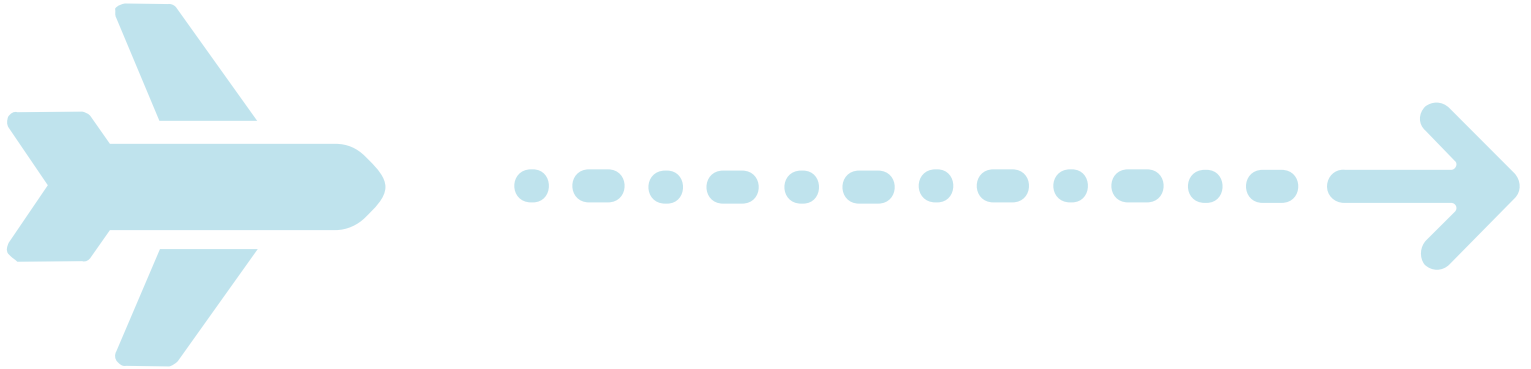
**Critical
Features**



Targeting

Data and Methods

- 130k customers satisfaction data
- Classification Modeling
- Train-Test Split



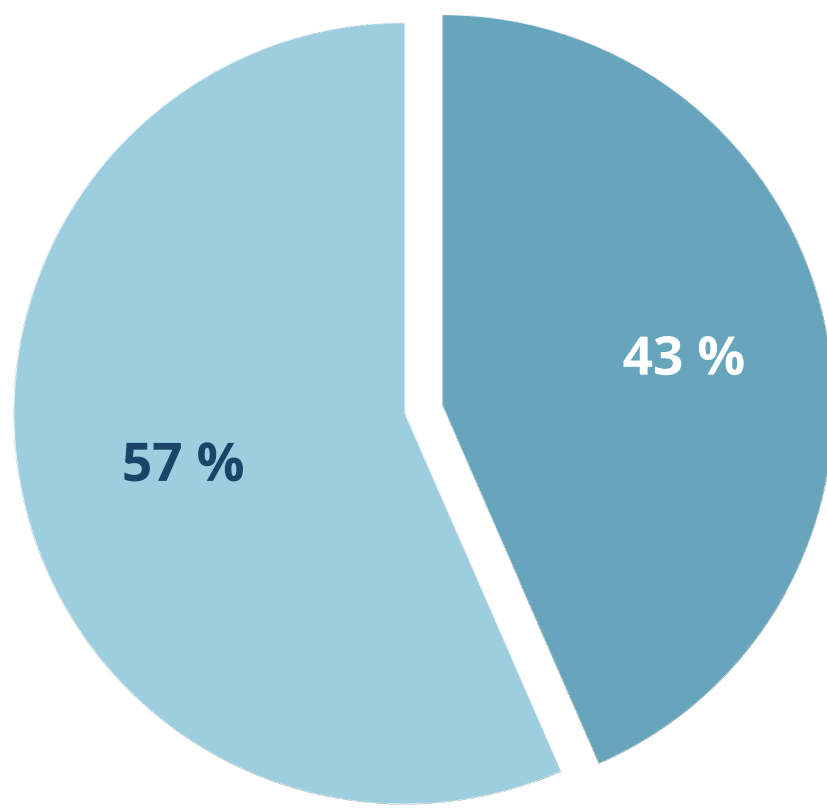
Q1

What is the satisfaction and dissatisfaction rate?





satisfied



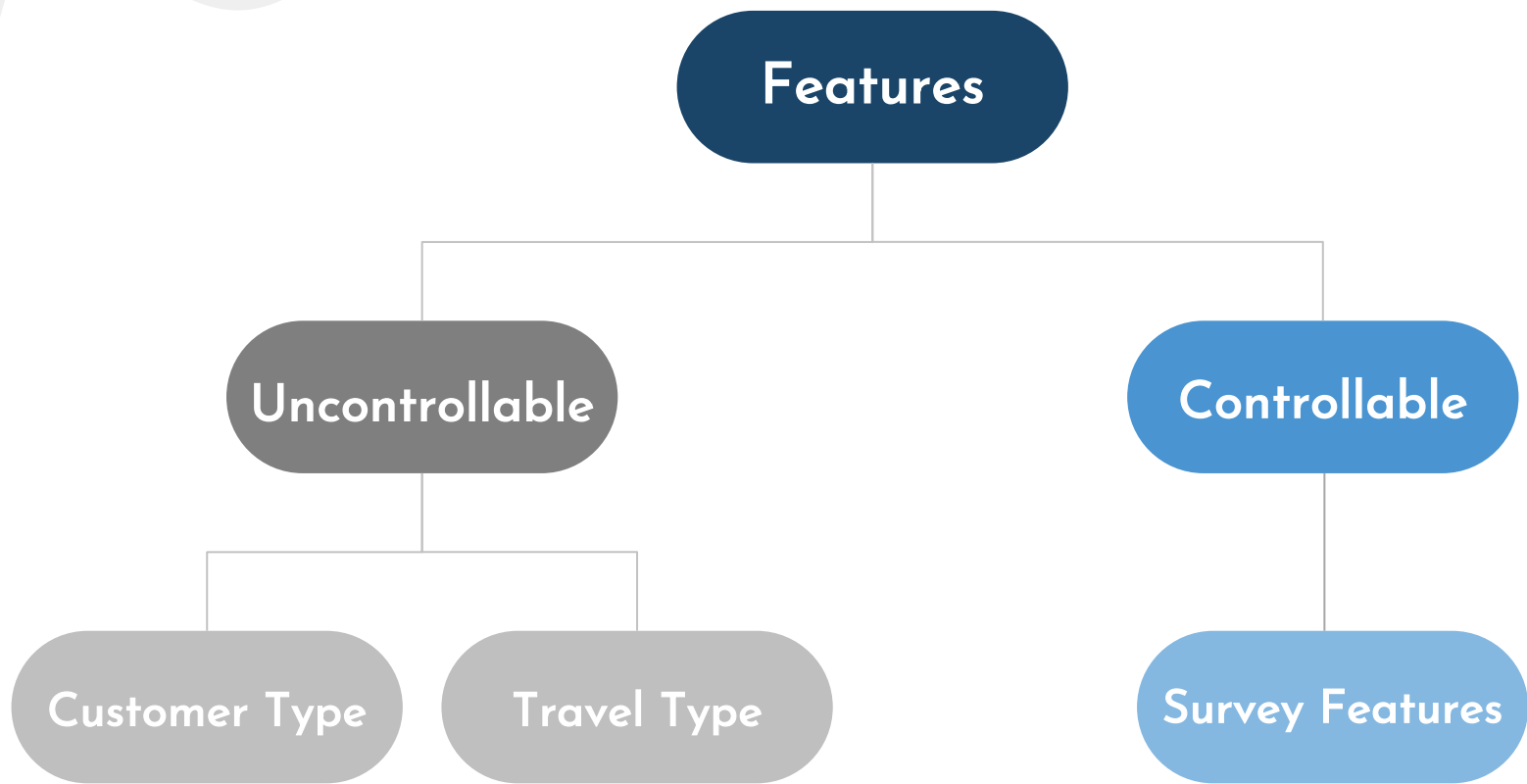
neutral or dissatisfied

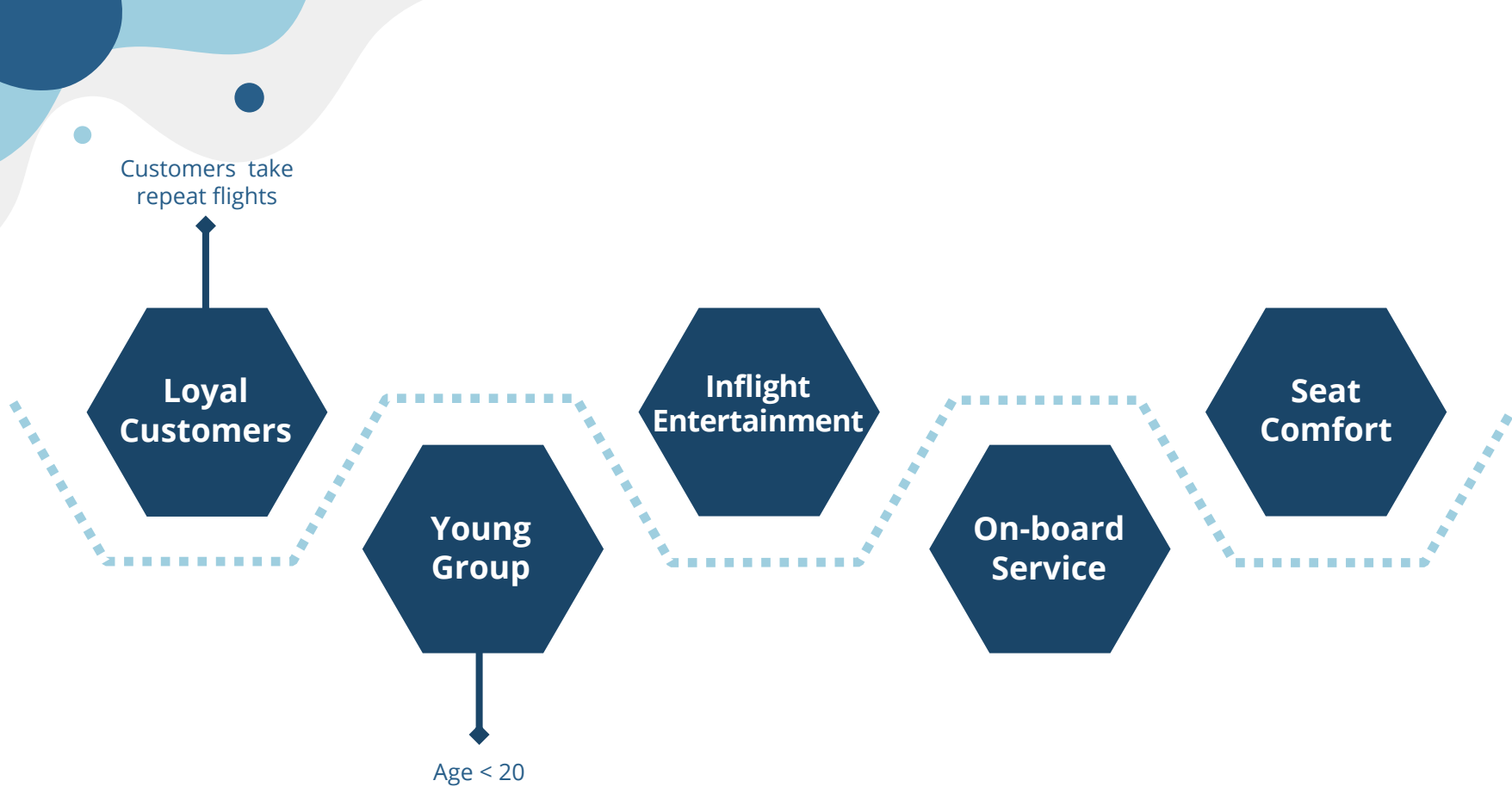


Q2

What are the critical features that have a stronger impact on satisfaction?

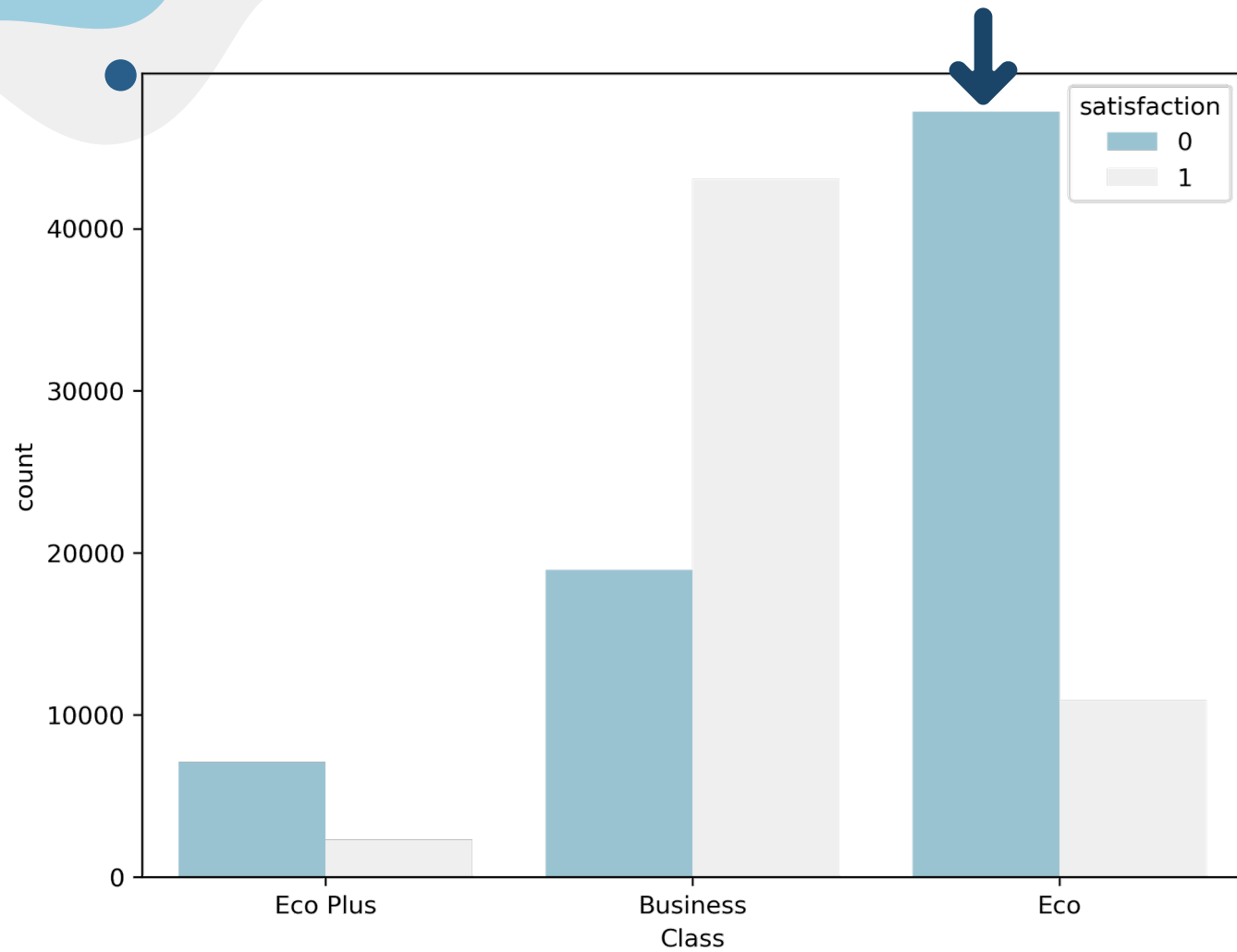






Q3

Which class, flight haul and age group have the highest dissatisfaction rate?



Eco Class



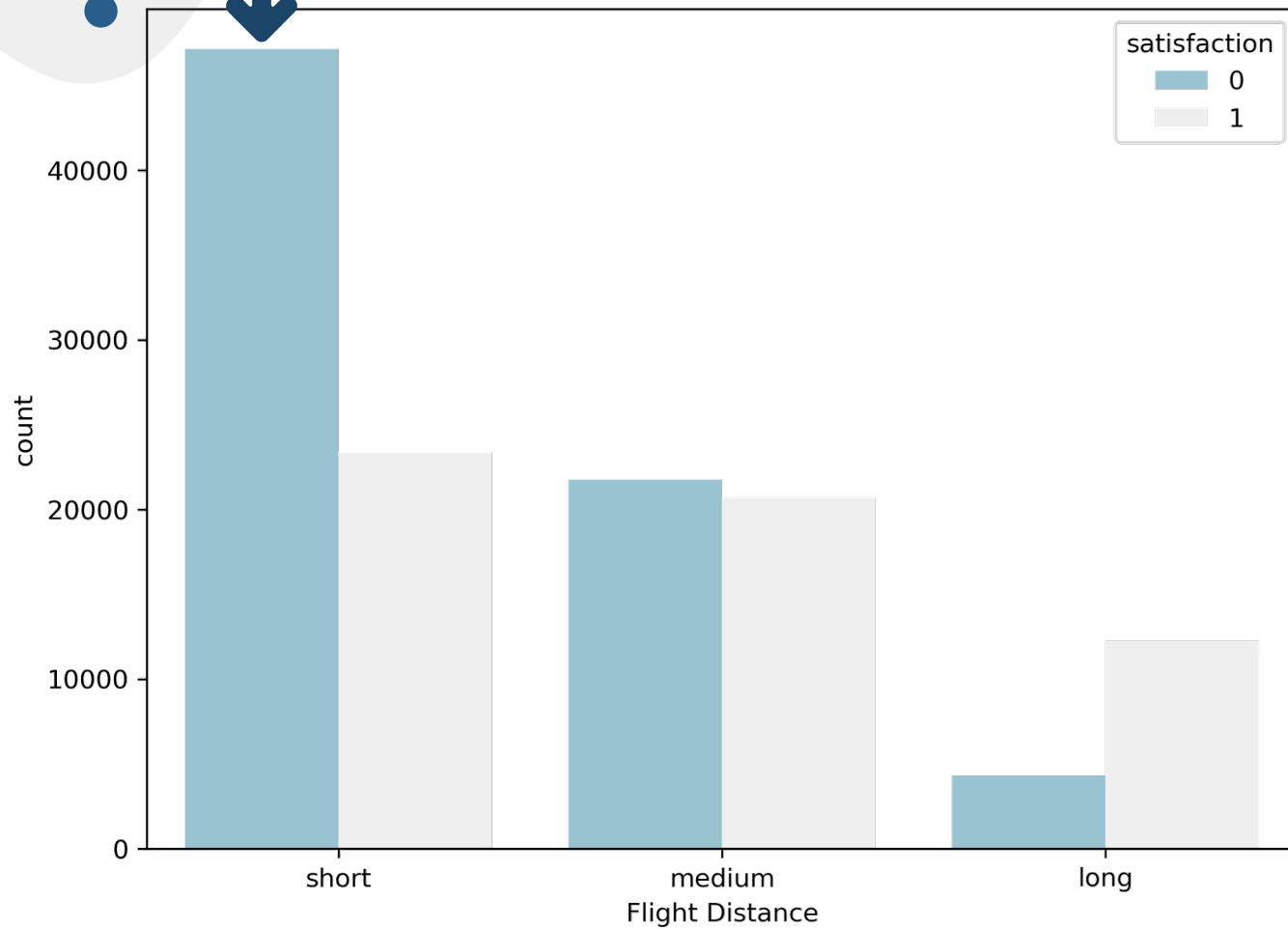
Inflight Wifi



Online Booking



Online Boarding



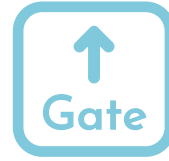
Short Haul



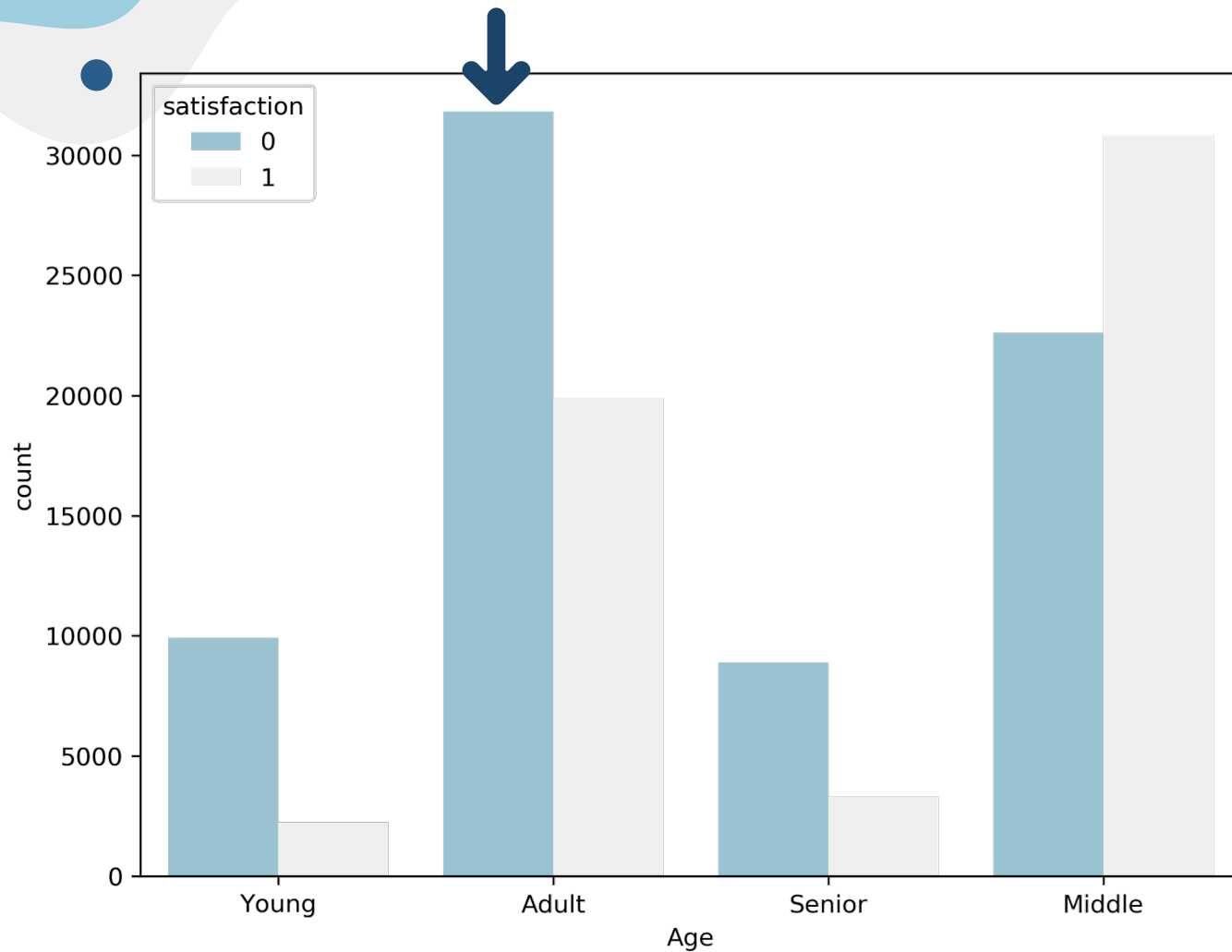
Online Booking



Inflight Wifi



Gate Location



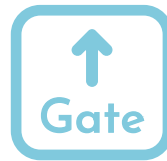
Adult (age 20~40)



Online Booking



Inflight Wifi



Gate Location

Common Features

Inflight Wifi



Online Booking



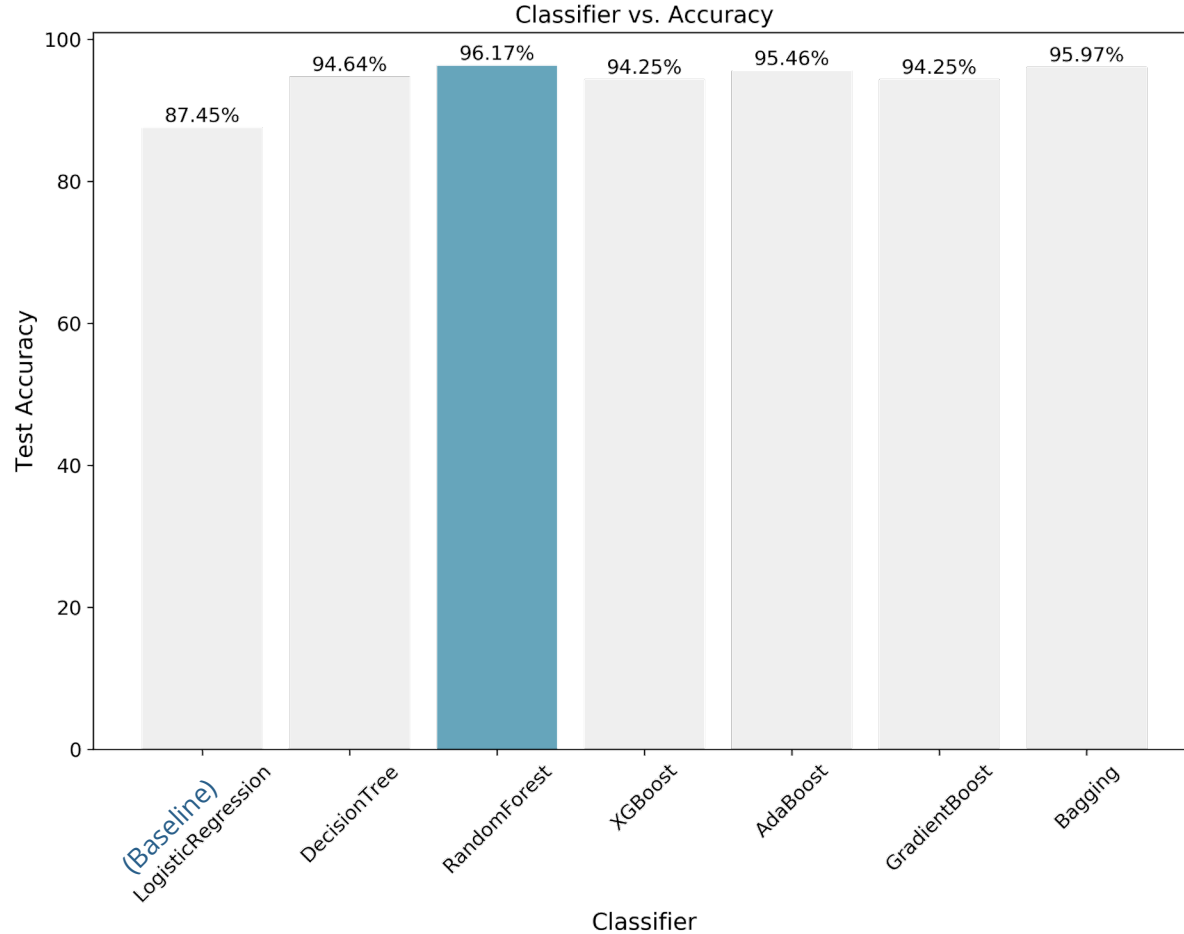
Gate Location



Online Boarding



Model Evaluation



Conclusion & Recommendation

- Random Forest Classifier
- Critical features
 - **Uncontrollable** (loyal customers, young group)
 - ✓ **Controllable** (inflight entertainment, on-board service, seat comfort)
- Survey features needs improvement
 - ❑ **Collaboration** (gate location)
 - ❑ **Technology** (wifi, online booking, online boarding)

Future Work



Health & Safety
Regulation



Customer Service



Competitive Airline



THANK YOU!



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