TSA Complaint Data Analysis Report

Audience and Purpose

The primary audience for this report includes TSA executives and stakeholders who are familiar with general data insights but require specific information on complaint trends across airports to make informed decisions. The purpose of this report is to highlight key areas of concern regarding TSA complaints at various airports and to provide actionable recommendations for improving service quality, ultimately aiming to reduce complaint rates.

Design Choices

To enhance readability and clarity, Gestalt principles were applied in the design of the visuals. Color coding, alignment, and spacing were carefully selected to make the visuals easy to interpret. The color scheme focuses on warm tones to represent complaint intensity levels, making the visuals intuitive for readers. Additionally, alignment and text sizing were balanced to guide the audiences focus effectively.

Ethical Considerations

The data provided was carefully transformed and filtered to ensure that results accurately reflect complaint distributions without misrepresenting trends. No significant data was excluded without proper indication. The data sources are credible, and transformations applied were minimal to avoid introducing any biases. All privacy and regulatory guidelines were adhered to in handling this dataset.

Heat Map of Complaints by Category and Airport

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Box Plot of Complaint Counts by Category

Geographic Distribution of Complaints by Airport in the U.S.

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Total TSA Complaints Over Time

Top 10 Complaint Subcategories by Count

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