**TO MAKE PASSENGERS MORE DELIGHTFUL,IMPROVING THE ABOVE FACTORS ALONG WITH ON TIME ARRIVAL AND DEPARTURE WILL ALSO TARGET CONVERTING DISLOYAL CUSTOMERS INTO LOYAL CUSTOMERS.**

**The airlines can invest the above fields to improve passenger satisfaction and also can improve business.**

ON ANALYSIS ,

* MALE GENDERS(47%) ARE MORE NEUTRAL OR DISSATISFIED THAN FEMALES.
* AROUND 22 TO 36 YEARS AGE GROUP(35%) ARE MORE NEUTRAL AND DISSATISFIED.
* ALSO ECONOMY CLASS AND BUSSINESS TRAVEL TYPE ARE MORE NEUTRAL OR DISSATISFIED .

Average ratings

RECOMMENDATIONS

* IMPROVE SEAT COMFORT
* IMPROVE IN-FLIGHT WIFI
* IMPROVE FOOD AND DRINK
* GATE LOCATION

Avergae overall ratings for all the parameters in range from 2.8 to 3.7 .

These recommendations given since all these parameters fall under 3 ratings and below(below average ).

male passengers are more dissatisfied than female

Economy class has more disloyal customers



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