

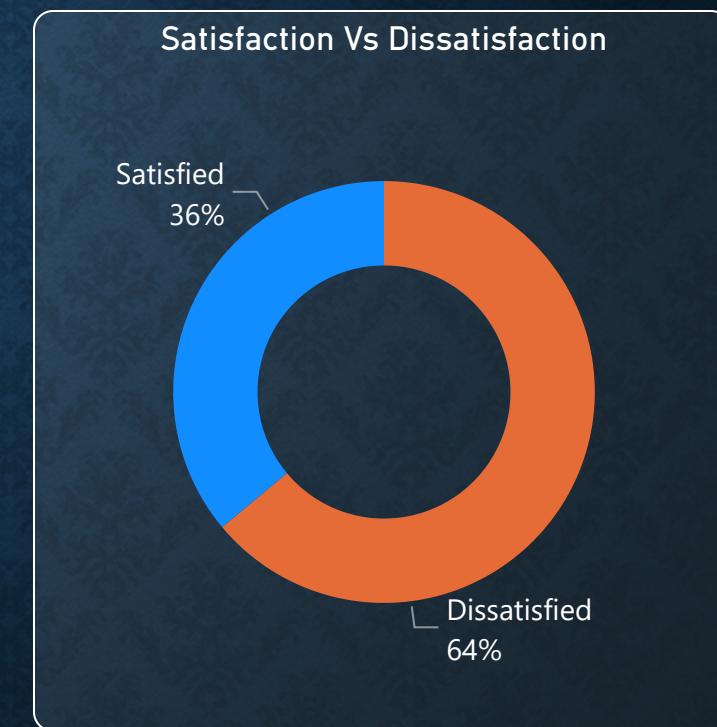
# *Enhancing Food & Beverage Service Satisfaction Analysis*

Welcome to the presentation on our analysis to enhance United's Food & Beverage (F&B) service satisfaction.

In this presentation, we will delve into the key findings derived from a comprehensive analysis of F&B satisfaction data.

Our approach involved utilizing Microsoft Power BI for insightful data visualization and interpretation.

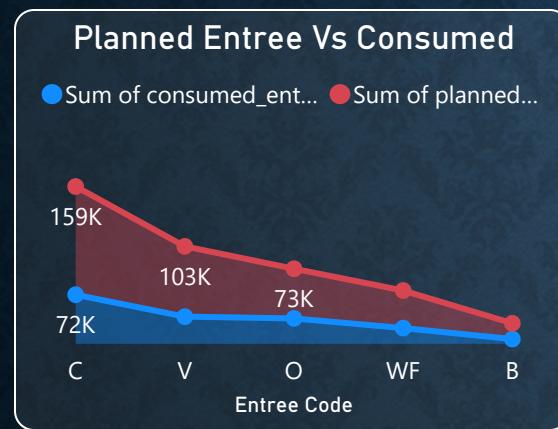
Through this analysis, we aimed to identify areas of improvement in F&B service delivery and present actionable recommendations to elevate customer satisfaction levels.



# Key Findings

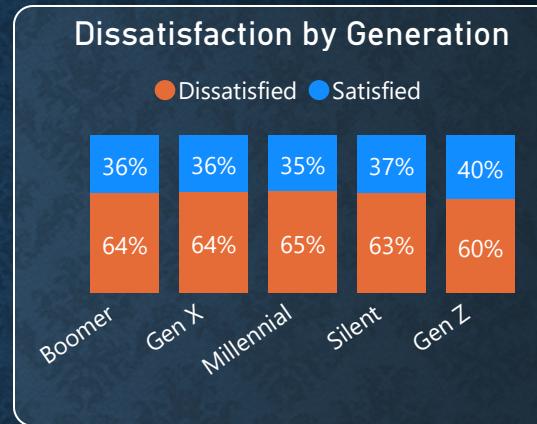
## Customer Dissatisfaction by Generation:

- Millenials have the highest dissatisfaction rate at 64%, followed by Boomers and Gen X at 64% each.
- Gen Z demonstrates comparatively lower dissatisfaction, with a rate of 60%.



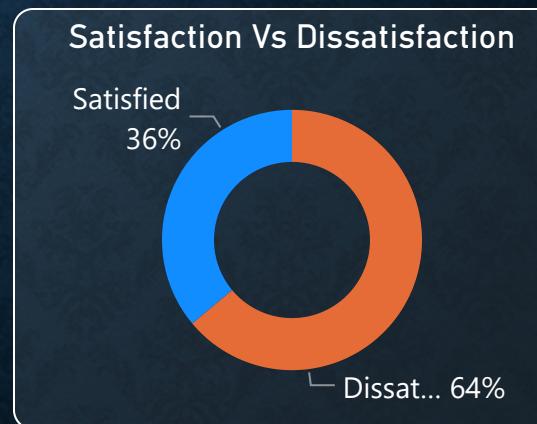
## Overall Satisfaction Rate:

- The overall satisfaction rate stands at a mere 36%, indicating significant room for improvement across F&B services.



## Entree Estimation Challenge:

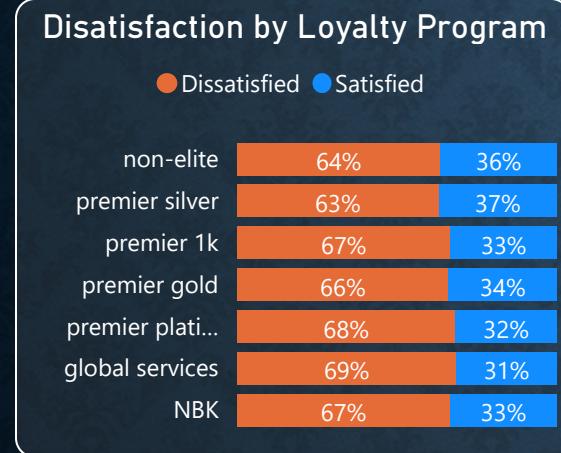
- An alarming discrepancy in entree consumption planning exists, with nearly 50% of planned entrees going unconsumed.
- In-depth analysis required to bridge the gap between estimation and actual consumption.



# Key Findings

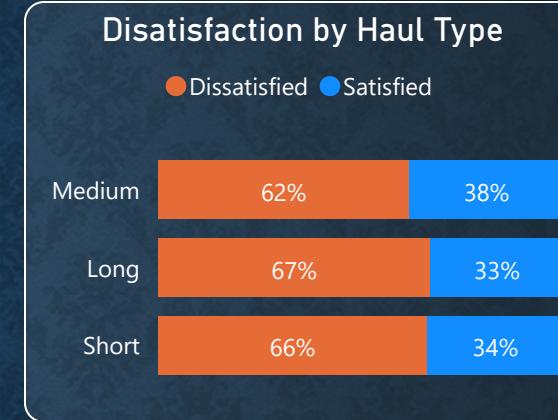
## Dissatisfaction by Haul Type:

- Long-haul flights experience the highest dissatisfaction at 67%, followed by short-haul (66%) and medium-haul (62%) flights.



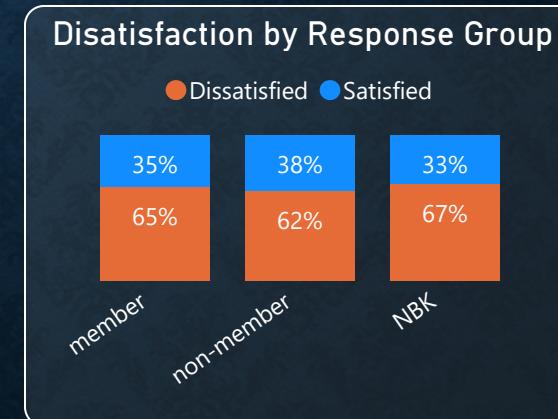
## Satisfaction by Response Group:

- Non-members (NBK) report the highest dissatisfaction at 67%, followed by member (65%) and non-member (62%) groups.



## Loyalty Program Impact on Satisfaction:

- Global services and premium platinum loyalty tiers exhibit the highest dissatisfaction rates at 69% and 68%, respectively.



# Key Findings

## ***Impact of Number of Legs:***

- A direct correlation between the number of legs in a trip and dissatisfaction exists, with a trend of 64% (1 leg), 63% (2 legs), and 61% (3 legs).

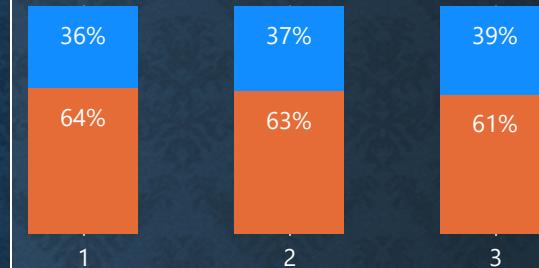
fleet_type_description	satisfaction_type	Count of record_locator
B737-900	Dissatisfied	3285
B737-800	Dissatisfied	2538
B777-200	Dissatisfied	2445
ERJ-175	Dissatisfied	1681
A320-200	Dissatisfied	1488

## ***Economy Cabin Discontent:***

- Passengers in the economy cabin express the highest dissatisfaction rate at 65%.

## **Dissatisfaction by No. of Legs**

● Dissatisfied ● Satisfied

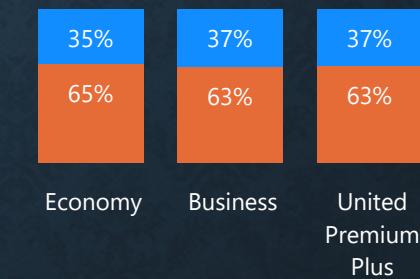


## ***Fleet Type and Satisfaction:***

- Dissatisfaction is most prominent among passengers of B737-900 and B737-800 fleet types.

## **Dissatisfaction by Cabin**

● Dissatisfied ● Satisfied



# Key Findings

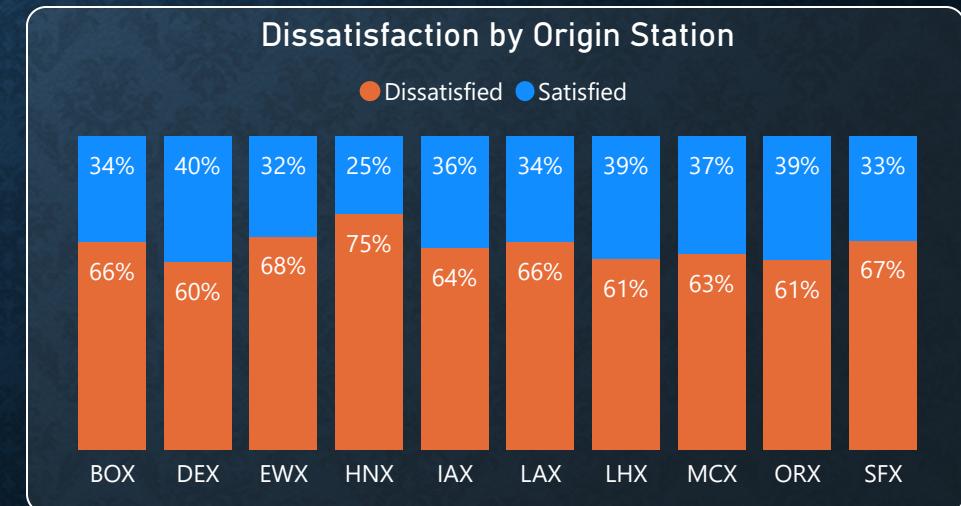
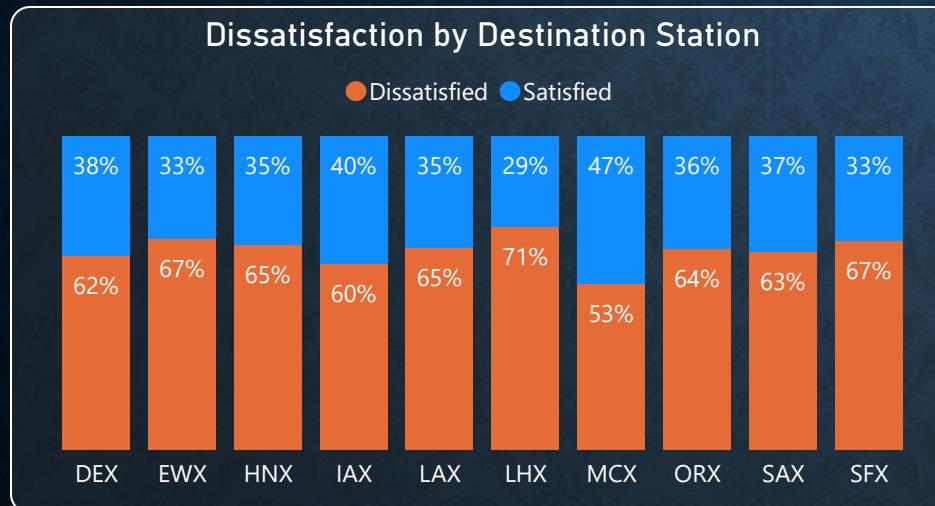
## Pre-Ordered Meal Concerns:

- Most dissatisfaction is tied to "Hot Entrees" among pre-ordered meals, suggesting quality or preference issues.

meal_group	satisfaction_type	Sum of pre_order_qty
ENTREES HOT	Dissatisfied	11006
UNITED CATERER OWNED 88-3F	Dissatisfied	2217
LIQUOR	Dissatisfied	307
ENTREES COLD	Dissatisfied	167
ALCOHOL BEVERAGES	Dissatisfied	154
BEER	Dissatisfied	131
SANDWICHES	Dissatisfied	7

## Dissatisfaction by Station Codes:

- The "LHX" destination station code records the highest dissatisfaction rate at 71%.
- The "HNX" origin station code follows closely with a dissatisfaction rate of 75%.



# *Recommendations for Improvement*

## ***Optimize Entree Planning:***

- Utilize advanced demand forecasting techniques.
- Incorporate historical consumption patterns, flight duration, and cabin class.
- Minimize overstocking and understocking of planned entrees.

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## ***Improve Short-Haul Flight Services:***

- Introduce light snacks or meal options for short-haul flights.
- Collaborate with local markets for region-specific offerings.
- Address the needs of passengers with multiple connections.

## ***Promote Pre-Ordering:***

- Launch targeted marketing campaigns to increase pre-order rates.
- Communicate advantages: better meal selection, enhanced satisfaction.
- Incentivize pre-ordering with special offers or discounts.

## ***Enhance Loyalty Program Services:***

- Tailor F&B offerings to cater to different loyalty program tiers.
- Conduct surveys and gather feedback to customize services.
- Create personalized experiences for frequent flyers.

## ***Revamp Economy Cabin Experience:***

- Invest in improving food quality, presentation, and variety.
- Streamline service delivery processes to minimize delays.
- Implement initiatives to enhance overall passenger experience.