

Data Analysis Report

Dataset: **ce2882ab-385d-41a5-bc08-a0943dff495d.csv**

Rows: **129880**, Columns: **22**

Subject: Customer Satisfaction Analysis Report

Dear Team,

Please find below the key insights from our recent analysis of customer satisfaction data:

1. Overall Satisfaction:

- Out of the total customers, approximately 54.7% (71,087) reported being satisfied, while 45.3% (58,793) were dissatisfied.

2. Service Aspect Ratings by Satisfaction Group:

- Satisfied customers rated all service aspects significantly higher than dissatisfied customers.
- The highest ratings from satisfied customers were for Inflight entertainment (4.02), Ease of Online booking (3.98), and Online support (3.98).
- The largest gaps between satisfied and dissatisfied customers were observed in Inflight entertainment, Ease of Online booking, and On-board service.
- Notably, Departure/Arrival time convenience and Gate location were rated slightly lower by satisfied customers compared to dissatisfied ones, which may warrant further investigation.

3. Satisfaction by Customer Type:

- Loyal customers have a considerably higher satisfaction rate (61.6%) compared to disloyal customers (24.0%).
- Disloyal customers tend to be more dissatisfied (76%) than their loyal counterparts.

4. Satisfaction by Travel Class:

- Business class customers exhibit the highest satisfaction rate at 70.9%.
- Economy (39.4%) and Eco Plus (42.7%) classes show notably lower satisfaction levels, indicating potential areas for service improvement.

5. Age Demographics:

- The overall average customer age is 39.4 years.
- Satisfied customers tend to be older (mean age 41.1) compared to dissatisfied customers (mean age 37.5).

Recommendations:

- Prioritize enhancing service aspects with the largest gaps in perception, especially Inflight entertainment, Ease of Online booking, and On-board service.
- Investigate the lower ratings in Departure/Arrival time convenience and Gate location among satisfied customers.
- Develop targeted strategies to improve satisfaction in Economy and Eco Plus classes.
- Focus efforts on addressing the concerns of disloyal customers to increase retention.

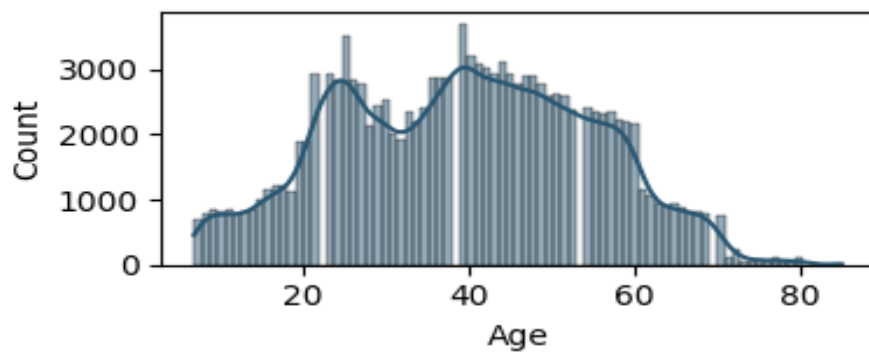
Please feel free to reach out for a more detailed breakdown or further analysis.

Best regards,

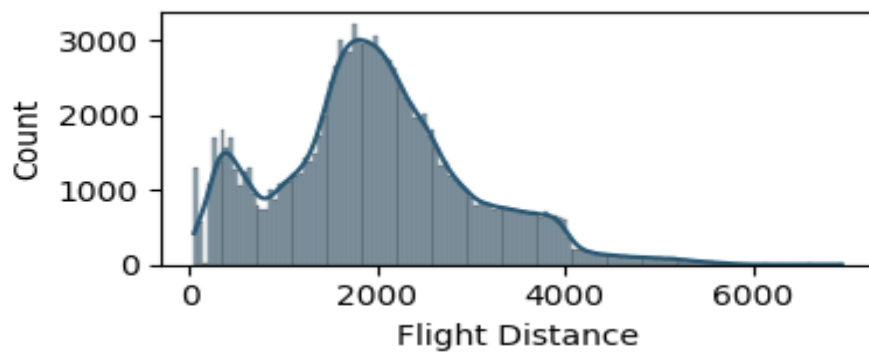
Your Voice2Insights Data Chatbot

Key Distributions

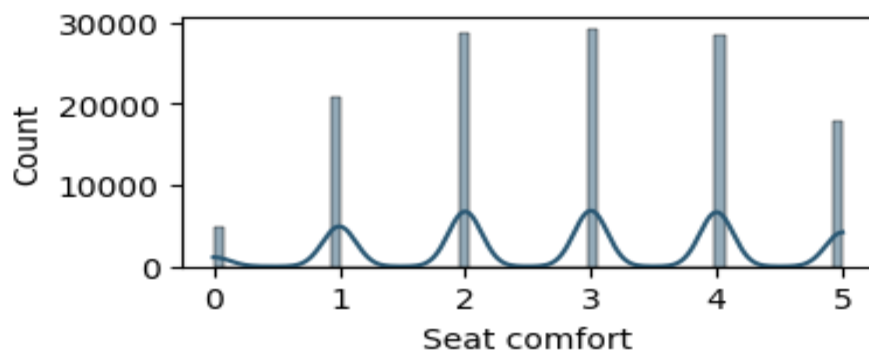
Distribution of **Age**



Distribution of **Flight Distance**



Distribution of **Seat comfort**



Sample Data

satisfaction	Customer Type	Age	Type of Travel	Class
satisfied	Loyal Customer	65	Personal Travel	Eco
satisfied	Loyal Customer	47	Personal Travel	Business
satisfied	Loyal Customer	15	Personal Travel	Eco
satisfied	Loyal Customer	60	Personal Travel	Eco
satisfied	Loyal Customer	70	Personal Travel	Eco

Columns 1-5 of 22

Flight Distance	Seat comfort	Departure/Arrival time convenient	Food and drink	Gate location
265	0	0	0	2
2464	0	0	0	3
2138	0	0	0	3
623	0	0	0	3
354	0	0	0	3

Columns 6-10 of 22

Inflight wifi service	Inflight entertainment	Online support	Ease of Online booking	On-board service
2	4	2	3	3
0	2	2	3	4
2	0	2	2	3
3	4	3	1	1
4	3	4	2	2

Columns 11-15 of 22

Leg room service	Baggage handling	Checkin service	Cleanliness	Online boarding
0	3	5	3	2
4	4	2	3	2
3	4	4	4	2
0	1	4	1	3
0	2	4	2	5

Columns 16-20 of 22

Departure Delay in Minutes	Arrival Delay in Minutes
0.0	0.0
310.0	305.0
0.0	0.0
0.0	0.0
0.0	0.0

Columns 21-22 of 22

Statistical Summary

index	count	unique	top	freq
satisfaction	129880	2	satisfied	71087
Customer Type	129880	2	Loyal Customer	106100
Age	129880.0	nan	nan	nan
Type of Travel	129880	2	Business travel	89693
Class	129880	3	Business	62160
Flight Distance	129880.0	nan	nan	nan
Seat comfort	129880.0	nan	nan	nan
Departure/Arrival time convenient	129880.0	nan	nan	nan
Food and drink	129880.0	nan	nan	nan
Gate location	129880.0	nan	nan	nan
Inflight wifi service	129880.0	nan	nan	nan
Inflight entertainment	129880.0	nan	nan	nan
Online support	129880.0	nan	nan	nan
Ease of Online booking	129880.0	nan	nan	nan
On-board service	129880.0	nan	nan	nan
Leg room service	129880.0	nan	nan	nan
Baggage handling	129880.0	nan	nan	nan
Checkin service	129880.0	nan	nan	nan
Cleanliness	129880.0	nan	nan	nan
Online boarding	129880.0	nan	nan	nan
Departure Delay in Minutes	129880.0	nan	nan	nan
Arrival Delay in Minutes	129487.0	nan	nan	nan

Columns 1-5 of 12

mean	std	min	25%	50%
nan	nan	nan	nan	nan
nan	nan	nan	nan	nan
39.42795657530028	15.119359950371694	7.0	27.0	40.0
nan	nan	nan	nan	nan
nan	nan	nan	nan	nan
1981.409054511857	1027.115605613396	50.0	1359.0	1925.0
2.838597166615337	1.392983243269906	0.0	2.0	3.0
2.990645210963967	1.5272243703451134	0.0	2.0	3.0
2.851994148444718	1.4437293865730385	0.0	2.0	3.0
2.990421927933477	1.3059698939850524	0.0	2.0	3.0
3.2491299661225748	1.318817519668061	0.0	2.0	3.0
3.3834770557437635	1.3460591444981018	0.0	2.0	4.0
3.519702802587003	1.3065106903517543	0.0	3.0	4.0
3.4721050200184784	1.3055596480285874	0.0	2.0	4.0
3.465075454265476	1.2708355823355117	0.0	3.0	4.0
3.485902371419772	1.2922259830022538	0.0	2.0	4.0
3.695672928857407	1.156483396739699	1.0	3.0	4.0
3.3408068986757007	1.260582284954588	0.0	3.0	3.0
3.7057591623036648	1.1517739117986947	0.0	3.0	4.0

3.3525870033877427	1.2987145021407431	0.0	2.0	4.0
14.713712657838004	38.07112621503653	0.0	0.0	0.0
15.09112883918849	38.4656502401191	0.0	0.0	0.0

Columns 6-10 of 12

75%	max
nan	nan
nan	nan
51.0	85.0
nan	nan
nan	nan
2544.0	6951.0
4.0	5.0
4.0	5.0
4.0	5.0
4.0	5.0
4.0	5.0
4.0	5.0
5.0	5.0
5.0	5.0
4.0	5.0
5.0	5.0
5.0	5.0
4.0	5.0
5.0	5.0
4.0	5.0
12.0	1592.0
13.0	1584.0

Columns 11-12 of 12