Star-In Airlines Case Study

Sigma 2021

The problem

Company

Star-In Airlines is a relatively newer airline introduced in India. It started functioning in 2017 and has been working ever since. Its home base is the New Delhi Airport. Considering the novelty of this airline, it is bound to face competitions from other domestic airlines in India. In order to develop a loyal customer base, the company wants to understand the key demographics of their customer base.

Context

You are appointed as a new intern in the Data analyst team at Consult-data Services. Analyse the data at hand and use it to help Star-In. Read through the problem statement thoroughly to help the company make suitable analysis and help them by answering the problem statements that follow.
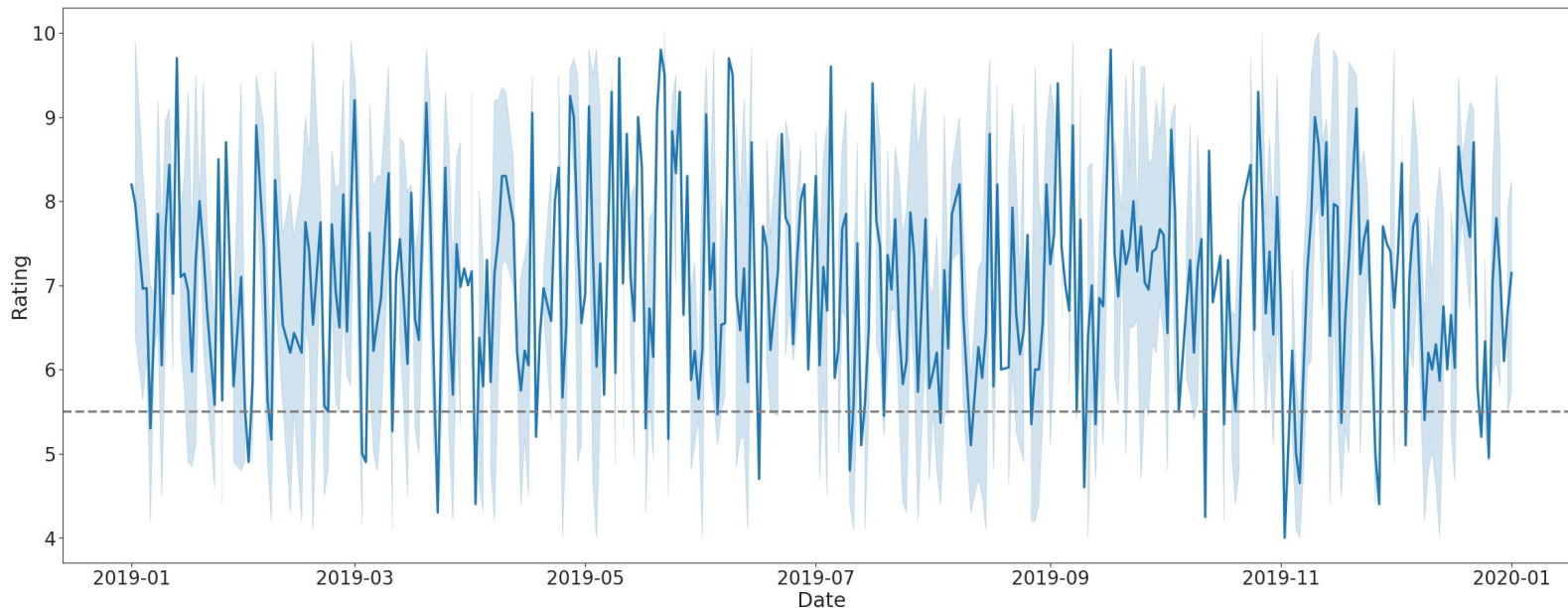
Problem statement

1. It is believed that the customer satisfaction ratings in the summer months is higher than the rest of the year. Test the hypothesis stating all assumptions.

Solution

Observations: According to the visualization it seems that during summers customers are highly satisfied with the service and they provided high ratings during this time.

Summers = Satisfaction

The problem

2. Star-In Airlines wants to start another flight to one of the destinations. Which destination out of Bangalore, Delhi and Mumbai shall it start another flight to? Support your answer with logical analysis.

Solution

Bangalore it is.

Observations: Star-In Airlines should consider starting another flight to Bangalore because there is significant demand and high gross income margin percentage comes from Bangalore. People are more satisfied according to the reviews and the ticket prices are less compared to Mumbai where gross income margin percentage is low and ticket prices are high.
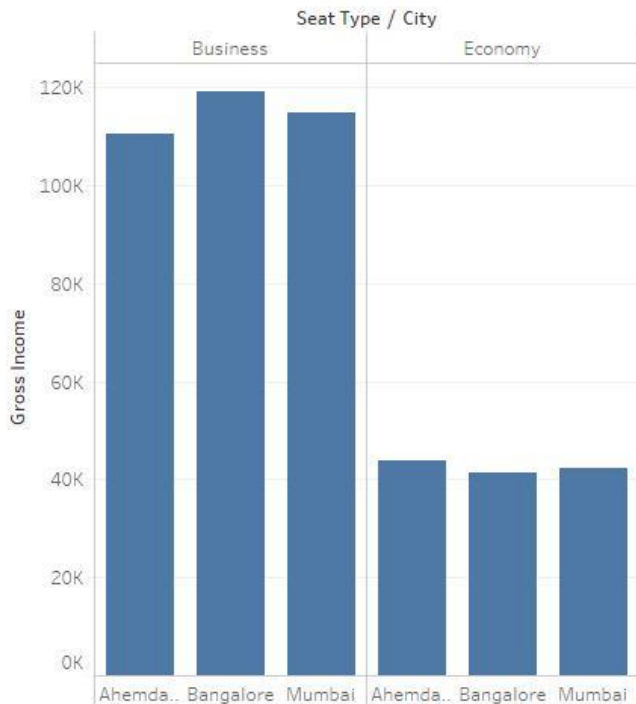

Gross Margin Percentage By City

Customer Satisfaction Rating by City
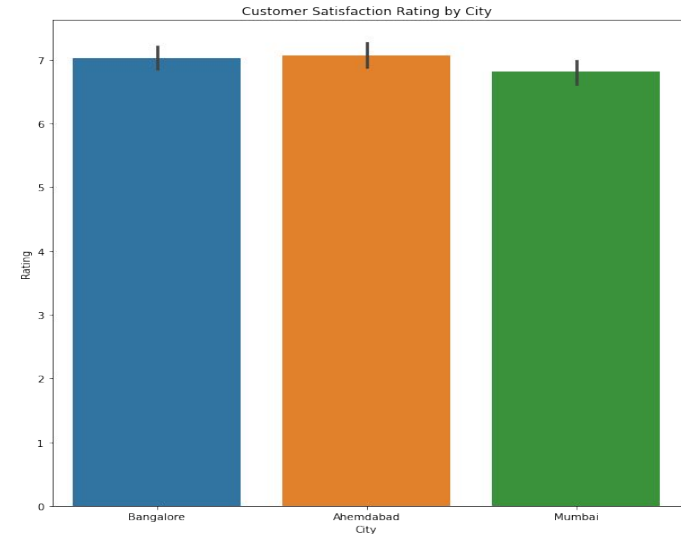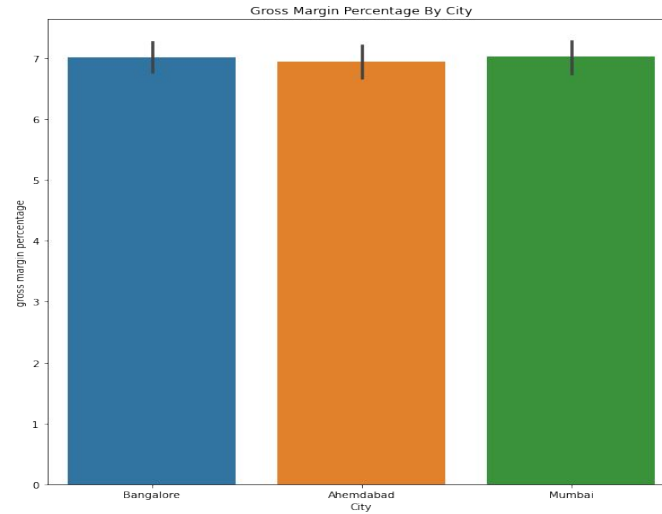
The problem

3. To attract more customers to buy Business Class seats, Star-In Airlines plans on offering a 10% off on all Business Class flights. Based on Market Research, this is supposed to increase revenue by 10%. Is this offer cost effective?

Solution

City, Seat Type Vs Gross Income

Observations: A 10% discount will make the people choose Star-In Airlines over other competitors. Bangalore has the highest Gross income when it comes to Business Class VS Economy.

More tickets sale, more profit.

The problem

4. The Airlines is planning to launch a discount on the in-flight food menu for a particular category of flyers – Students, Adults or Senior Citizen. Use visualisation tools to determine which category of users should be offered the discount and what product – Sandwich, Cold Drink or Packaged Peanuts shall go on discount.

Solution

Observations: Senior citizens are consuming less sandwiches when compared to adults and students. The consumption pattern is dominated by Adults. Providing a discount for the senior citizens will make them feel good about the business. They can give a volume discount. The more they buy, the less they pay. This will drive in the sales and cause profit.

The right discount strategy for senior citizens.

The team

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        Team
       Astralis
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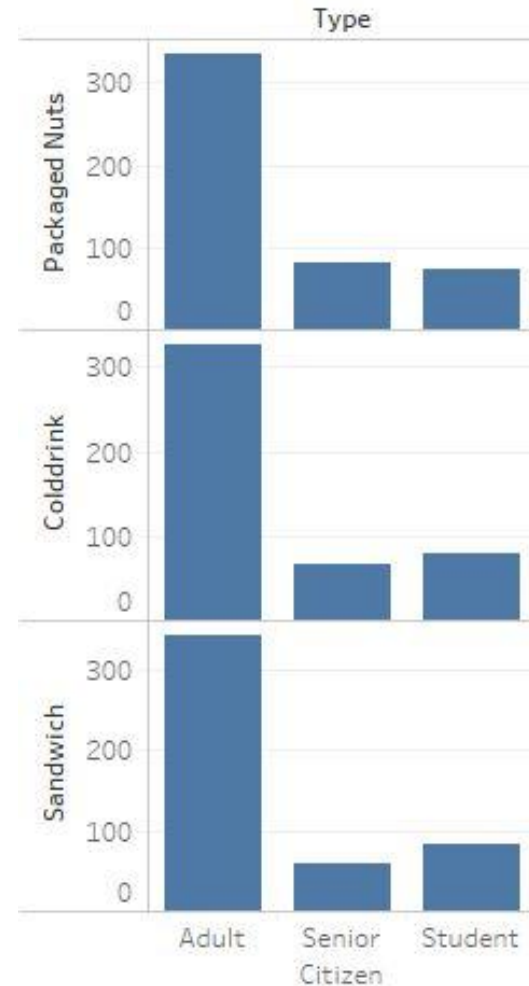
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