Maven Airlines - Flyer Satisfaction and Profile Analysis

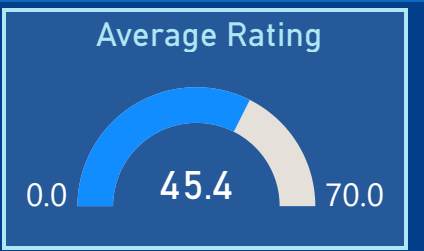**MAVEN** AIRLINES

Home
View the overall report on Maven Airlines' flyer satisfaction
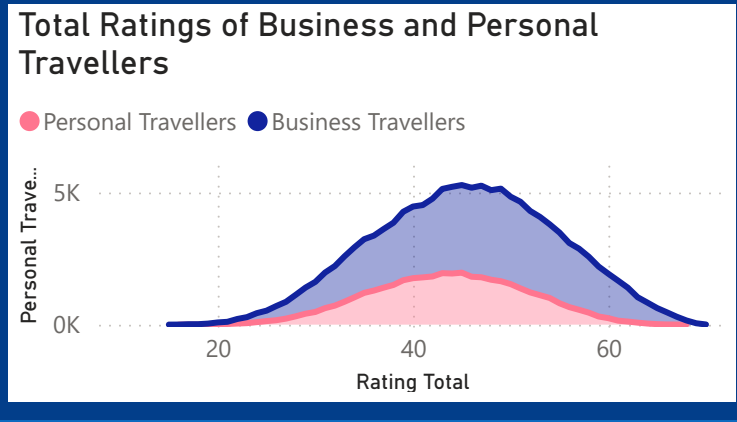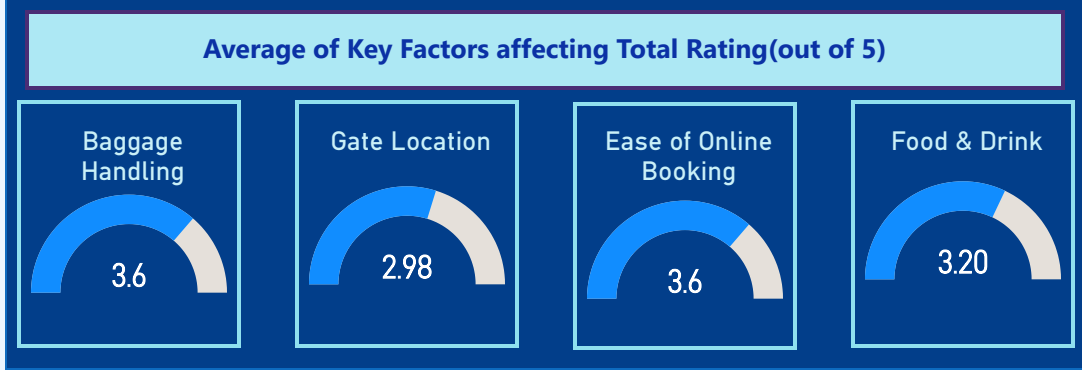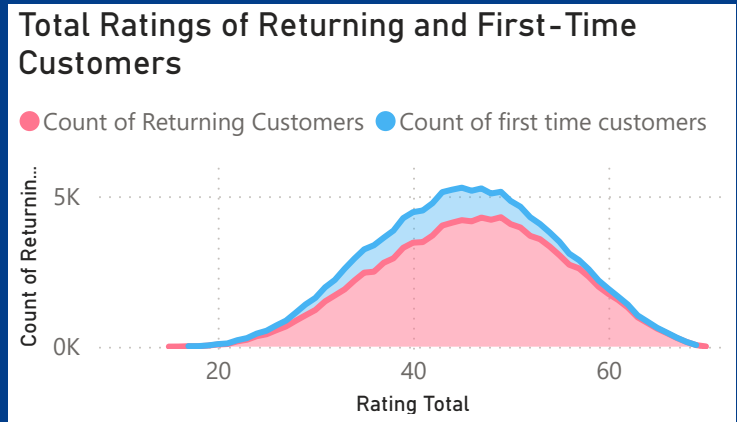
Customer Profile
Customer profile breakdown. Understand who the flyers are and how to ...

Rating Analysis
Detailed analysis of Maven Airline's services and flyer satisfaction by various ...

Total Customers
130K

Customers Satisfied
43.45%

Average Rating
0.0   45.4   70.0

Class	Percent Satisfied	Average Rating
Business	69.4%	48.06
Economy	18.8%	42.93
Economy Plus	24.6%	42.84

Returning Customers
106K

First-Time Customers
24K

Business Travel
90K

Personal Travel
40K

Total Ratings of Returning and First-Time Customers
● Count of Returning Customers   ● Count of first time customers

Count of Returnin...
5K
0K
20   40   60
Rating Total

Total Ratings of Business and Personal Travellers
● Personal Travellers   ● Business Travellers

Personal Trave...
5K
0K
20   40   60
Rating Total

Average of Key Factors affecting Total Rating(out of 5)

Baggage Handling
3.6

Gate Location
2.98

Ease of Online Booking
3.6

Food & Drink
3.20

Strategy Recommendation:
After analyzing and assessing flyer satisfaction and profile data, I recommend the following be considered and implemented.
1) Improve Economy class experience - fix low ratings
2) Enhance Short-haul travel services - to fix low satisfaction rates
3) Launch loyalty incentives for returning customers - retain and develop returning customer base
4) Improve first-time flyer experience through incentives and offers

Maven Airlines - Customer Profile

130K
Total Customers

39
Average Age

Age Group	Total Customers
Major	107818
Minor	9847
Senior Citizen	12215

Gender Distribution

Female 50.74% Male 49.26%

Total Customers by Class

Class	Total Customers
Business	62K
Economy	58K
Economy Plus	9K

Total Customers by Customer Type

Customer Type	Total Customers
Returning	106K
First-time	24K

Total Customers by Distance Group

Distance Group	Total Customers
Short-haul	45K
Medium-haul	43K
Long-haul	27K
Very Short-haul	15K

Total Customers by Type of Travel

Type of Travel	Total Customers
Business	90K
Personal	40K

Maven Airlines - Rating Analysis

Total Customers by Class and Satisfaction

Satisfaction ● Dissatisfied ● Satisfied

Class		
Business	19K	43K
Economy	47K	11K
Economy Plus	7K	

Total Customers (0K – 70K)
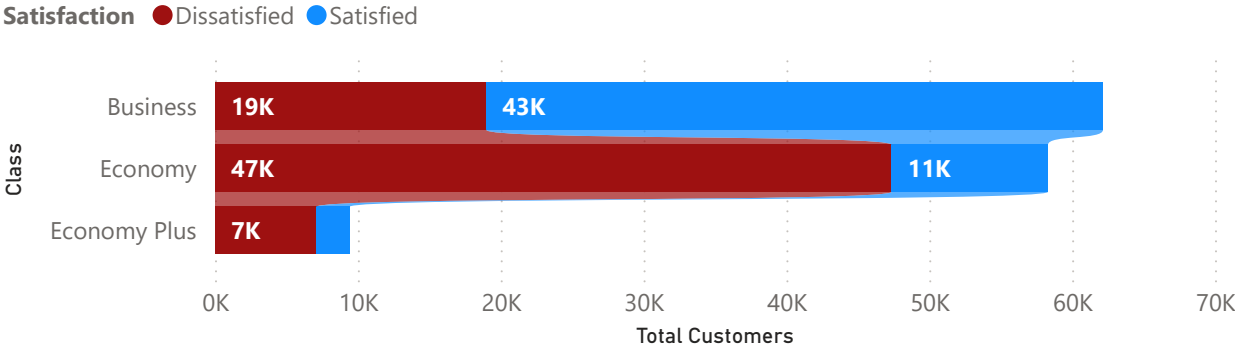
Total Customers by Distance Group and Satisfaction

Satisfaction ● Dissatisfied ● Satisfied

Distance Group	Dissatisfied	Satisfied
Short-haul	67.45%	32.55%
Medium-haul	58.67%	41.33%
Long-haul	30.29%	69.71%
Very Short-haul	64.84%	35.16%

Total Customers (0% – 100%)
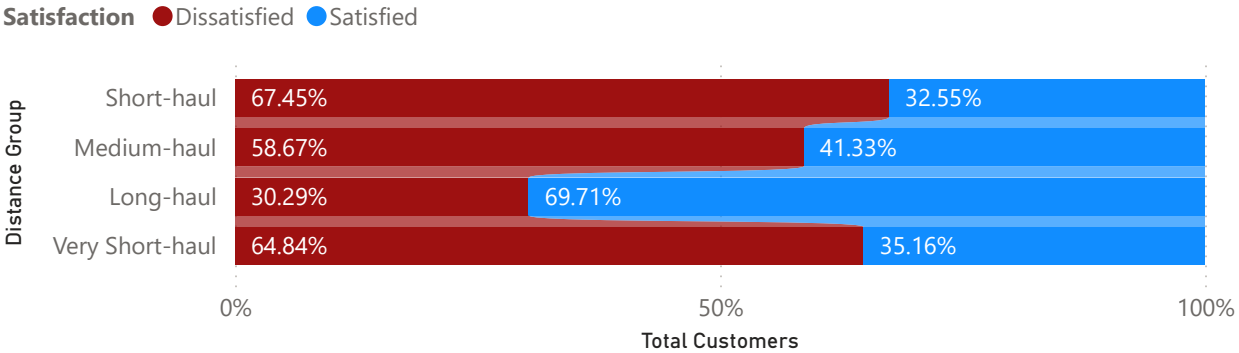
Total Customers by Customer Type and Satisfaction

Satisfaction ● Dissatisfied ● Satisfied

	Dissatisfied	Satisfied
Returning	55K	51K
First-time	18K	6K
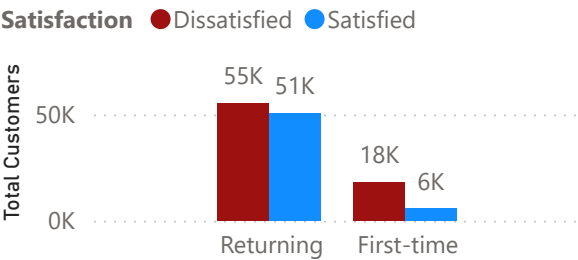
Total Customers by Type of Travel and Satisfaction

Satisfaction ● Dissatisfied ● Satisfied

	Dissatisfied	Satisfied
Business	37K	52K
Personal	36K	4K
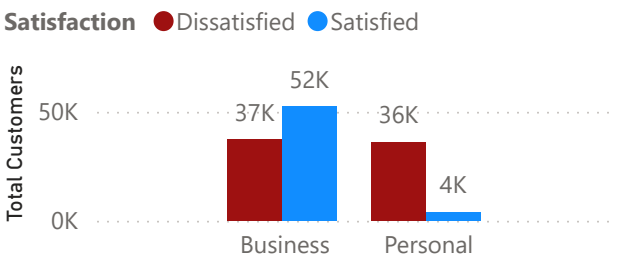
Key influencers

What influences Rating Total to [Increase ▼] ?

When...   ....the average of Rating Total increases by

When...	....the average of Rating Total increases by
Median of Ease of Online Booking is more than 4	8.58
Median of Baggage Handling is more than 4	7.81
Median of Gate Location is more than 4	7.75
Median of Food and Drink is more than 4	7.36
Median of Leg Room Service is more than 4	6.66
Median of Check-in Service is more than 4	6.06
Median of Departure and Arrival Time Convenience is more than 4	5.91
Median of Ease of Online Booking is 3 - 4	4.93