

Skyzen Airline Survey



Skyzen Airlines

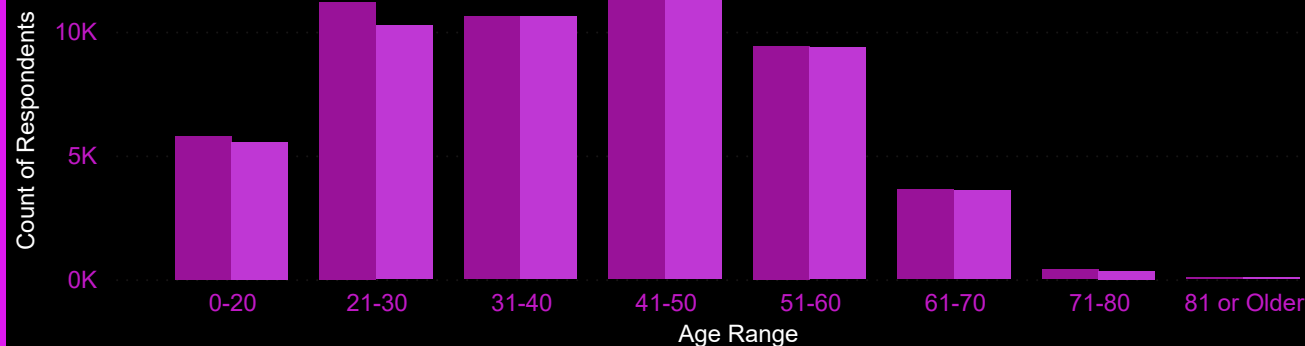
PEACE AT 30,000 FEET



HOME

Count of Respondents by Age Range and Gender

Gender ● Female ● Male



Total Count of Respondents was higher for Female (52,727) than Male (51177).

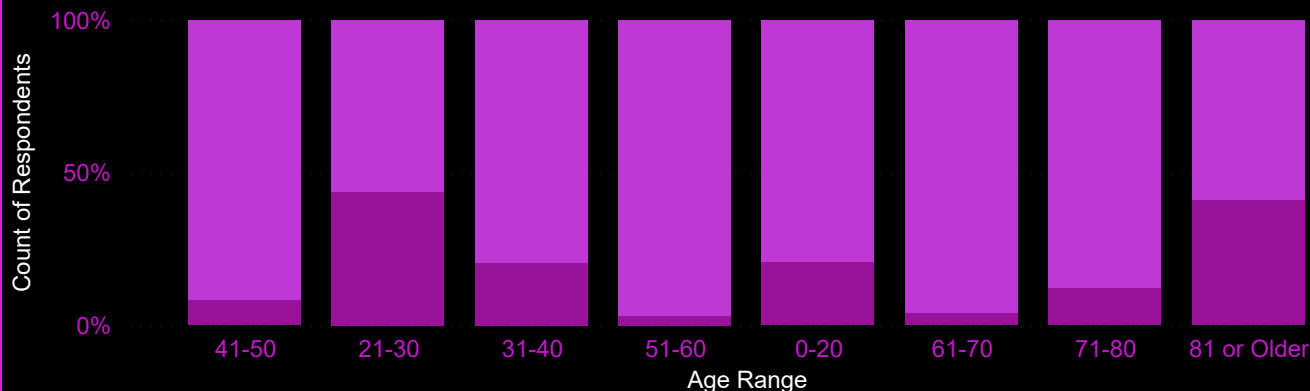
41-50 in Gender Female made up 11.25% of Count of Respondents.

Average Count of Respondents was higher for Female (6,590.88) than Male (6,397.13).

Count of Respondents for Female and Male diverged the most when the Age Range was 21-30, when Female were 954 higher than Male.

Count of Respondents by Age Range and Customer type

Customer type ● Disloyal Customer ● Loyal Customer



Total Count of Respondents was higher for Female (52,727) than Male (51177).

41-50 in Gender Female made up 11.25% of Count of Respondents.

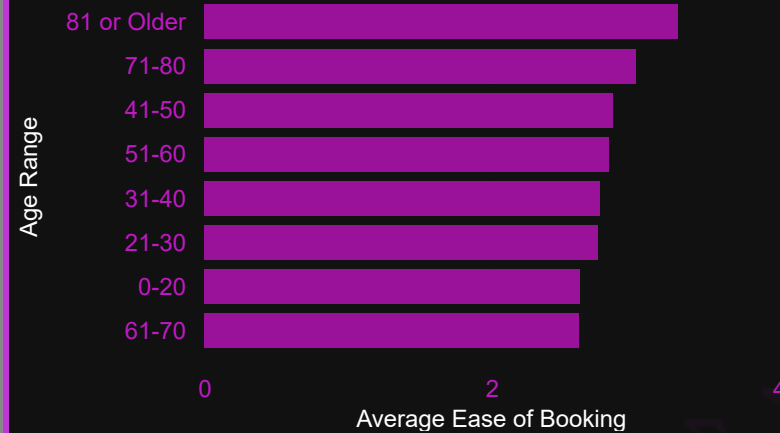
Average Count of Respondents was higher for Female (6,590.88) than Male (6,397.13).

Count of Respondents for Female and Male diverged the most when the Age Range was 21-30, when Female were 954 higher than Male.



HOME

Age group has the highest Ease of Online Booking results.

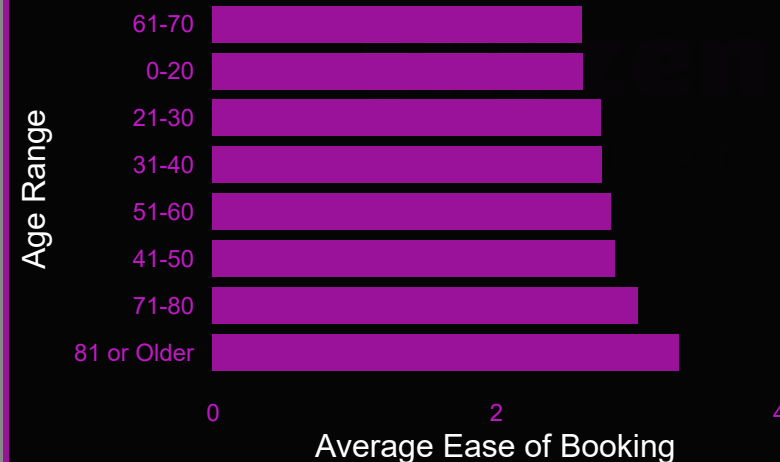


At 3.29, 81 or Older had the highest Average Ease of Booking and was 26.26% higher than 61-70, which had the lowest Average Ease of Booking at 2.61.

Across all 8 Age Range, Average Ease of Booking ranged from 2.61 to 3.29.

39 accounted for 2.86% of Count of Respondents.

Age group has the Lowest Ease of Online Booking results.



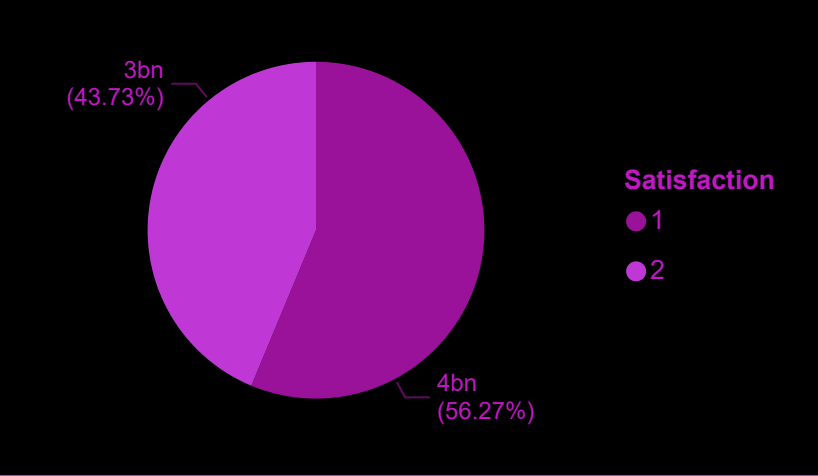
At 3.29, 81 or Older had the highest Average Ease of Booking and was 26.26% higher than 61-70, which had the lowest Average Ease of Booking at 2.61.

Across all 8 Age Range, Average Ease of Booking ranged from 2.61 to 3.29.



HOME

Sum of Respondents by Satisfaction



Sum of Respondents for 1 (3796179906) was higher than 2 (2949705262).

1 accounted for 56.27% of Sum of Respondents.



HOME

Metric	Selected Metric Average	KPI Status
Inflight wifi service	2.81	❌
Ease of online booking	2.88	❌
Gate location	2.98	❌
Food and drink	3.21	⚠️
Departure/Arrival time convenient	3.22	⚠️
Cleanliness	3.29	⚠️
Checkin service	3.30	⚠️
Online boarding	3.33	⚠️
Inflight entertainment	3.36	⚠️
Leg room service	3.37	⚠️
On-board service	3.38	⚠️
Seat comfort	3.44	⚠️
Baggage handling	3.63	✅
Inflight service	3.64	✅

Gender

☐ Female

☐ Male

Skyzen Airlines

1.43

Average Satisfaction

2.76

Average Ease of Booking

3.20

Average of Food and drink

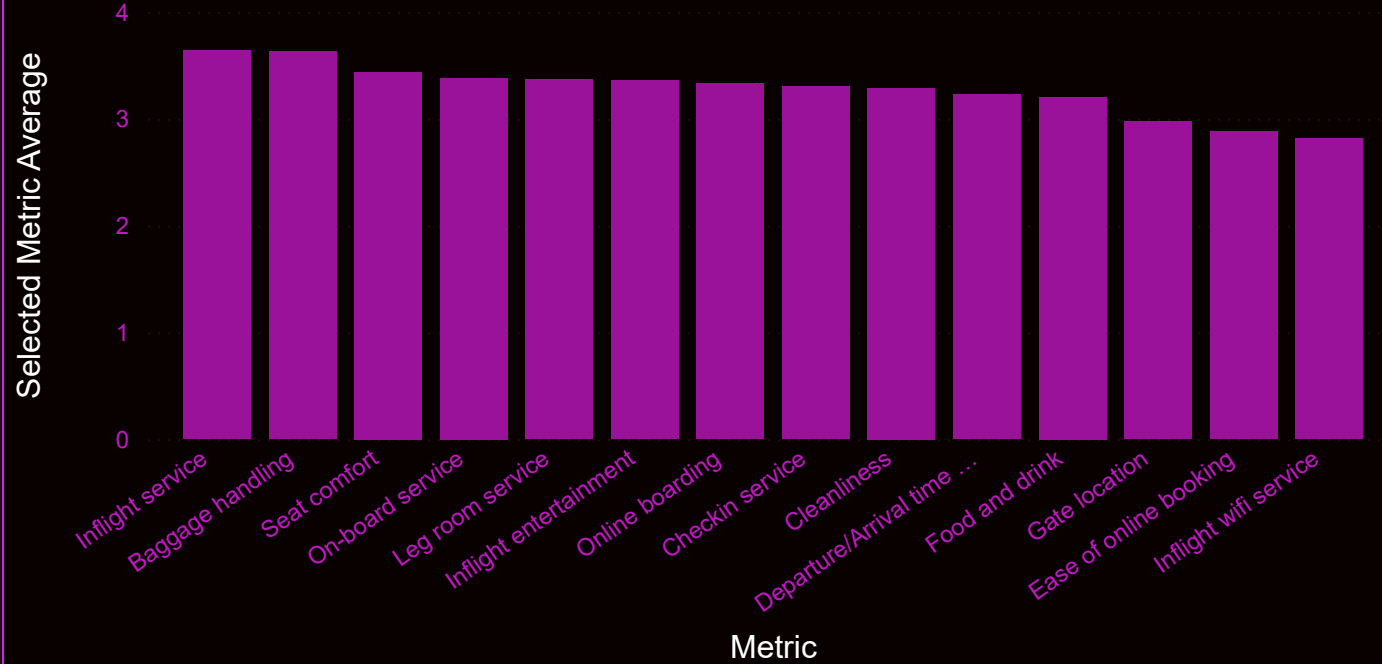
3.30

Average of Checkin service



HOME

Selected Metric Average by Metric



At 3.64, Inflight service had the highest Selected Metric Average and was 29.39% higher than Inflight wifi service, which had the lowest Selected Metric Average at 2.81.

Across all 14 Metric, Selected Metric Average ranged from 2.81 to 3.64.

Recommendations



HOME

3.20

Average of Food and drink

3.30

Average of Checkin service

2.76

Average Ease of Booking

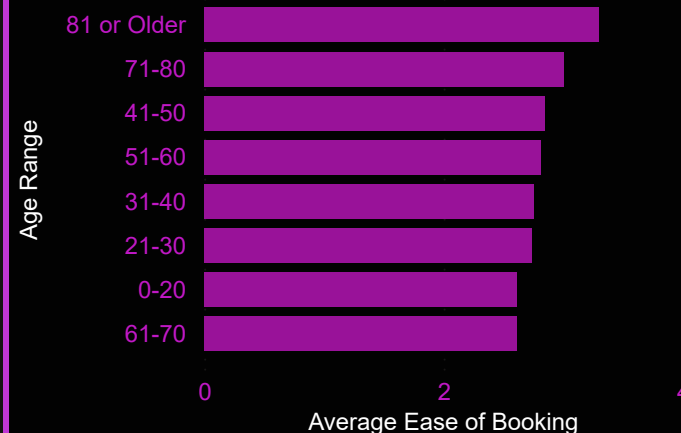
1.43

Average Satisfaction

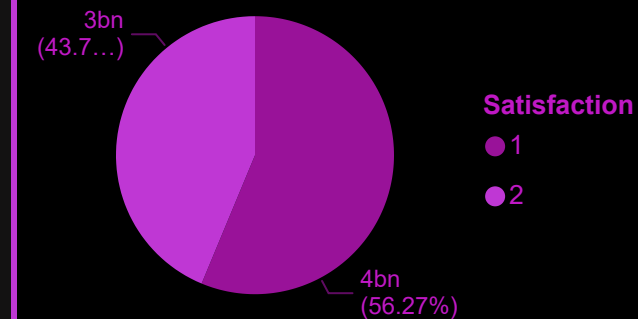
Age group has the Lowest Ease of Online Booking results.



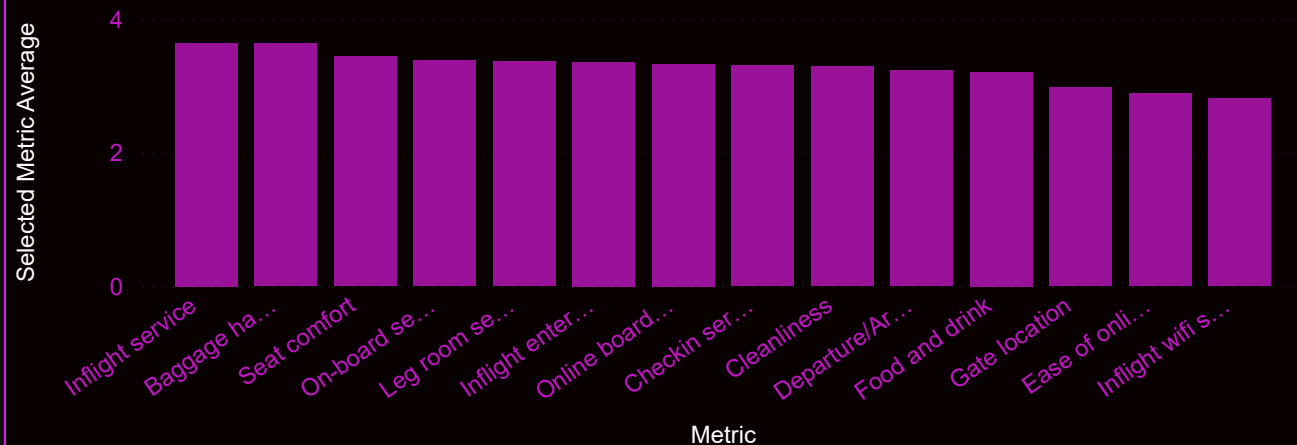
Age group has the highest Ease of Online Booking results.



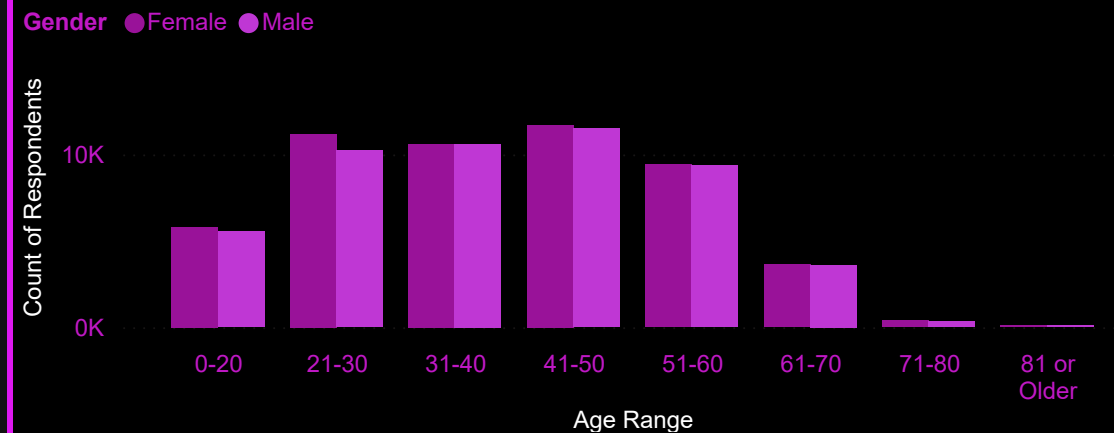
Sum of Respondents by Satisfaction



Selected Metric Average by Metric



Count of Respondents by Age Range and Gender





HOME

Recommendations Based on Ease of Online Booking Analysis

Improve User Experience for Low-Satisfaction Age Groups

Simplify the booking process and provide clear step-by-step instructions.
Offer live chat support to assist users in real-time.

Enhance Mobile Booking

Optimize the booking platform for mobile devices and ensure smooth navigation.
Launch a user-friendly mobile app with faster booking options.

Target Marketing for High-Satisfaction Groups

Focus on personalized offers and loyalty programs for satisfied age groups.
Use positive customer experiences in marketing campaigns.

Collect and Act on User Feedback

Conduct post-booking surveys to identify and fix pain points.
Regularly update the platform based on customer feedback.

Offer Multichannel Booking Options

Provide phone and offline booking options for less tech-savvy users.
Train customer support to assist with online booking issues.