



Contents

[Group Members 1](#_heading=h.gjdgxs)

[Who is your audience? 2](#_heading=h.30j0zll)

[Selected Dataset 2](#_heading=h.1fob9te)

[Question(s) you will be answering? 2](#_heading=h.3znysh7)

[Analyses 2](#_heading=h.2et92p0)

[Selected Predictive Model 2](#_heading=h.tyjcwt)

[Selected Visualization 3](#_heading=h.3dy6vkm)

[Finding(s) 3](#_heading=h.1t3h5sf)

[Recommendation(s) 3](#_heading=h.4d34og8)

[What is at stake? 3](#_heading=h.2s8eyo1)

[References 3](#_heading=h.17dp8vu)

**Note: remove instructions in red fonts before submitting**

# Who is your audience?

List the primary groups or individuals to whom you will be communicating.

*Business person*

*Person who travel frequently*

*Person who want to spend their travel points*

*Person who travel long distance*

*I would like to to present my analysis to an airline tickets agent*

If you had to narrow down to a single person, who would that be?

Business person who travel alot for work

What does your audience care about?

*Seat comfort*

# Selected Dataset

Airline Customer Satisfaction

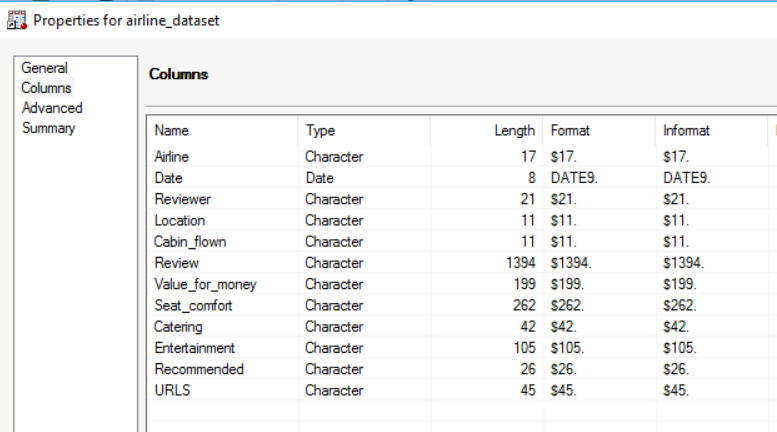
The data set

Airlines\_dataset\_filtered

contains responses from a survey evaluating customer

satisfaction with their airline travels. The data were collected from the website with the URL. The

metadata is given in the table below.



# Question(s) you will be answering?

*How to find the best seat comfort that is available for customers.*

How should customers spend their travel points?

How to get away from anxiety from a long distance?

How to get away from anxiety from traveling frequently?

# 

# 

# 

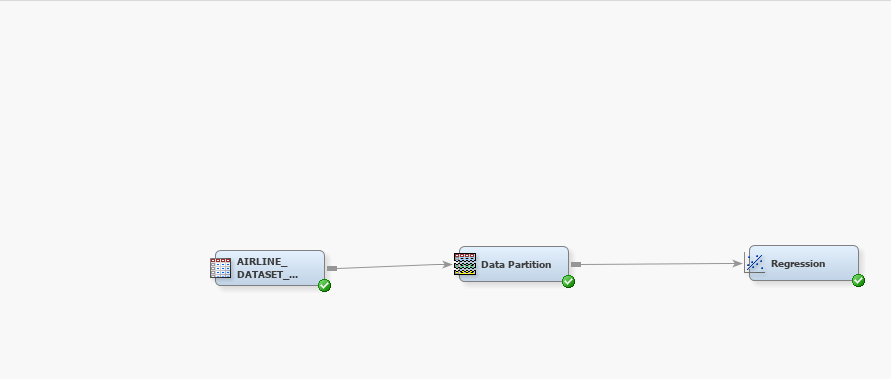
# 

# 

# 

# Analyses

## Selected Predictive Model

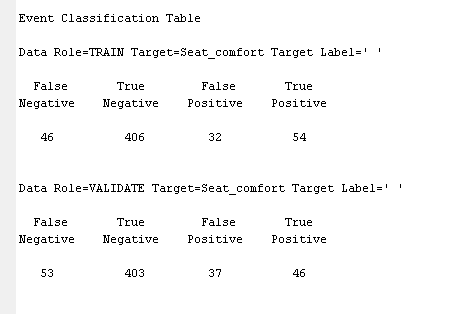
**

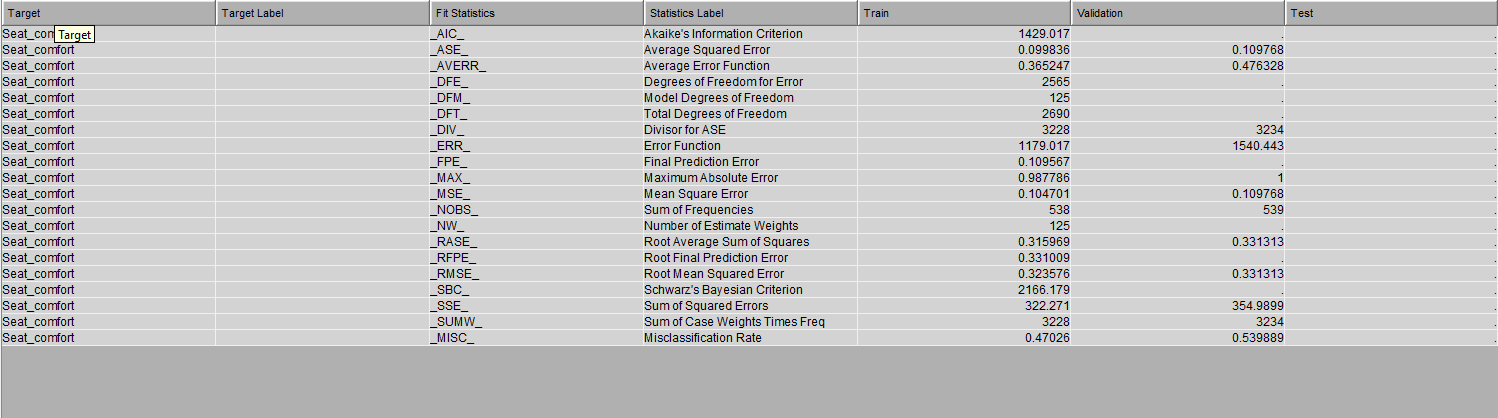
Required sections for the final model (note: you may have to build several models, but here, just report the final one)

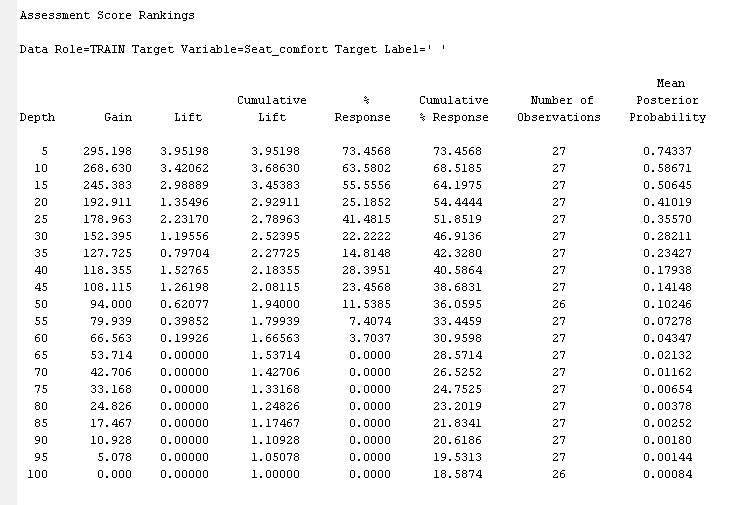
|  |  |  |
| --- | --- | --- |
| Logistic Regression |  |  |
| * Selected Variables are cabin\_flown, catering, and Value\_for\_money * Analysis Detail: Data Partition: 50 training, 50 validation, Selection Method is backward * odds ratio is greater than 1, event classification table is below, and assessment score ranking is below |  |  |

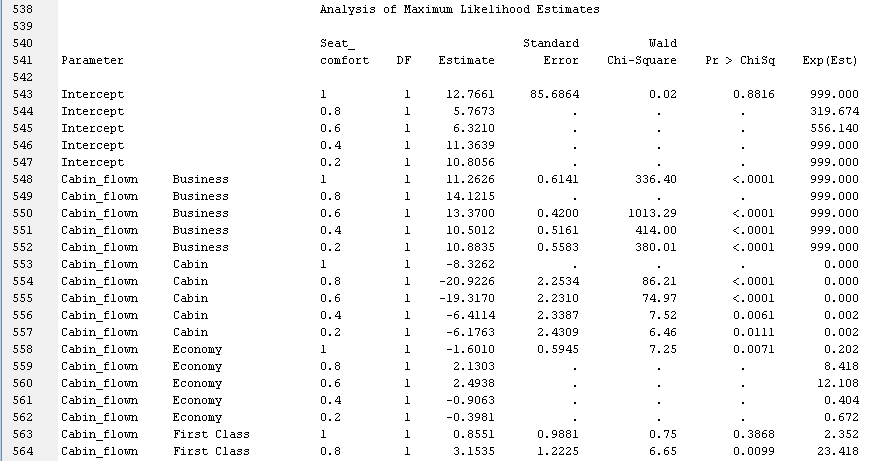
## Selected Visualization

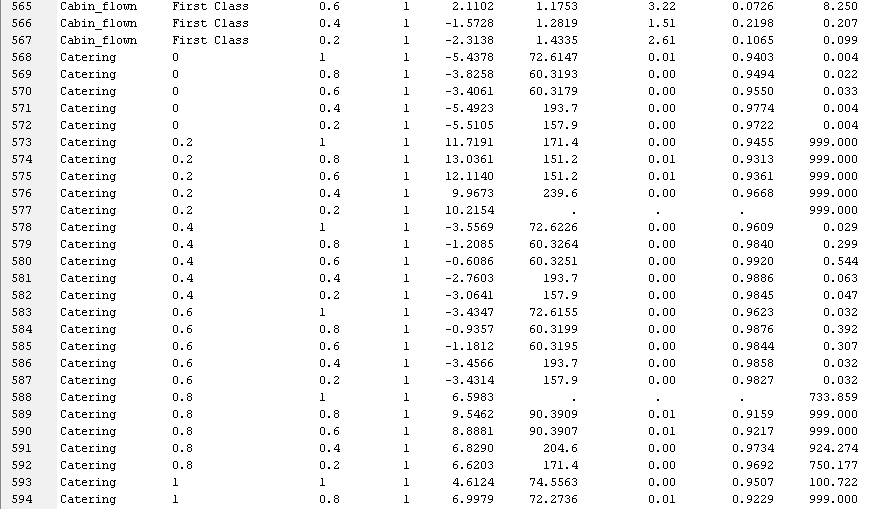
Business class in Cabin\_flow is statistically significant on an increase of seat comfort

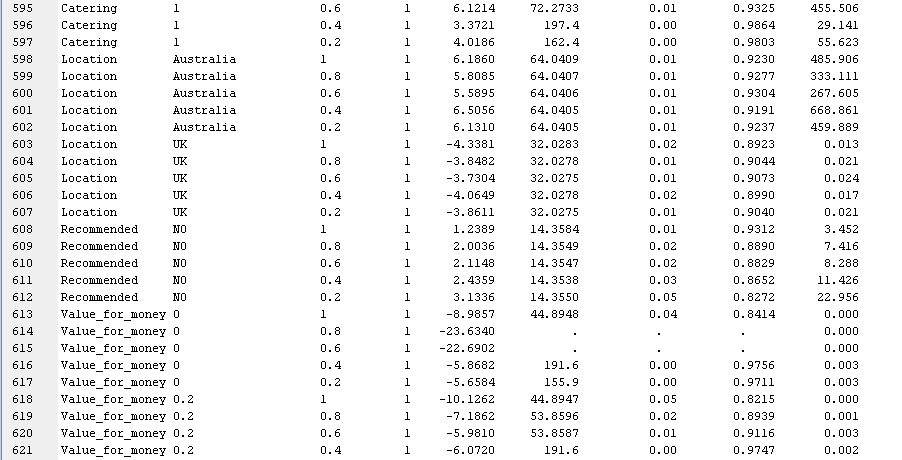


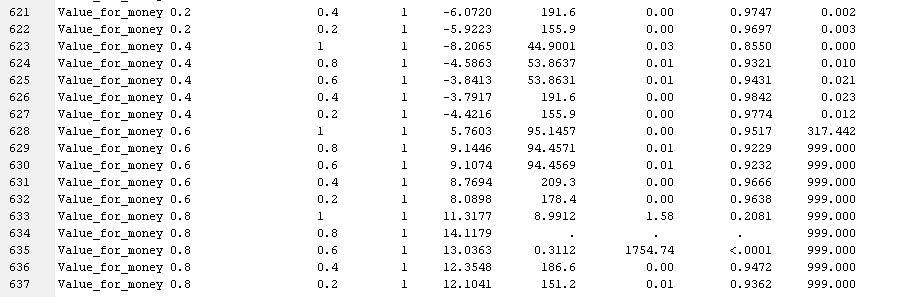
**

**









# Finding(s)

*I found that Business class is statistically impact the quality of seat comfort*

# Recommendation(s)

*I would recommend airline ticket to promote business class for the best seat comfort*

# What is at stake?

**What are the benefits if your audience acts in the way that you want them to?**

The benefit is that they get to use their travel points and the anxiety of travel a lot and long distance on an uncomfortable seat and if they willing spend to upgrade from cabin and economy class, it will help generate more money for airline ticket agents

**What are the risks if they do not?**

They will more likely to experience bad time traveling with poor quality seat comfort

# References