



MAVEN AIRLINES CHALLENGE



#Total Passengers
129880

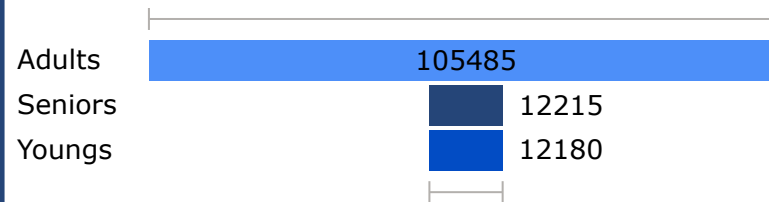
#Demographic Descriptions

#AVG Flight Distance
1.190

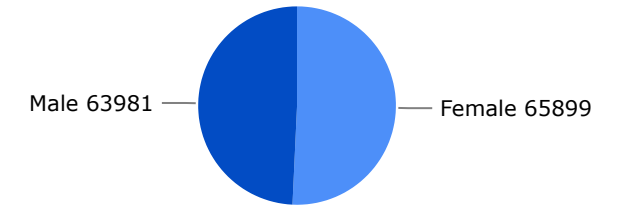
#Customer Type



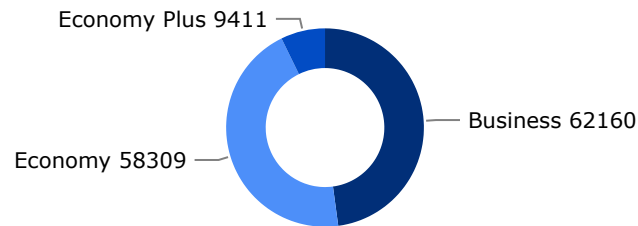
#Age Group



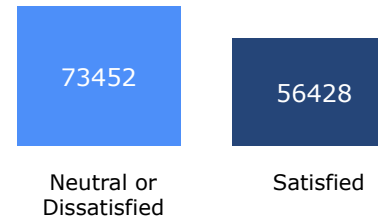
#Gender



#Class



#Satisfaction



#Type of Travel



#Average Satisfaction Rating

Departure and Arrival Time Convenience	On-Boarding Service	In-flight Service
★★★★★3.06/5	★★★★★3.38/5	★★★★★3.64/5
Ease of Online Booking	Seat Comfort	In-flight Wifi Service
★★★★★2.76/5	★★★★★3.44/5	★★★★★2.73/5
Checkin Service	Leg Room Service	In-flight Entertainment
★★★★★3.31/5	★★★★★3.35/5	★★★★★3.36/5
Online Boarding	Cleanliness	Baggage Handling
★★★★★3.25/5	★★★★★3.29/5	★★★★★3.63/5
Gate Location	Food and Drink	Sum All Ratings
★★★★★2.98/5	★★★★★3.20/5	★★★★★3.24/5

#Insights

We have to prioritize the improvement of these items: online boarding, on-board service, in-flight service, in-flight wifi service that greatly affect new customers and also returning customers, after these, our priority should be in seat comfort, leg room service and cleanliness that greatly affect returning customers, taking actions and improving these things satisfaction will go up considerably.