

PROBLEM STATEMENT: Airline Passenger satisfaction

The aviation competition is growing as airlines attempt to acquire and retain customers. The change in airline passengers' behavior following the pandemic crisis, travel restrictions, the ensuing economic crisis, market liberalization, high technology, and reorganization has resulted in airline services. Airlines can quickly and effectively adapt and change the market in such a competitive environment, which is crucial to the highly competitive aviation industry's success.

In reducing expenditure, the aviation sector has become aggressive. Price is first used as the main competitive instrument. Airlines realize the quality of services is very important and affects the perception and satisfaction that results in the purchase of airline services.

Many previous research studies identify that winning excellent services in the aviation industry can gain competitive advantages. Passengers compare the airline to other airlines and to many industries and factors. Airlines thus need to provide an excellent service and facility for their passengers.

Therefore, several investigations on service quality have been carried out on the notion that customer perception and evaluation of service quality.

You have been hired by one of the leading aviation firms to build a Machine Learning model that helps them to identify the satisfaction levels of the customers.

ABOUT DATASET:

Satisfaction: Airline satisfaction level (Satisfaction, neutral or dissatisfaction)"

Age: The actual age of the passengers

Gender: Gender of the passengers (Female, Male)

"Type of Travel: Purpose of the flight of the passengers (Personal Travel, Business Travel)"

"Class: Travel class in the plane of the passengers (Business, Eco, Eco Plus)"

Customer Type: The customer type (Loyal customer, disloyal customer)

Flight distance: The flight distance of this journey

"Inflight Wi-Fi service: Satisfaction level of the inflight Wi-Fi service (0: Not Applicable;1-5)"

Ease of Online booking: Satisfaction level of online booking

Inflight service: Satisfaction level of inflight service

Online boarding: Satisfaction level of online boarding

Inflight entertainment: Satisfaction level of inflight entertainment

Food and drink: Satisfaction level of Food and drink

Seat comfort: Satisfaction level of Seat comfort

On-board service: Satisfaction level of On-board service

Leg room service: Satisfaction level of Leg room service

Departure/Arrival time convenient: Satisfaction level of Departure/Arrival time convenient

Baggage handling: Satisfaction level of baggage handling

Gate location: Satisfaction level of Gate location

Cleanliness: Satisfaction level of Cleanliness

Check-in service: Satisfaction level of Check-in service

Departure Delay in Minutes: Minutes delayed when departure

Arrival Delay in Minutes: Minutes delayed when Arrival

Flight cancelled: Whether the Flight cancelled or not (Yes, No)

Flight time in minutes: Minutes of Flight takes