**#Final Capstone Project Proposal**

**## Airline Travel Experience 2.0**

**\*Introduction:\***

The travel and tourism (including hospitality, airlines and restaurants) industry is one of the world’s fastest-growing sectors, with bookings hitting close to $1.6 trillion in 2017. In the US, airline travel has increased due to a number of factors: 1. Low inflation and low unemployment increases people’s ability to travel from a monetary perspective 2. Due to the strong economy, corporate travel has increased (business travel is projected to grow 6%) and 3. People are seeking experiences over buying of durable goods. Currently, with low fuel prices, competition from abroad, new IoT technology and new airlines coming onto the scene at a lower cost, airlines have more competition than ever to considered a top-rated airline.

As such, customers are at the heart of any business growth: if the customer is not satisfied with his/her experience with a company and/or product, chances are their loyalty will decrease. On top of that, with today’s social/digital age, every company/brand is at risk that everyone will be able to hear about it with the click of a button – which could endanger a company brand even more. So how can airlines ensure that they provide the best customer experience for their customers, therefore, increasing positive sentiment and ultimately brand preference?

This study aims to gather and tease apart customer satisfaction levels across various US airlines to understand what key markers throughout an end to end airline journey, airlines can improve on/tweak to ensure that their customers have the ultimate airline experience from beginning to end. It will also aim to look at the similarities and difference of end to end customer airline experience between different genders and age group.

**\*Intended Clients:\***

All Airline companies looking to understand how they can improve their end to end customer experience will benefit from this analysis.

Department Heads of various business units within airline companies will also benefit from this analysis in that they will be shift/train/manage their teams better after performing a gap analysis on how they should be performing across different sectors (based on learnings from this project) vs. how they are currently performing across the different touch points of the journey.

**Dataset:**

There are two datasets within this link:

<https://www.kaggle.com/johndddddd/customer-satisfaction>

..\*The different variables I will be looking at will include:

* Gender
* Customer Type
* Age
* Type of Travel
* Class
* Flight Distance
* Seat comfort
* Departure/Arrival time convenient
* Food and drink
* Gate location
* Inflight wifi service
* Inflight entertainment
* Online support
* Ease of Online booking
* On-board service
* Leg room service
* Baggage handling
* Checkin service
* Cleanliness
* Online boarding
* Departure Delay in Minutes
* Arrival Delay in Minutes

**Solution Approaches:**

* Extract data from the two datasets and clean data for further analyses (by gender and by age)
* Data Wrangling
* …

**Deliverables:**

* Report paper for project
* Slides that promote the project
* R Code
* Design of ultimate end to end airline customer experience