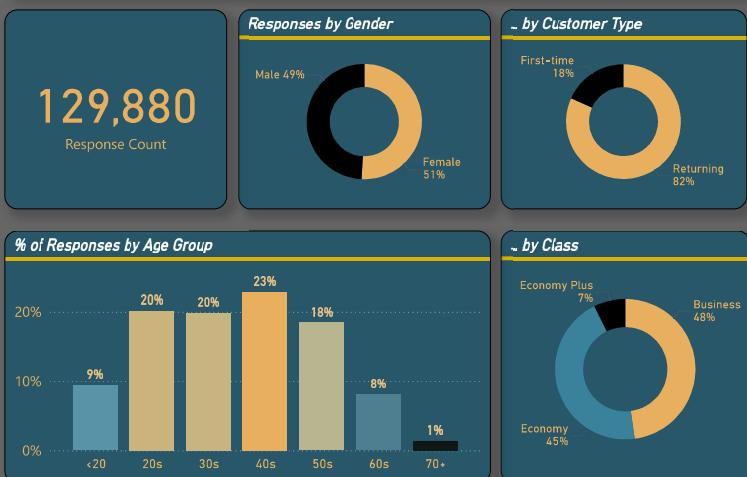


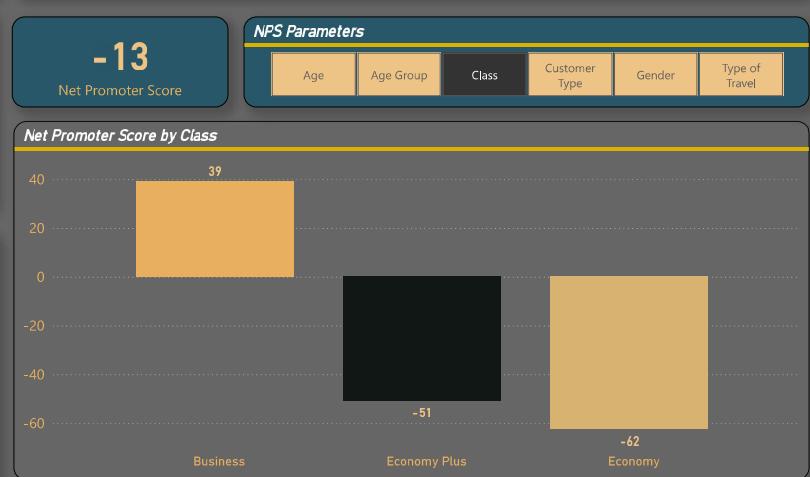
# DANO'S AIRLINE CUSTOMER SATISFACTION ANALYSIS



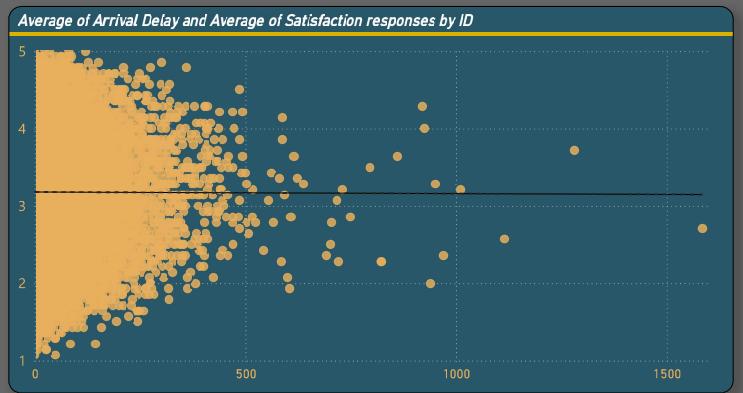
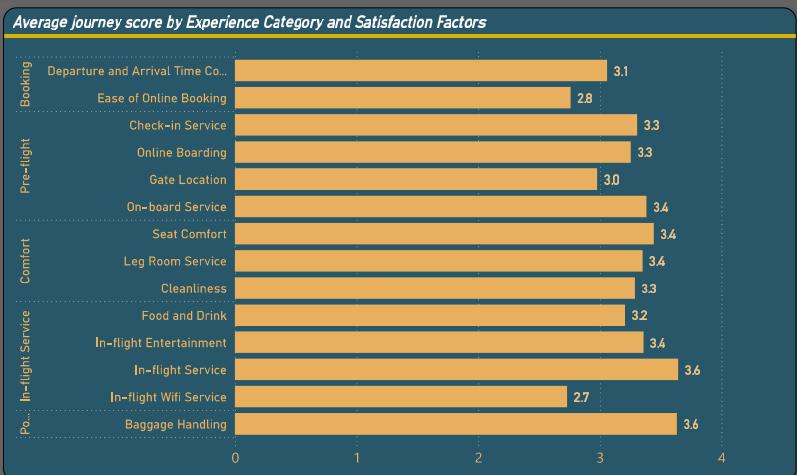
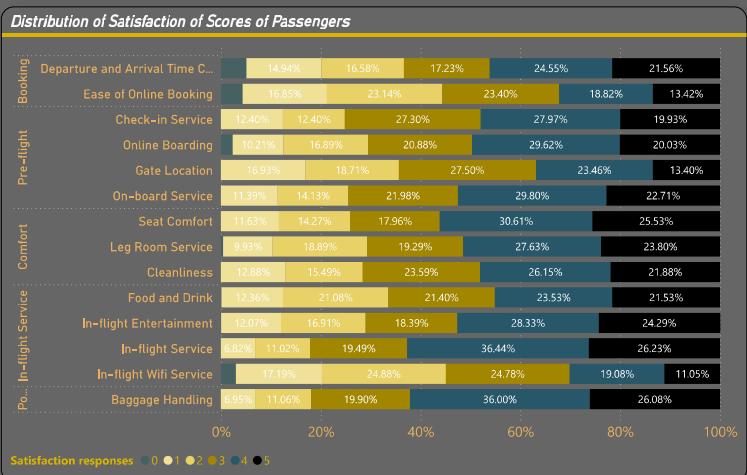
## DEMOGRAPHICS



## NET PROMOTER SCORE (NPS)



## PASSENGER EXPERIENCES



## Recommendations

-The airline obtained a NPS score of -13 which is an indicator on how dissatisfy the passengers and their likely unwillingness to recommend the air line to other people.

Based on the analysis, it has been identified that a significant majority (64%) of unsatisfied clients are in the **Economy class**. To enhance their experience and overall satisfaction, it is recommended that the airline improves various services, with a particular emphasis on the following : Cleanliness, Ease of Online booking, In-flight Wifi Services, Online Boarding and In-flight Entertainment. Although the majority of satisfied customers are in **Business class**(76%), improvements are needed in areas such as Ease of online Booking.