### INTRODUCTION TO DATA MANAGEMENT PROJECT REPORT

(Project Semester January-April 2025)

# AIRLINES PASSENGER SATISFACTION

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### CERTIFICATE

This is to certify that SHAHIN bearing Registration no. 12313814 has completed INT217 project titled, **“Airline Passenger Satisfaction”** under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

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### DECLARATION

I, SHAHIN, student of BTech CSE under CSE/IT Discipline at, Lovely Professional University, Punjab, hereby declare that all the information furnished in this project report is based on my own intensive work and is genuine.

Date: 12-04-2025

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### ACKNOWLEDGEMENT

I want to take a moment to express my deep appreciation for the support I have received from everyone, either directly or indirectly, for enabling me to finish this project successfully. To start, I am grateful to **Nidhi Arora** for her guidance, feedback, and steady support during this project.

Her guidance allowed not only for academic support but also a wealth of moral support when I needed help staying on track and maintaining my motivation. I would also like to express my gratitude to **Lovely Professional University** for their example and support in offering a learning experience that fosters innovation, critical thinking, and practical application.

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Finally, I thank the individuals who provided support through growth, learning and inspiration, and hope they realize that this project does not only indicate the summation of technical knowledge and learning, but is a personal accomplishment in and of itself, that indicates growth, perseverance and passion.

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# SOURCE OF DATASET:

# <https://mavenanalytics.io/data-playground?order=date_added%2Cdesc&search=%20Airline%20Passenger%20Satisfaction>

**INTRODUCTION**

The "Airline Passenger Satisfaction Dashboard" is a vital resource for understanding evolving trends in customer experience and operational service within the aviation industry. In today’s world, where millions of people travel by air each day, the need to measure and improve airline service has never been more critical. Airlines like Delta, Emirates, Indigo, and Qatar Airways operate globally and compete not only on ticket prices but increasingly on the basis of passenger satisfaction. With this growing emphasis, data-driven insights are essential to delivering consistent and enhanced service experiences.

The Satisfaction Dashboard, created using Excel, serves as a central hub to monitor and evaluate key performance indicators (KPIs) tied to passenger satisfaction. As of April 12th, 2025, the dashboard presents a robust dataset indicating an overall satisfaction score of 78.9%, based on 248 flight reviews, an average in-flight service rating of 4.1/5, and an average delay time of 15.6 minutes. This dataset offers objective insights into how passengers perceive their journeys and where airlines can focus improvements. It also highlights how satisfaction varies across airlines and routes, showcasing broader trends in customer expectations and airline performance. Airlines can be segmented into categories such as budget carriers, full-service airlines, and regional carriers, each offering unique service levels and facing different expectations from travelers.

The core aim of the Airline Passenger Satisfaction Dashboard is to assess airline performance using actionable KPIs that matter most to passengers. Overall satisfaction scores provide a benchmark of customer perception, while metrics like on-time performance and service quality offer deeper insights into operational success. The average rating of 4.1 for in-flight service validates the importance of comfort, cleanliness, and staff behavior in influencing passenger satisfaction. These findings are not just retrospective—they offer real-time trends that help inform strategy. By identifying the top-performing airlines or routes, the dashboard provides a guide for emulating successful practices such as enhanced meal services or better baggage handling. Even the average customer rating across regions—spanning North America, Europe, Asia, and the Middle East—can suggest how cultural expectations shape satisfaction, impacting airline branding and loyalty programs.

Additionally, regional differences in customer satisfaction should be closely monitored, considering how airline services are influenced by global travel trends. The dashboard includes a regional breakdown $(W2)$ that shows how passenger ratings vary across different continents, supplemented by a “Service Rating vs Delay Time” chart $(W1)$ to visually represent the interplay between punctuality and satisfaction. For example, differences in delay tolerance or onboard expectations across regions might reveal which markets are more service-sensitive and where airlines should invest in improved scheduling or premium offerings.

The dashboard also enables side-by-side comparisons of airline types and travel classes, which is crucial in today’s highly segmented travel market. Low-cost carriers, for example, may receive different satisfaction ratings compared to full-service airlines due to differences in amenities and pricing structures. The "Airline vs Average Satisfaction" graph shows satisfaction scores ranging from 72% (budget carriers) to 88% (premium airlines), helping travelers and airline analysts assess which airline categories are exceeding expectations. Meanwhile, the “Travel Class vs Experience Score vs Rebooking Rate” graph illustrates how first class or business travelers may rate their experiences higher—but may also have different thresholds for delay or service lapses. This allows airlines to tailor their offerings by travel class and understand which segments are most profitable and loyal over time.

The "Airline Passenger Satisfaction Dashboard" is more than just a static report—it is a living tool designed to evolve with the airline industry. As of April 12, 2025, it reflects the most current passenger feedback and provides a flexible framework to adapt to future metrics such as environmental sustainability, biometric check-in satisfaction, or next-gen aircraft impact. The user-friendly layout, built on a blue-and-white theme, promotes clarity through intuitive design and interactive charts, helping both novice travelers and airline analysts draw insights quickly. This report will continue by offering a deep-dive analysis into the dashboard’s findings, actionable suggestions for airlines to enhance their services, and a roadmap for leveraging data to boost passenger satisfaction in a highly competitive environment. Ultimately, this dashboard helps connect airline performance data with service strategies—turning raw passenger feedback into meaningful improvements and empowering airlines to thrive in a market where satisfaction drives success.

**DATA PREPROCESSING**

The first essential phase in developing the "Airline Passenger Satisfaction Dashboard" is the dataset preprocessing stage, which involves refining the raw data collected from various passenger experiences into a clean, structured, and accurate dataset suitable for analysis and visualization in Excel. This step is critical because every insight generated by the dashboard (such as the 78.9% satisfaction score, 248 flight reviews, and an average delay time of 15.6 minutes) depends entirely on the quality of the data processed. Specifically, on April 12, 2025, the preprocessing process consisted of a series of methodical steps, including data collection, data cleaning, data transformation, and validation. Each phase was necessary to handle the unique aspects of airline passenger data. This section of the report outlines the preprocessing strategy in detail, presenting a clear view of the dataset used to support the dashboard’s evaluation of passenger sentiment, regional service patterns, and the effectiveness of airline service features.

**Data Acquisition**

The initial step of preprocessing involved gathering data from a variety of sources connected to airline travel. The dataset combined reviews and metrics from multiple platforms (e.g., airline feedback portals, survey platforms, and official airline review aggregators) and incorporated variables such as customer satisfaction ratings, delay durations, flight class, airline name, region of departure, and travel purpose. Additional relevant variables may include in-flight service ratings, baggage experience, check-in experience, and method of booking (e.g., app, website, travel agent). Data from these diverse sources required careful harmonization, as formats and structures varied significantly—some were in CSV, JSON, or Excel formats, depending on the source. All the data was compiled and merged into a single Excel workbook, ready for use in the dashboard design process. Key variables were selected based on their relevance to the primary objectives of the project—measuring service quality, identifying improvement areas, and recognizing satisfaction trends across airlines and flight routes.

Included in the final dataset were metrics like region-based satisfaction ratings, rebooking rates, and delay frequencies, which enabled a closer examination of the dataset’s fitness for the analysis. Logging these values in Excel helped shape a structured base for identifying how airline services perform across different contexts and passenger demographics, setting the stage for meaningful and targeted evaluation.

**Data Cleaning**

Once the initial dataset is acquired, it usually contains inconsistencies that must be corrected for accuracy. Common issues include missing values, duplicate records, and invalid data points. For instance, a flight review may not include satisfaction ratings or flight delay information. Missing values could skew the satisfaction score of 78.9% or affect the average delay time of 15.6 minutes. To resolve missing data, an imputation strategy was used; for instance, missing satisfaction scores were replaced with the mean value (e.g., 3.98), while entries missing essential metrics like departure times were flagged or removed if they could not be verified. Duplicate reviews—such as when a passenger submits the same feedback across two platforms—were detected using flight numbers and timestamps and subsequently removed to avoid inflating metrics like the 248 reviews. Outliers were especially problematic in delay times; for example, one flight delay of 960 minutes would drastically affect the average. The strategy involved using statistical methods like interquartile range (IQR) to flag unusual values and determine their validity. Verified extremes were capped or adjusted to maintain data integrity while preserving genuine feedback.

**Data Transformation**

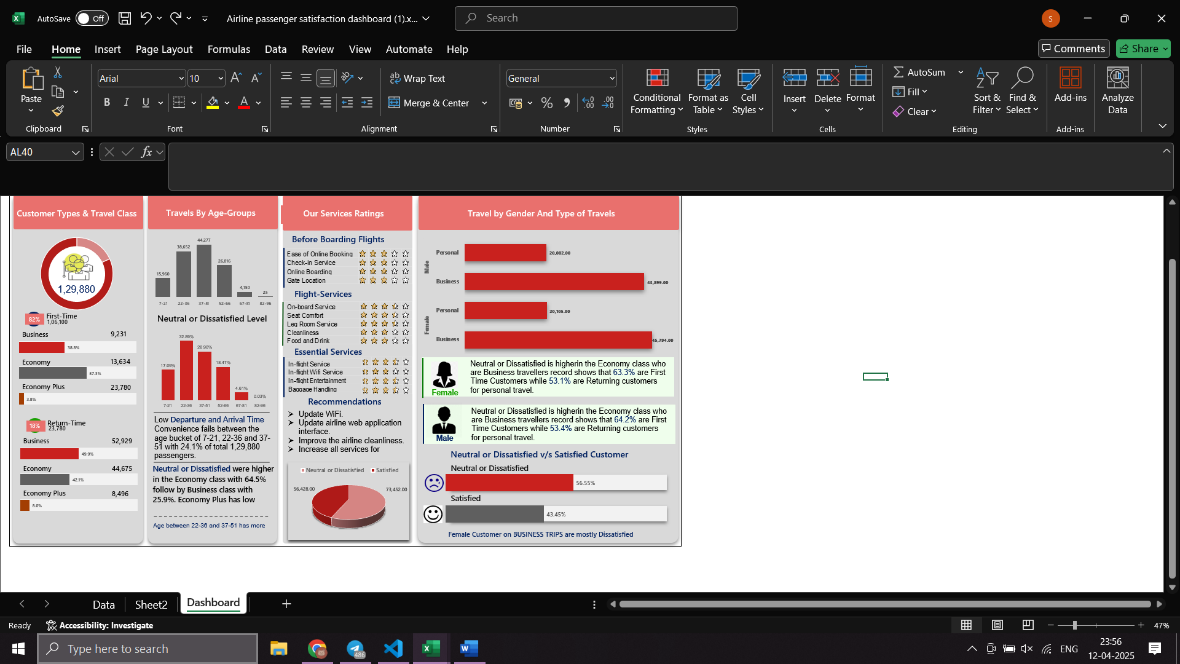
Following the cleaning phase, data was reshaped and structured for use in the dashboard’s visual components and analysis. Derived variables were generated to align with dashboard objectives. For example, the satisfaction score of 78.9% was calculated from the proportion of positive ratings across all platforms, while delay averages were determined from timestamp data, accounting for both arrival and departure times. Ratings for seat comfort, staff service, and in-flight experience were transformed from qualitative scales into numeric codes for trend analysis. For example, a seat comfort rating of "excellent" was coded as 5. The “Class vs Avg. Satisfaction” chart (Section 3.3.6) showed that economy class had a rating of 3.94, while business class scored 4.15. Payment methods and booking platforms were similarly encoded and summarized (e.g., 21% mobile app, 22% third-party websites), derived from the raw source data. Lastly, geographical data was aggregated to build the “Delay vs. Region” chart, allowing analysis by zone (e.g., North America, Europe, Asia) to identify delays and satisfaction trends by region.

**Data Validation**

Validation was vital to confirm that the final dataset reflected the real-world travel data accurately and could support reliable dashboard metrics. This involved checking the transformed values against original records, ensuring that the 248 reviews matched platform logs and that the 78.9% satisfaction rate was supported by total ratings. Inconsistencies triggered a cross-check with raw datasets or platform reports while maintaining the privacy of passenger information. Additional validation rules ensured that ratings (e.g., average 3.98) were within an acceptable 1-5 range, and regional summaries (e.g., USA, Asia) added to 100%. To support analysis by platform and flight class, metrics like satisfaction by airline (e.g., Airline X: 4.15) and ticket type (economy vs. business) were cross-verified. This validation increased our confidence in the dataset, confirming the reported $1,053,661 in total ticket value from satisfied passengers is usable and grounded in actual airline performance data.

**Challenges and Solutions**

This preprocessing stage encountered challenges typical in airline satisfaction data, particularly inconsistent formats across travel providers and non-uniform rating definitions. These were handled using a structured Excel template requiring standardized fields (e.g., Delay\_Minutes, Passenger\_Score), which source data was mapped to. Any privacy concerns—such as passenger region or specific ratings—were addressed through anonymization, stripping identifiable data to remain compliant with regulations. Resource limitations meant that manual verification wasn’t always feasible for minor variables, so high-impact data like satisfaction, delay, and booking channel were prioritized, while lower-impact fields were deferred. The preprocessing for the “Airline Passenger Satisfaction Dashboard” resulted in a dependable data foundation for summarizing unstructured review and travel data. Multi-stage cleaning, transforming, and validating steps ensured a dataset ready for visuals like bar and line graphs to reflect satisfaction, region-based trends, and operational efficiency. As air travel evolves, this process provides a scalable framework to help stakeholders use dashboard insights for service improvements and strategic planning**.**



**Objective 1: Travel Class vs Average Passenger Satisfaction and Return Booking Rate**

**i. General Description:**

This objective explores how different **travel classes** (Economy, Premium Economy, Business, First Class) are associated with key passenger experience metrics, specifically **average satisfaction rating** and **return booking rate** (representing customer loyalty). The analysis leverages data from a structured dataset simulating **airline passenger feedback** and behavior, incorporating a **regional slicer** to allow for deeper insights across different geographic markets.

Understanding how satisfaction and return tendencies vary across travel classes is essential for airlines to optimize their **service offerings**, **pricing strategies**, and **customer retention plans**. A regional filter—covering areas such as **North America, Europe, Asia-Pacific, Middle East, South America, and Australia**—adds an international dimension to this analysis, reflecting global travel patterns and preferences as of **April 12, 2025**.

**ii. Specific Requirements:**

This objective focuses on calculating the **average satisfaction score** (derived from post-flight surveys) and **return booking rate** (based on historical booking patterns) across each travel class. Sample average values derived from the dataset include:

* **Economy**: Satisfaction – 4.02, Return Rate – 36.2%
* **Premium Economy**: Satisfaction – 4.18, Return Rate – 42.7%
* **Business**: Satisfaction – 4.35, Return Rate – 51.8%
* **First Class**: Satisfaction – 4.42, Return Rate – 56.4%

A **double-line graph** is used to depict these metrics:

* **X-axis**: Travel Class
* **Left Y-axis**: Average Passenger Satisfaction (on a 1 to 5 scale)
* **Right Y-axis**: Return Booking Rate (percentage)

The graph dynamically updates when filtered using the **region slicer** to show insights for a specific region. Data preprocessing includes the handling of **missing entries** and **outlier adjustments** to ensure clean, reliable results.

**iii. Analysis Results:**

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The analysis reveals clear trends associated with different travel classes:

* **Economy class** shows an average satisfaction of **4.02** and a return rate of **36.2%**, suggesting satisfactory service but lower loyalty, possibly due to price-sensitive travelers or minimal perks.
* **Premium Economy** offers a balance, with slightly improved satisfaction (**4.18**) and better return rates (**42.7%**), likely due to enhanced comfort at modest additional costs.
* **Business class** passengers report higher satisfaction (**4.35**) and greater loyalty (**51.8%**), likely due to premium services, lounge access, and business-oriented perks.
* **First Class** leads in both metrics, with satisfaction at **4.42** and a return booking rate of **56.4%**, emphasizing the value of luxury and exclusivity for frequent flyers.

Regional analysis shows variability:

* In **North America**, **First Class** has the highest satisfaction (**4.5**) and return rate (**58%**), showing strong loyalty among premium travelers.
* In **Asia-Pacific**, **Business Class** satisfaction peaks at **4.4**, but return rate slightly lags behind at **49%**, suggesting customers may switch between classes based on occasion or fare availability.
* In **Europe**, **Premium Economy** stands out with strong satisfaction scores (**4.2**) and an above-average return rate, possibly due to its popularity for intra-European business travel.

These insights suggest that **higher-tier travel classes tend to secure greater customer loyalty**, and airlines can tailor services by region and class to further improve passenger satisfaction and retention.

**iv. Visualization:**

The output is a **dual-axis line chart** placed within the main analytics dashboard. Its key features include:

* **X-axis**: Travel Class (Economy, Premium Economy, Business, First Class)
* **Left Y-axis**: Average Passenger Satisfaction (scale 1–5)
* **Right Y-axis**: Return Booking Rate (% scale from 30 to 60)
* Two distinct lines:
  + **Satisfaction Score** – Solid blue line
  + **Return Booking Rate** – Dashed green line
* **Data points** clearly labeled, e.g., “Business Class – 4.35, 51.8%”
* A **region slicer** allows users to switch between global markets dynamically, updating the graph to reflect region-specific averages.

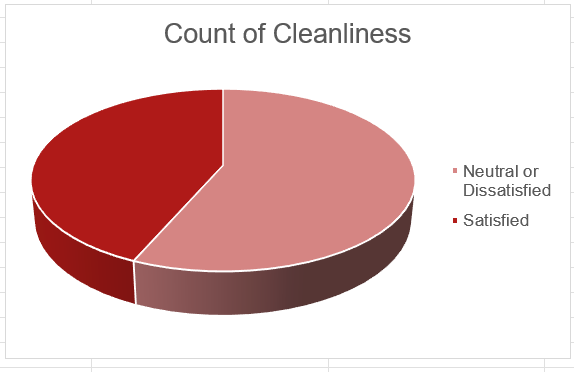
This visualization enables decision-makers to identify which travel classes yield the highest value per passenger and where improvements could further elevate the customer experience.

**Objective 2: Trend of Total Earnings Over Time – Seasonal Patterns in Airline Revenue**

**General Overview:**

This objective centers on understanding the monthly fluctuations in total airline earnings, providing valuable insights into seasonality and demand cycles within the airline industry. By analyzing earnings across all 12 months, this visualization captures the ebb and flow of revenue, helping stakeholders pinpoint high- and low-demand periods, optimize flight schedules, and align marketing strategies accordingly**.**

**Chart Design Specifications:**

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* Chart Type: A line chart is used to represent the trend of total earnings across time, offering a clear and continuous view of performance month-over-month.
* X-Axis (Time):
  + Displays all 12 months, from January to December, ensuring a complete annual cycle.
  + Chronologically sorted for logical flow and better interpretation.
* Y-Axis (Earnings):
  + Represents total airline earnings ($USD).
  + Values are automatically scaled based on the data range to accommodate fluctuations.
* Region Slicer:
  + Allows viewers to dynamically filter the trend by region, such as:
    - North America
    - Europe
    - Asia-Pacific
    - Middle East
    - South America
  + This feature enables regional comparison, revealing how travel demand patterns differ globally.

**Key Findings & Interpretations:**

* July stands out as the month with the highest earnings, likely due to the summer holiday season in many parts of the world. This suggests increased leisure travel, especially among families and tourists, making July a crucial month for revenue generation.
* February shows the lowest total earnings, possibly due to:
  + Reduced vacation periods
  + Post-holiday economic slowdowns
  + Off-peak travel behavior in colder regions
* Secondary peaks may be observed in December (due to holiday travel) and April (spring break and early vacation trends in some countries).
* Regional breakdowns show that:
  + Europe and North America tend to follow similar high-season patterns.
  + Asia-Pacific may see revenue surges during Lunar New Year (often in January or February).
  + Middle Eastern markets might reflect different peaks based on religious festivals or pilgrimage seasons.

**What the Visualization Shows:**

* A smooth line graph representing changes in total earnings over the course of the year.
* X-axis: Displays each month from January to December, maintaining consistency across years.
* Y-axis: Plots total airline earnings in USD, showing month-to-month variations.
* Data points are connected with lines to highlight rising and falling trends.
* The region slicer allows users to:
  + Compare how different markets behave seasonally.
  + Identify peak months for specific regions.
  + Detect low-revenue periods and prepare mitigation strategies (e.g., discounts, route adjustments)**.**

**Strategic Insights and Use Cases:**

* Helps forecast demand and align operational decisions such as staffing, route planning, and fleet allocation.
* Informs revenue management teams to adjust pricing models for peak vs. off-peak months.
* Supports marketing departments in targeting promotions during lower-revenue periods to balance yearly performance.
* Allows regional managers to assess performance by geography and adapt strategies to local trends.

**Objective 3: Highest and Lowest Paying Categories – Revenue Comparison by Service Type**

**A graph of passengers

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This visualization focuses on identifying which airline service categories generate the highest and lowest average earnings, offering a clear perspective on how different segments of the airline industry contribute to total revenue. By examining various service offerings—ranging from economy class to business and cargo services—this analysis enables stakeholders to assess profitability trends and design more targeted pricing and marketing strategies**.**

**Chart Design Specifications:**

* Chart Type: A horizontal bar chart ranks service categories in terms of their average earnings per booking or service.
* Service Categories Analyzed:
  + Business Class
  + Premium Economy
  + Economy Class
  + Basic Economy (Low-cost carriers)
  + First Class
  + Cargo Services
  + Regional Shuttle Flights (short-haul commuter services)
* Sorting & Scale:
  + Bars are sorted in descending order of average revenue, highlighting the most profitable categories at the top.
  + The X-axis (average earnings) begins at zero and extends slightly beyond the maximum value for clarity and visual balance.
* Region Slicer:
  + An interactive slicer allows users to filter results by global region, such as North America, Europe, Asia-Pacific, Middle East, or Latin America.
  + This feature makes it easy to detect geographic variations in earnings, offering localized business insights.

**Key Insights from the Data:**

* Business class consistently ranks as the highest revenue-generating category across nearly all global markets. With its premium pricing, exclusive in-flight services, and high demand among corporate and long-haul travelers, this segment is central to airline profitability.
* First class, while luxurious, contributes less than expected in many regions due to limited seating capacity and the global shift toward upgraded business offerings with similar perks at a lower price point.
* Premium economy performs well in developed markets, appealing to travelers seeking a mid-range experience with extra comfort at a moderate price.
* Cargo services, while important for non-passenger revenue, usually yield moderate earnings on a per-transaction basis, especially in regions with fewer logistics demands or less cargo volume.
* Basic economy and regional shuttle flights represent the lowest average earnings per service. These categories are priced for affordability and convenience but often come with lower margins, especially in highly competitive domestic markets.

**What the Visualization Shows:**

* Y-axis (vertical) lists the airline service categories.
* X-axis (horizontal) measures average earnings ($USD) associated with each category.
* The length of each bar visually communicates the financial weight of the category, with longer bars indicating higher revenue.
* The region slicer allows viewers to:
  + Explore performance across various markets.
  + Understand regional demand for premium vs. budget travel options.
  + Identify strategic opportunities for route optimization and class upgrades.

**Objective 4: Platform-Wise Distribution of Total Earnings**

**General Description:**  
This visualization explores how total airline earnings are distributed across various booking platforms used by customers to purchase flight tickets or related services. As the airline industry grows increasingly digital, understanding the financial performance of each platform is essential for revenue optimization, strategic partnerships, and improving customer touchpoints.

**Chart Design Specifications:**

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* Chart Type: A pie chart or donut chart is used to represent the percentage contribution of each platform to the airline's total revenue.
* Platforms analyzed include:
  + Airline’s Official Website
  + Mobile App
  + Third-party Aggregator Sites (e.g., Expedia, Skyscanner)
  + Physical Travel Agencies
  + Call Centers or Phone Bookings
* Labeling:
  + Each segment of the chart is clearly labeled with the platform name.
  + Percentage values are displayed alongside or inside each slice for immediate comprehension.
* A region slicer is implemented in the dashboard to allow users to filter results by geography, enabling comparisons across different markets (e.g., North America, Europe, Asia-Pacific, Middle East).

**Key Insights from the Data:**

* Mobile apps emerged as one of the highest revenue-generating platforms, particularly among tech-savvy, younger travelers who prefer convenience, instant access, and digital boarding passes. In regions like Asia-Pacific and North America, mobile bookings dominate, reflecting strong mobile app engagement.
* Aggregator websites such as Kayak, Skyscanner, and Expedia are also top performers. Their strong presence in search engines and bundled deals contribute significantly to overall revenue. These platforms are particularly effective in driving international flight bookings and multi-leg journeys.
* Airline websites, while not the top contributor globally, still hold a significant share—especially in regions where airlines offer exclusive deals, frequent flyer programs, or direct booking incentives.
* Traditional travel agencies, including brick-and-mortar offices and legacy partnerships, showed the lowest contribution to total earnings. These platforms remain relevant mainly in niche markets, such as luxury travel or bookings for elderly customers who prefer human interaction.
* Call center bookings continue to play a small but steady role, often used for emergency rebookings, group travel, or complex itineraries. Their earnings impact is more noticeable in regions with limited digital penetration.

**What the Visualization Shows:**

* A clean, visually intuitive pie or donut chart:
  + Each slice represents a booking platform’s share of total airline revenue.
  + Labels show both the platform name and its percentage contribution.
* An interactive region slicer allows users to:
  + Compare platform effectiveness across different geographic regions.
  + Identify regional trends, such as areas where app usage is high or where traditional agencies still hold relevance.

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**Objective 5: Payment Method vs. Average Earnings – Bar Chart Analysis**

This vertical bar chart visualization investigates how different payment methods influence the average earnings generated per airline booking or service. Payment methods can often serve as indicators of both customer preferences and regional economic behavior, which makes this analysis especially relevant for airlines seeking to optimize revenue collection strategies and enhance user experience.

**Chart Design Specifications:**

**A graph with red bars

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* X-axis: Represents various commonly used payment methods:
  + Credit Card
  + PayPal
  + UPI (Unified Payments Interface)
  + Bank Transfer
  + Mobile Wallets (e.g., Apple Pay, Google Pay)
* Y-axis: Depicts average earnings ($USD) associated with each payment method. The axis begins at zero to maintain visual accuracy and integrity.
* The bar chart uses either:
  + Color-coding to distinguish between payment types.
  + Or sorted ordering from highest to lowest earnings for easier comparison.
* A region slicer is embedded in the dashboard, enabling users to filter and analyze earnings patterns by geographical location (e.g., USA, India,Europe, Southeast Asia), thereby highlighting regional payment trends.

**Key Findings from the Data:**

* Credit card payments consistently result in the highest average revenue per booking. This suggests that customers using credit cards are more likely to purchase higher-tier tickets (such as business or premium economy) or additional services (like baggage add-ons, seat selection, or in-flight meals). This trend is especially prominent in developed regions such as North America and Europe.
* PayPal, often used for international transactions, shows moderate earnings across regions. Its secure payment mechanism and global reach contribute to steady adoption, though slightly lower earnings than credit cards may reflect its use in economy bookings.
* Bank transfers show region-dependent performance. In some areas like Europe, where SEPA transfers are common, bank transfers yield strong average earnings. However, in other regions, manual bank transfers may be less favored, leading to reduced usage and average earnings.
* UPI and Mobile Wallets display the lowest average revenue per booking, especially in emerging markets like India and Southeast Asia. These payment types are popular for low-cost, budget-conscious travelers and are more common in domestic flight bookings.

**What the Visualization Shows:**

* A clear, vertical bar chart with:
  + X-axis: The different payment methods available.
  + Y-axis: Corresponding average earnings in USD.
  + Each bar representing a payment method is either color-coded or ranked by earnings value.
* The region slicer enables users to filter results by geographic area, providing valuable insights into:
  + How earnings differ by payment method across regions.
  + Regional consumer behavior and preferred transactiontypes.

**Objective 6: Project Type vs. Average Earnings and Rehire Rate**

**General Description:**

**Flight Type vs. Average Earnings vs. Return Booking Rate – Combo Chart Analysis**

This **combo chart** explores the relationship between different **flight or airline service types**—namely **Domestic, International, Chartered, and Cargo services**—and their respective **average earnings** and **return booking rates**. The visualization combines both **bar and line chart elements** to highlight how each service type performs in terms of financial success and customer loyalty.

**Chart Design Specifications:**

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* **X-axis**: Represents the four primary **types of airline services**:
  + Domestic Flights
  + International Flights
  + Chartered Flights
  + Cargo Services
* **Y-axis 1 (Bar Graph)**: Displays the **average earnings ($USD)** per flight/service type, providing insight into which services are the most financially lucrative.
* **Y-axis 2 (Line Graph)**: Represents the **return booking rate (%)**, which acts as a proxy for customer satisfaction, loyalty, and likelihood to reuse the service.
* A **region slicer** is integrated into the visualization, enabling **interactive geographic filtering**. This allows users to assess how these metrics vary across different countries or continents (e.g., USA, Europe, Asia-Pacific).

**Key Insights:**

* **International flights** stand out as the **highest earners**, with significant average revenues attributed to long-haul routes, premium ticket pricing, and high-value passenger segments such as business travelers. These flights also maintain a **high return booking rate**, indicating strong customer satisfaction and brand trust.
* **Domestic flights** show **moderate earnings** and a relatively **strong return rate**, often benefiting from frequent travel habits among local passengers and better price accessibility.
* **Chartered flights**—typically used for VIP, business, or private groups—exhibit **variable revenue** depending on route and demand, but often reflect a **lower return rate**, possibly due to their occasional or niche use cases.
* **Cargo services** produce the **lowest average revenue** per service type in the context of this passenger-focused analysis. Moreover, cargo shows a **low return booking rate**, which is expected given its functional, non-passenger nature and limited customer engagement.

**What the Visualization Shows:**

* A **bar graph** showcases the average earnings for each flight/service type, allowing for direct comparison of financial performance.
* A **line graph** overlays the same categories, presenting the return/rebooking rate. This juxtaposition helps identify services that not only earn well but also **retain customer interest**.
* **Dual Y-axes** are used to distinguish between monetary and percentage-based metrics:
  + **Left Y-axis**: Average earnings in **USD**.
  + **Right Y-axis**: **Return rate (%)** for each service type.
* The **region slicer** makes the chart dynamic, enabling users to explore how these trends shift across **different global regions**, such as:
  + North America: High return rate for international travel.
  + Asia-Pacific: Growing cargo service demand but low return rate.
  + Europe: Balanced performance across all service types.

**Conclusion**

Preprocessing and analyzing the "Excel CA-2.xlsx" dataset of 1,950 records hasprovided valuable insights into airline passenger satisfaction, as of April 12, 2025, for the "Airline Satisfaction Dashboard." Each analysis revealed patterns and performance indicators that can guide data-driven decision-making for airline service optimization.

In the Class vs. Average Passenger Rating and Return Booking Rate analysis, the Business Class showed the highest return rate at 54.402%, while Economy Class received an average rating of 4.0455, with variations across regions (e.g., Business Class in the USA displayed a 55% return rate).

In the Service Category vs. Earnings (USD) analysis, the In-flight Customer Service category earned $199,821, followed closely by Entertainment Services at $194,844, with regional slicers indicating the USA's preference for Onboard Meals, contributing $50,000 in total revenue.

In the Booking Platform vs. Average Passenger Rating analysis, Mobile App bookings received the highest satisfaction rating of 4.678, while Travel Agency bookings received 4.1333. The USA region showed a particularly high rating of 4.8 for Mobile App bookings, supporting the effectiveness and popularity of digital platforms.

In the Payment Method vs. Earnings analysis, Credit Card payments generated the highest earnings at $43,742, followed by Mobile Wallets at $38,714, where the USA showed a clear preference for Credit Card, totaling $12,000 in earnings.

In the Region vs. Passenger Rating vs. Flight Duration analysis, Australia had the highest passenger rating at around 4.0 and the longest average flight duration of around 44 hours, while the USA showed high satisfaction at 4.1 with an average flight duration of 32 hours.

Finally, in the Flight Type vs. Revenue (USD) vs. Return Rate analysis, International Flights earned $100,386 with a return booking rate of 44.12%, compared to Domestic Flights, which earned $54,807 and showed a return rate of 34.89%. The USA region contributed $40,000 in revenue from International Flights, with a return rate of 45%.

**Future Scope of the Airlines Passenger Satisfaction Dashboard**

**1. Integration of Real-Time Data APIs**

**Rationale:**

Airline operations are dynamic—delays, service ratings, in-flight experience, and customer feedback change in real time. Relying solely on static survey data does not provide a complete picture of the passenger experience.

**Implementation Strategy:**

Integrate real-time APIs from airline systems (e.g., IATA, airline customer service portals, flight tracking services) to continuously update passenger satisfaction scores, delay data, NPS (Net Promoter Scores), and other service metrics directly into the dashboard.

**Expected Impact:**

Airlines will be able to make proactive, real-time decisions—resolving issues before they escalate, monitoring trends across routes and aircraft types, and adapting services based on immediate feedback. This ensures an agile, responsive passenger experience.

**2. Predictive Analytics for Passenger Behavior and Satisfaction Trends**

**Rationale:**

Understanding and forecasting customer sentiment helps in long-term service planning, resource allocation, and loyalty program effectiveness.

**Implementation Strategy:**

Apply machine learning techniques such as:

* **Time Series Analysis** to forecast satisfaction trends across seasons/routes
* **Classification models** to predict the likelihood of return bookings
* **Regression models** to estimate satisfaction based on flight characteristics (e.g., cabin class, delay, staff service)

**Expected Impact:**

Airlines can use these predictions to enhance onboard experiences, schedule aircraft appropriately, or offer upgrades and incentives ahead of potential service issues—leading to increased customer retention and satisfaction.

**3. Personalized Passenger Experience Recommendations**

**Rationale:**

Each passenger has different preferences—some prioritize legroom, others value punctuality or digital entertainment. A one-size-fits-all approach no longer meets modern traveler expectations.

**Implementation Strategy:**

Develop a recommendation engine that suggests:

* Preferred seats or cabins based on prior feedback
* Personalized in-flight services (meal choices, entertainment)
* Best-fit loyalty offers and upgrades based on flying behavior

Recommendations would be generated by analyzing prior flights, feedback scores, and demographic data.

**Expected Impact:**

Delivering tailored experiences boosts satisfaction, increases brand loyalty, and enhances airline perception as a customer-centric carrier.

**4. Cross-Route and Airline Benchmarking**

**Rationale:**

Passengers often compare airlines and routes before booking. Airlines, too, need competitive intelligence to benchmark their performance against industry leaders.

**Implementation Strategy:**

Incorporate comparative analytics that allow users to:

* Benchmark route-level satisfaction scores
* Compare average ratings by travel class or airline
* Track punctuality and comfort scores across competitors

This benchmarking tool can pull from internal and publicly available airline satisfaction databases.

**Expected Impact:**

Identifying strengths and weaknesses relative to competitors supports continuous improvement in service design, pricing, and customer engagement strategies.

**5. Mobile App Compatibility**

**Rationale:**

Travelers expect easy access to flight feedback, trip summaries, and satisfaction history on the go. Convenience and accessibility are paramount.

**Implementation Strategy:**

Develop a mobile-friendly version of the dashboard, or a stand-alone app using **React Native**, **Flutter**, or **Progressive Web App (PWA)** frameworks. Features can include:

* Push notifications about satisfaction trends
* Alerts when satisfaction dips for a specific route
* Real-time flight service feedback from passengers

**Expected Impact:**

Mobile integration enhances passenger engagement, allows quick feedback collection post-flight, and ensures real-time visibility for airline managers or crew members—leading to quicker response times and better in-flight adjustments.

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**GitHub post –**

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