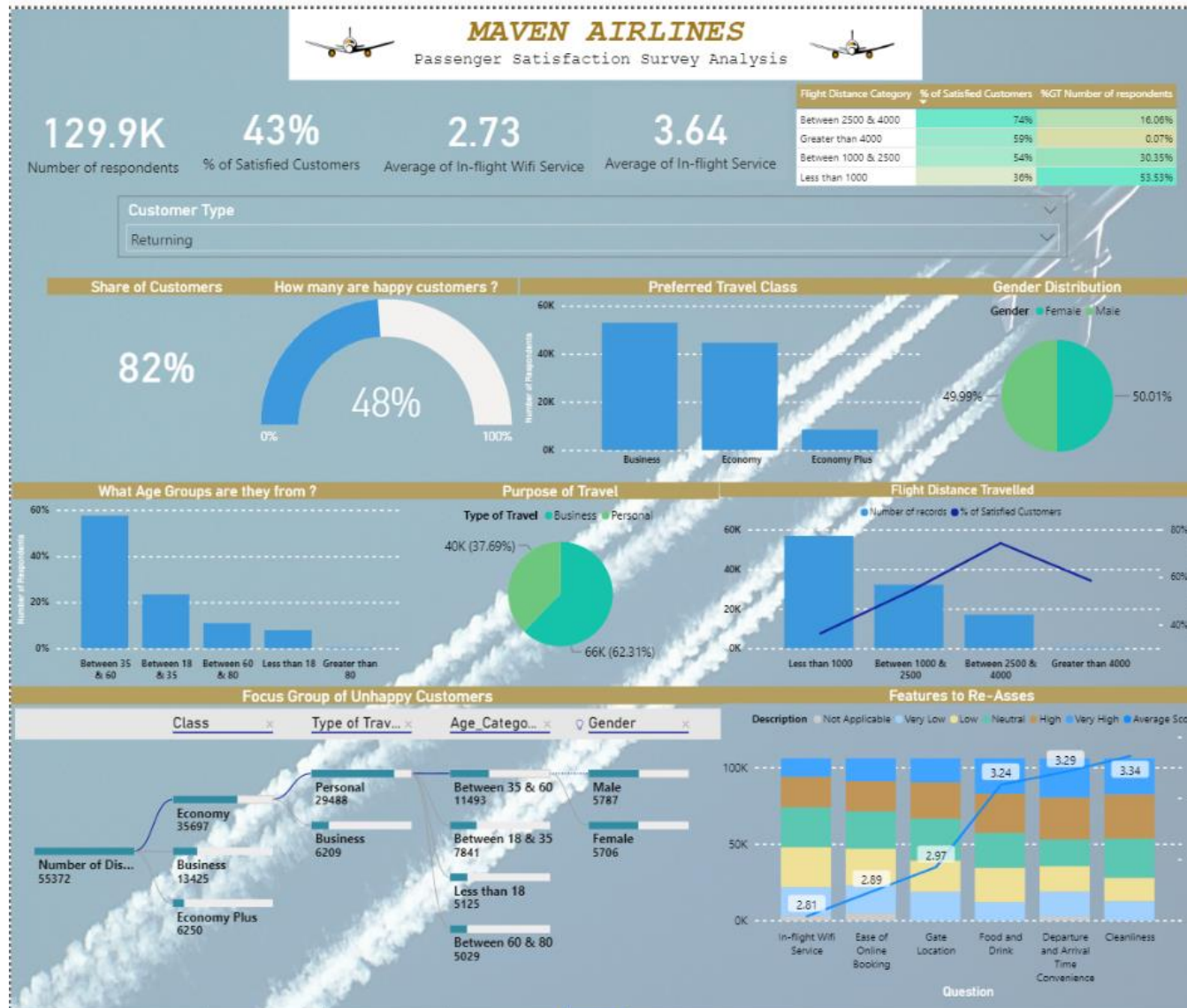




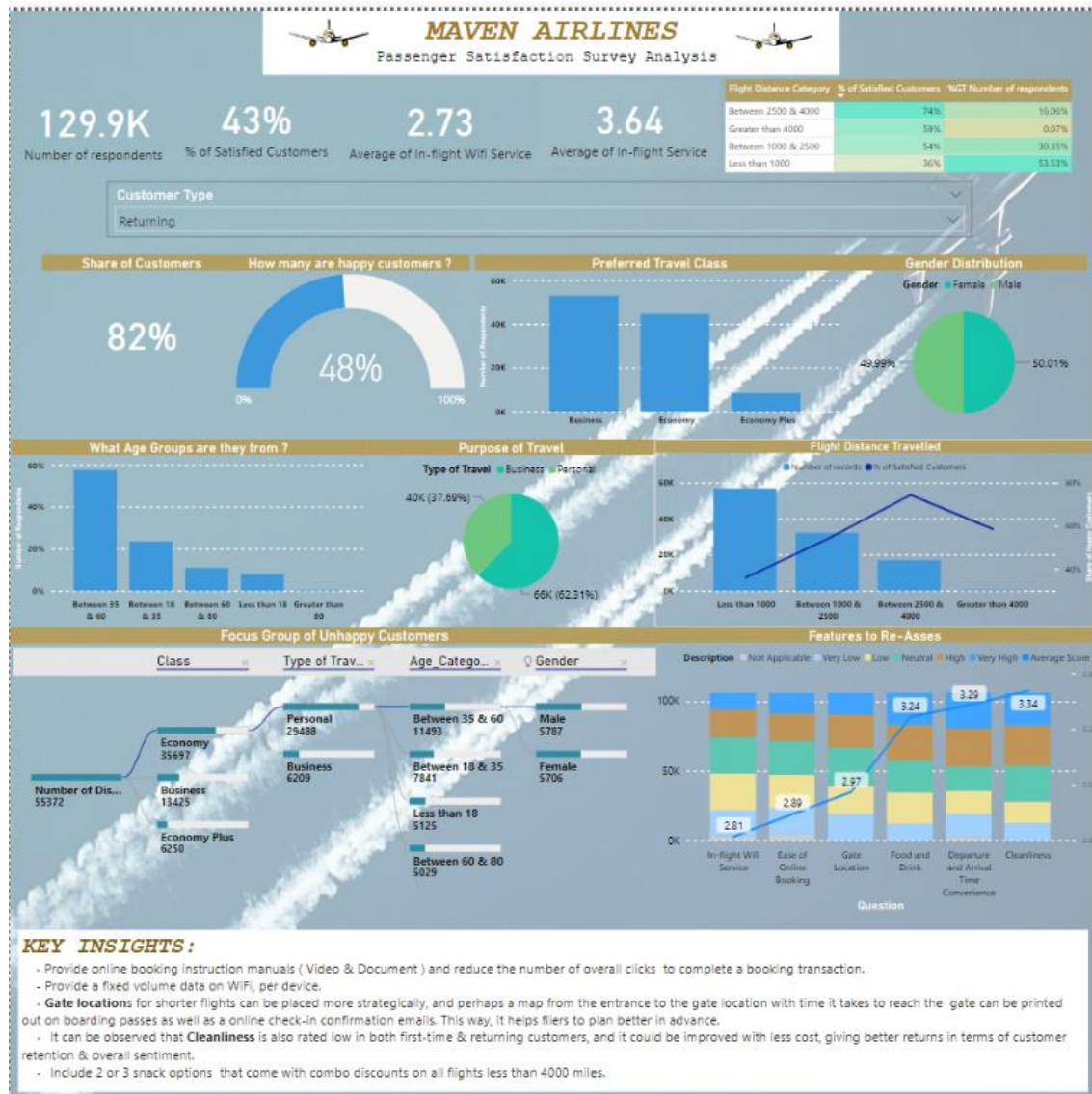
# **MAVEN AIRLINES**

## Passenger Satisfaction Survey Analysis

Project by Supreetha Hanasoge Sudheendra



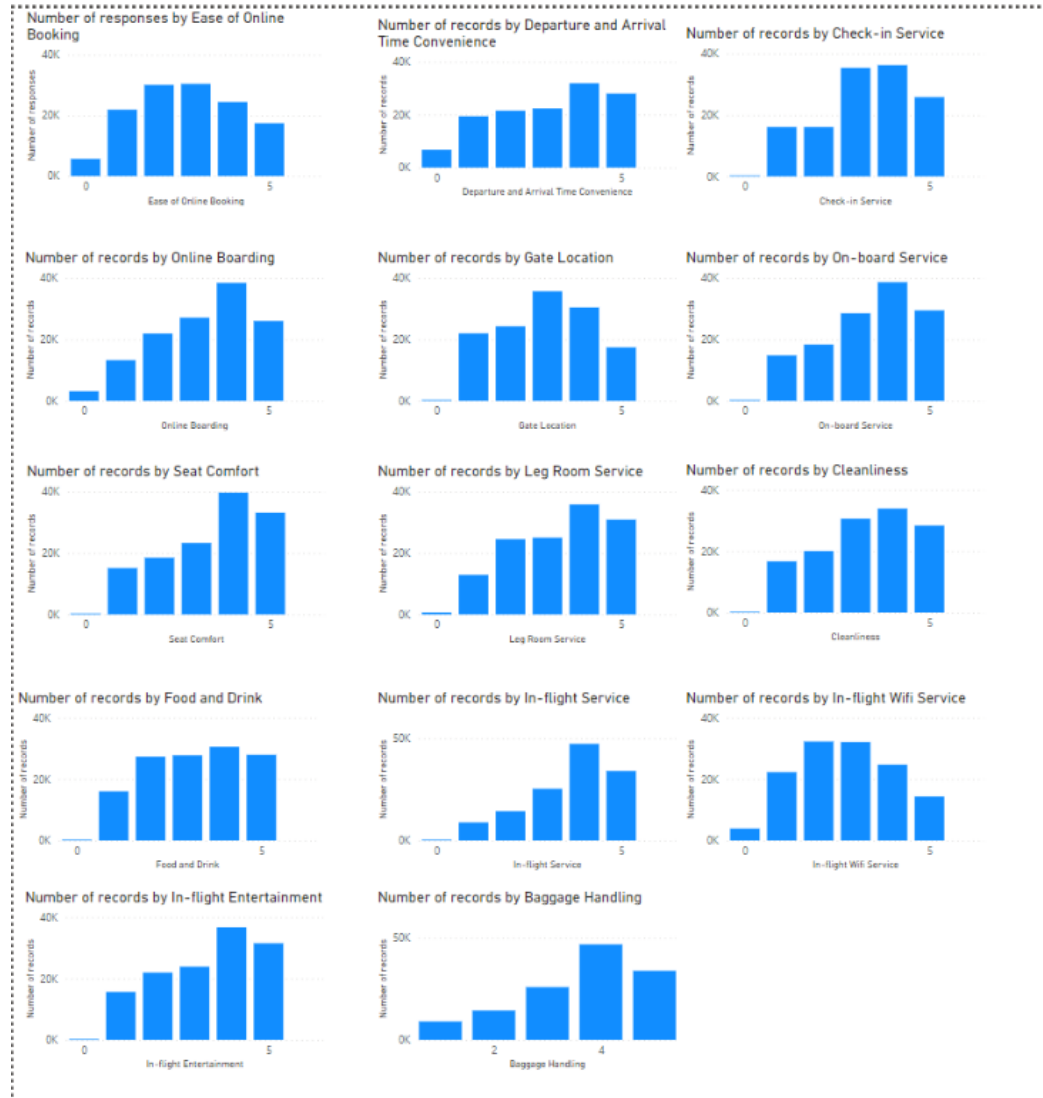
Dashboard visualizations focusing on overall metrics & analysis based on customer segments.



Dashboard with Key Insights focusing on overall metrics & analysis based on customer segments.

#### KEY INSIGHTS:

1. Provide online booking instruction manuals ( Video & Document ) and reduce the number of overall clicks to complete a booking transaction.
2. Provide a fixed volume data on WiFi, per device.
3. **Gate locations** for shorter flights can be placed more strategically, and perhaps a map from the entrance to the gate location with time it takes to reach the gate can be printed out on boarding passes as well as a online check-in confirmation emails. This way, it helps fliers to plan better in advance.
4. It can be observed that **Cleanliness** is also rated low in both first-time & returning customers, and it could be improved with less cost, giving better returns in terms of customer retention & overall sentiment.
5. Include 2 or 3 snack options that come with combo discounts on all flights less than 4000 miles.



Distributions of different scores for each of the survey questions

1. In-flight WiFi service has the lowest average rating
2. In-Flight service has the highest overall average rating