# AIRLINE CUSTOMER SATISFCATION

**Group 8**

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# PROBLEM
# STATEMENT

Identify the key factors which lead to the satisfaction of airline passengers

# DATA SET
# AND PREPARATION

Checking for missing values/duplicates.

A new columns 'Year' and 'Age Group' 'were added

Experience Attribute was grouped into 5 categories and stored under a new column 'Experience Category' in a new sheet

## Data Source : Kaggle

# KEY INSIGHTS

- Number of responses are approximately equal in both years.

- More than 80% of the passengers are returning customers.

- Most people who have responded have flown for business reasons.

- Net promoter score has increased by 46 units.

- In overall net promoter score is high in 2022 compared to 2021.

- As delays in flights increase average passenger score decreases.

- Ease of booking and in-flight Wi-Fi services scores have increased in 2022.

- Online booking, departure and arrival time convenience and in-flight Wi-Fi services have low satisfaction ratings.

# THANK YOU