

Airline Customer Satisfaction Analysis and Recommendations

Introduction

In the highly competitive airline industry, understanding and enhancing customer satisfaction is crucial for retaining passengers and ensuring long-term success. This report presents a comprehensive analysis of airline customer satisfaction, based on data collected from 129,880 passengers. The study aims to identify key factors influencing satisfaction, assess customer satisfaction, and provide actionable recommendations to improve the overall passenger experience.

The report is structured to offer detailed insights into various aspects of customer satisfaction, including overall satisfaction rates, customer retention, and satisfaction levels across different classes and travel types. Additionally, it highlights areas that require improvement and suggests targeted strategies to address these issues.

By leveraging data-driven insights, this report aims to help airline stakeholders make informed decisions that enhance service quality, boost customer satisfaction, and drive business growth. The recommendations provided are designed to address specific pain points identified in the analysis, ensuring a focused approach to improving the passenger experience.

Key Insights

1. Overall Passenger Satisfaction

- **Total Passengers:** 129,880
- **Satisfied Passengers:** 56,428
- **Satisfaction Rate:** 43.4%
- **Customer Type Breakdown:**
 - **First-time Customers:** 5,700 satisfied
 - **Returning Customers:** 50,728 satisfied
- **Travel Type Breakdown:**
 - **Business Travel:** 52,356 satisfied
 - **Personal Travel:** 4,070 satisfied

2. Customer Retention

- **Total Returning Passengers:** Over 106,100
- **Retention Rate:** 82%
- **Insight:** A high retention rate indicates strong customer satisfaction and trust in the airline's services.

3. Factors Contributing to Satisfaction

- **In-Flight Services:**
 - **Onboard Service:** High satisfaction
 - **In-flight Entertainment:** High satisfaction
 - **Seat Comfort:** High satisfaction
 - **Leg Room Service:** High satisfaction
 - **Baggage Handling:** High satisfaction
- **Areas for Improvement:**
 - **In-flight WiFi Service:** Needs improvement
 - **Online Booking:** Needs improvement
 - **Gate Location:** Needs improvement

4. Class-wise Satisfaction

- **Business Class:**
 - **No of Passengers:** 62,160
- **Economy Class:**
 - **No of Passengers:** 58,309
- **Economy Plus Class:**
 - **No of Passengers:** 9,411

5. Predicted Satisfaction Before and After Improvement(Areas for Improvement)

- **Average Predicted Satisfaction Before Improvement:** 1.43 (28.69%)
- **Average Predicted Satisfaction After Improvement:** 1.56 (31.20%)

Recommendations

1. Enhance In-Flight WIFI Service

- **Current Status:** Needs improvement
- **Recommendation:** Upgrade the quality and reliability of in-flight WiFi. Consider offering more data packages or free data to meet passenger expectations.

2. Optimize Online Booking Process

- **Current Status:** Passengers may be experiencing issues
- **Recommendation:** Simplify and streamline the booking process. Make the website more user-friendly and improve the mobile app. Gather feedback from passengers to identify specific pain points and address them.

3. Improve Gate Location Experience

- **Current Status:** Needs improvement
- **Recommendation:** Ensure that gate locations are clearly marked and easily accessible. Provide better signage and assistance to help passengers find their gates quickly and efficiently. Consider implementing digital wayfinding solutions to enhance the passenger experience.

4. Focus on Services Rated Below 3 Stars

- **Recommendation:** Identify specific areas in services rated below 3 stars and implement targeted improvements to enhance passenger experience.

Conclusion

The analysis shows that the airline has many satisfied and returning customers, but some areas need improvement. By focusing on aspects like in-flight WiFi, the online booking process, and gate location, the airline can increase customer satisfaction and retention rates. This structured approach provides valuable insights and actionable recommendations for stakeholders to make data-driven decisions, ultimately improving the passenger experience and business outcomes.