Capstone project proposal

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1. **Problem:** Improve quality performance by airline
2. **Client:** all airlines.

Help airlines to have a quantitative measurement of the most important features that may affect their overall rating, hence they have some direction on which to focus.

Potential new findings from text analysis to have more concrete actions when invest on improving these important features.

1. **Data:** scraped data from airlinequality.com and collected by <https://github.com/quankiquanki/skytrax-reviews-dataset>
2. **Outline approach:**
3. *Understand the strength of relationship between each features and overall rating for airlines*

I will do regression, ensemble tree…of overall rating on specific component ratings (seat comfort, cabin staff, food & beverage, inflight entertainment, ground sevice, wifi connection, value-money).

1. *Text analysis on some most important features that may affect overall rating*
2. *Combine with dataset for lounge and airport to see if the airlines can cooperate with the airport or make better choice of airport to improve their overall customer satisfaction*