

five star ratings			
0.24 Bagggage Rating	0.20 In-flight Wifi Ser...	0.22 Check-in Service...	0.23 Cleanliness Rating
0.23 Departure and A...	0.19 Ease of Online B...	0.23 Food and Drink ...	0.22 Gate Location Rating
0.23 In-flight Entertai...	0.25 In-flight Service ...	0.22 Leg Room Servic...	0.22 On-board Service R...

10

9411

10

avg. arrival delay (hours)

number of Customers

avg. departure delay (hours)

Select allBusinessEconomyEconomy Plus			
Customer ID	Aggregate Satisfaction Level	% Aggregate Satisfaction Level	
⊕ 12988	<div></div>	35	50.00%
⊕ 12987	<div></div>	52	74.29%
⊕ 12987	<div></div>	44	62.86%
⊕ 12987	<div></div>	50	71.43%
⊕ 12987	<div></div>	53	75.71%
⊕ 12987	<div></div>	50	71.43%
⊕ 12987	<div></div>	47	67.14%
⊕ 12987	<div></div>	47	67.14%

satisfaction rate by flight class

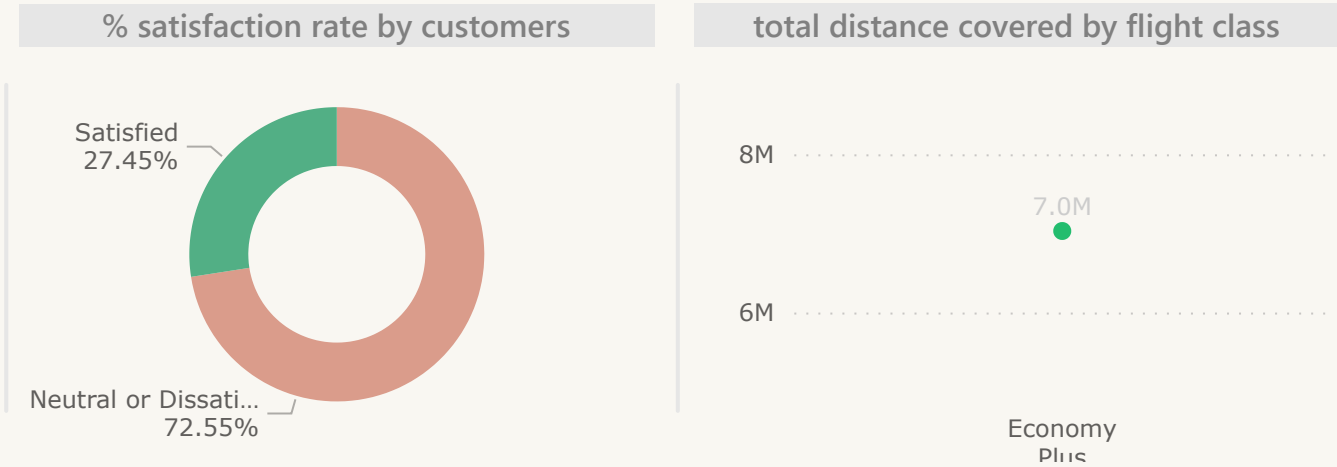
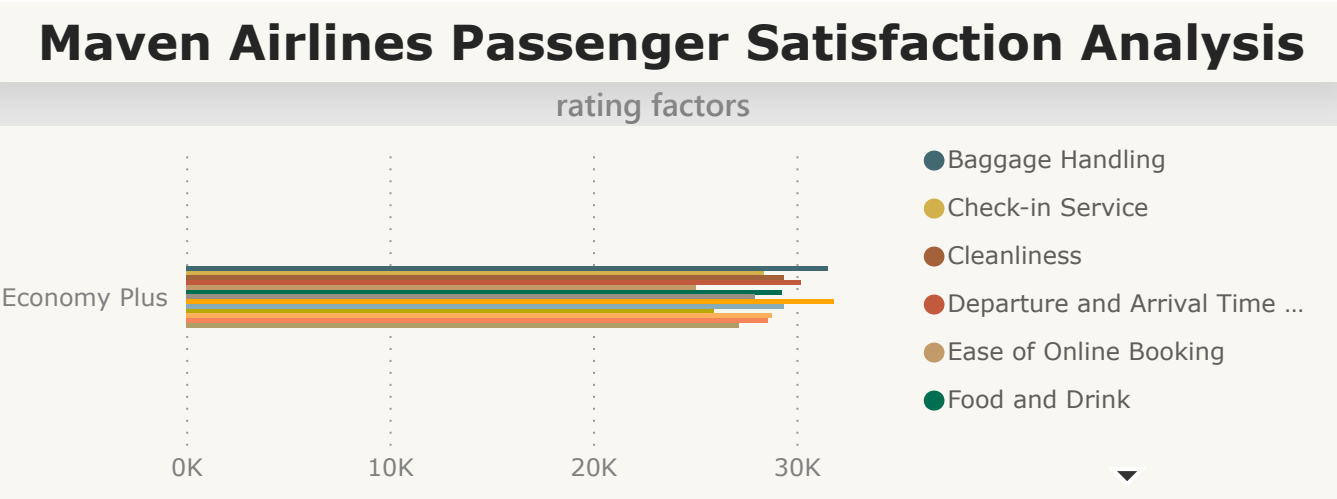
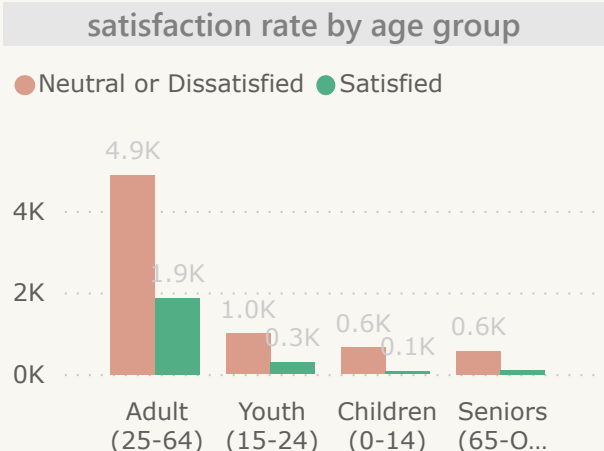
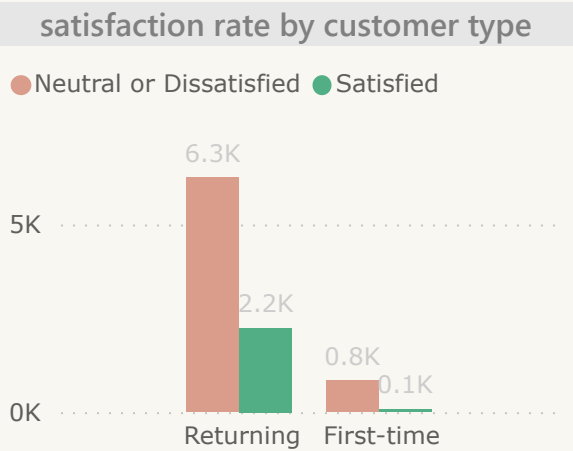
● Neutral or Dissatisfied

● Satisfied

7.1K

2.3K

Economy Plus



Recommendations

Emphasis needs to placed on providing an **all round quality service delivery** to the **Economic flight class** as this constitute a **larger proportion of their customer base**. it had the **highest neutral or dissatisfaction** rate in the flight class category.

More attention needs to be focused on improving services to **First-time passengers** as the difference between **neutral or dissatisfied passenger** and **satisfied passengers is 3times greater** that of Returning passengers. Moreover **first impression brings about increased customer loyalty**.

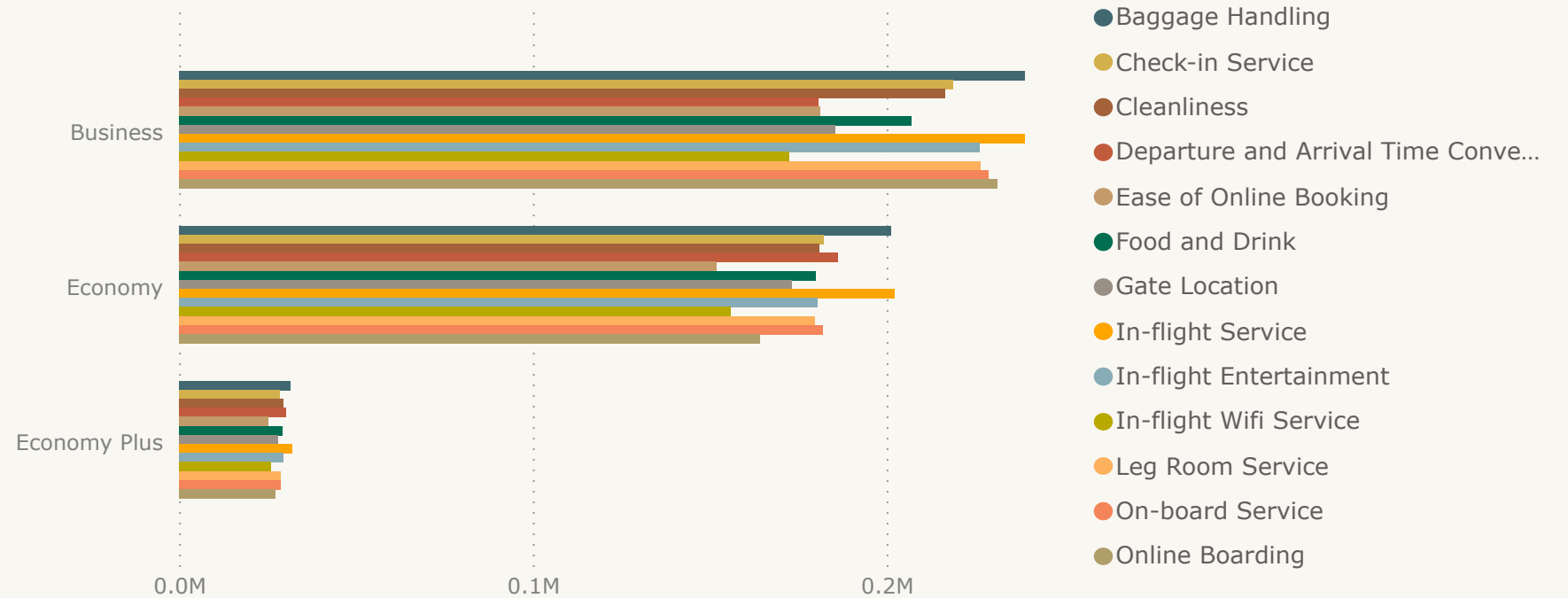
In general rating sectors with **performance below 3.0** needs to be improved with major major attention on **In-flight-wifi, Ease of online booking and Gate location**.

130K

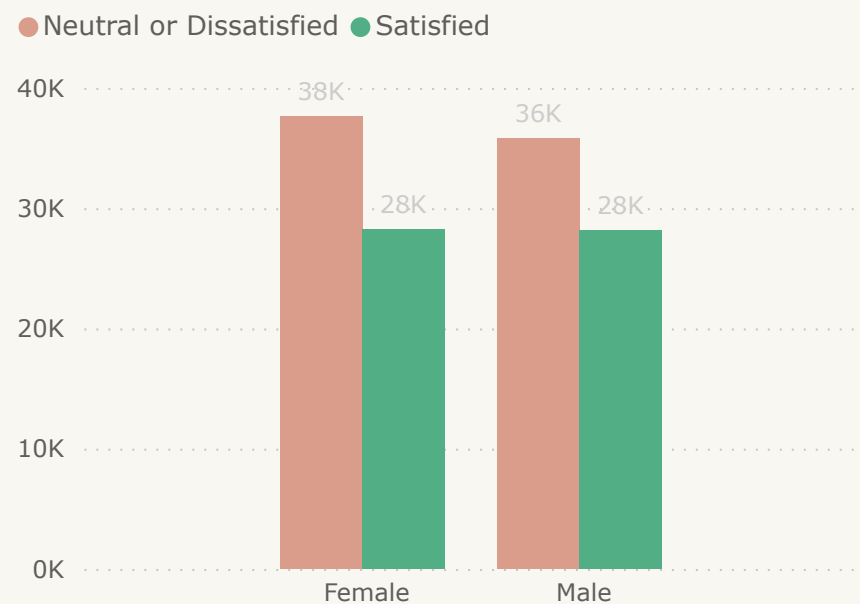
number of Customers

Customer ID	Aggregate Satisfaction Level	% Aggregate Satisfaction Level
⊕ 1	<div><div></div></div>	5477.14%
⊕ 2	<div><div></div></div>	5375.71%
⊕ 3	<div><div></div></div>	5578.57%
⊕ 4	<div><div></div></div>	5375.71%
⊕ 5	<div><div></div></div>	4970.00%
⊕ 6	<div><div></div></div>	5477.14%
⊕ 7	<div><div></div></div>	5984.29%
⊕ 8	<div><div></div></div>	5071.43%
⊕ 9	<div><div></div></div>	4158.57%
⊕ 10	<div><div></div></div>	5477.14%
⊕ 11	<div><div></div></div>	3245.71%
⊕ 12	<div><div></div></div>	3144.29%
⊕ 13	<div><div></div></div>	4868.57%
⊕ 14	<div><div></div></div>	5172.86%
⊕ 15	<div><div></div></div>	4158.57%
⊕ 16	<div><div></div></div>	5172.86%
⊕ 17	<div><div></div></div>	4665.71%
⊕ 18	<div><div></div></div>	4868.57%
⊕ 19	<div><div></div></div>	5578.57%
⊕ 20	<div><div></div></div>	3448.57%
⊕ 21	<div><div></div></div>	4260.00%
⊕ 22	<div><div></div></div>	3144.29%
⊕ 23	<div><div></div></div>	5578.57%
⊕ 24	<div><div></div></div>	5477.14%
⊕ 25	<div><div></div></div>	5680.00%
⊕ 26	<div><div></div></div>	6592.86%
⊕ 27	<div><div></div></div>	5680.00%
⊕ 28	<div><div></div></div>	4868.57%
⊕ 29	<div><div></div></div>	5882.86%
⊕ 30	<div><div></div></div>	5477.14%
⊕ 31	<div><div></div></div>	4057.14%

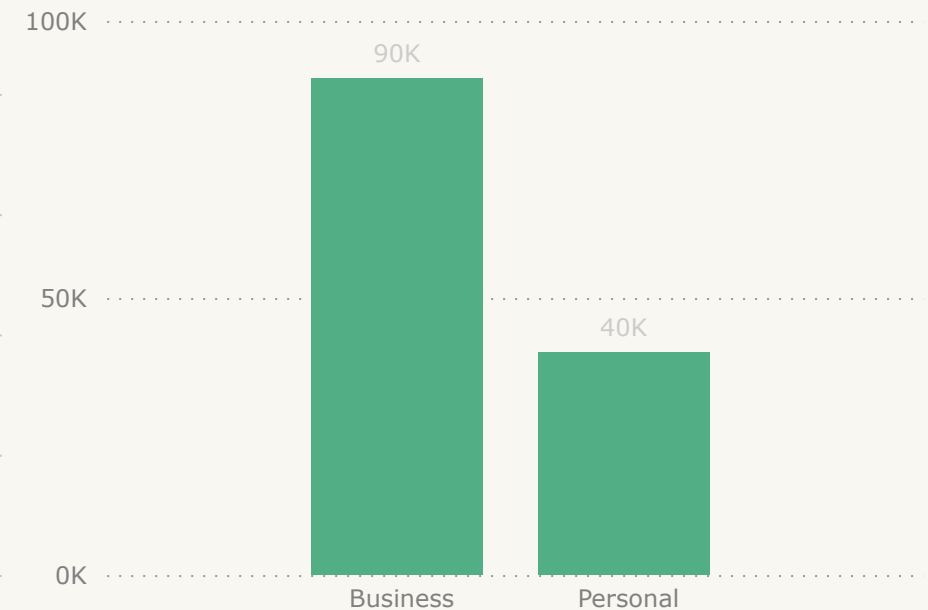
rating factors vs travel type



satisfaction rate by gender



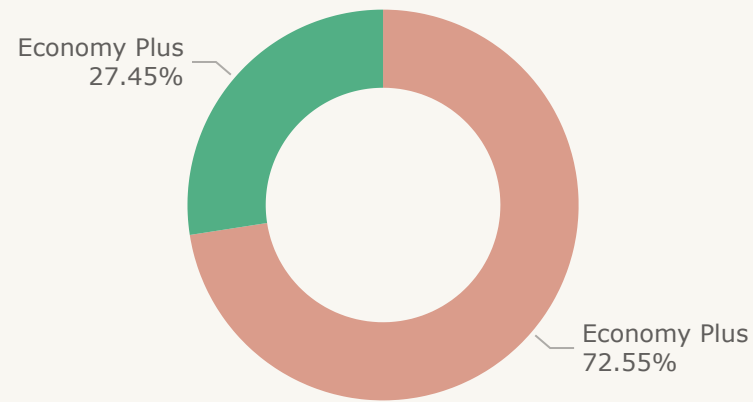
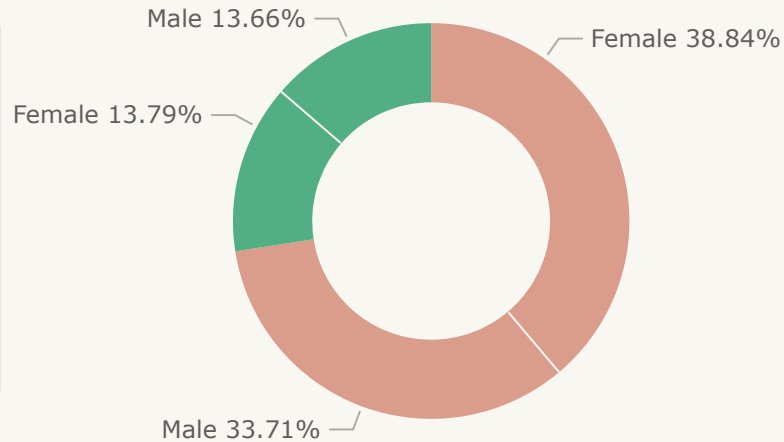
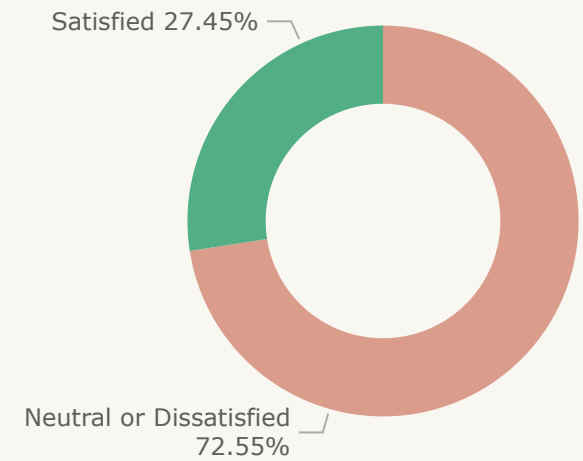
customers vs travel purpose



satisfaction rate by customers

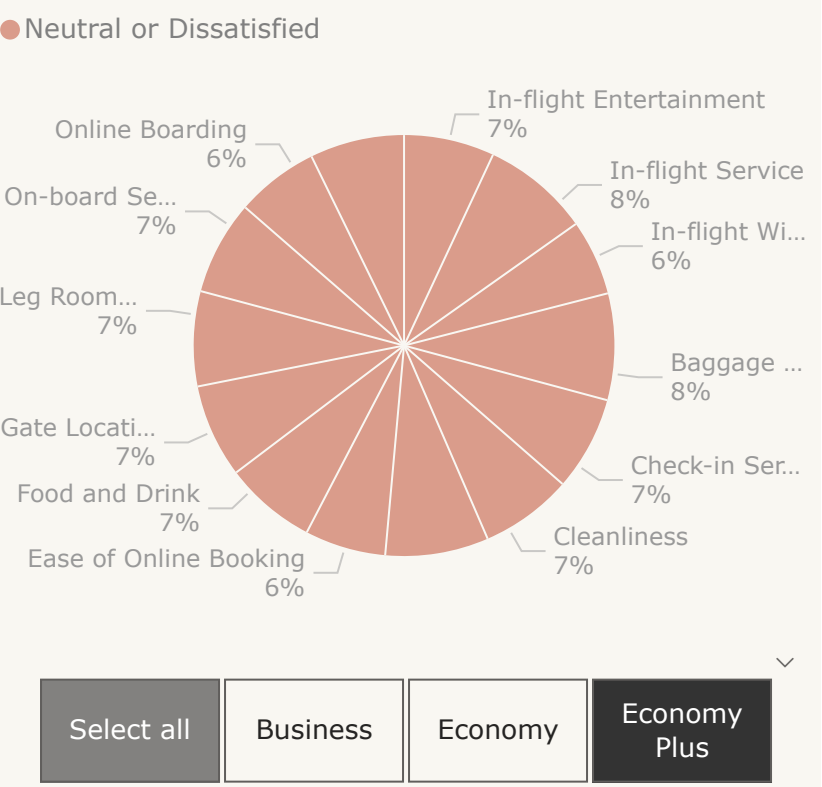
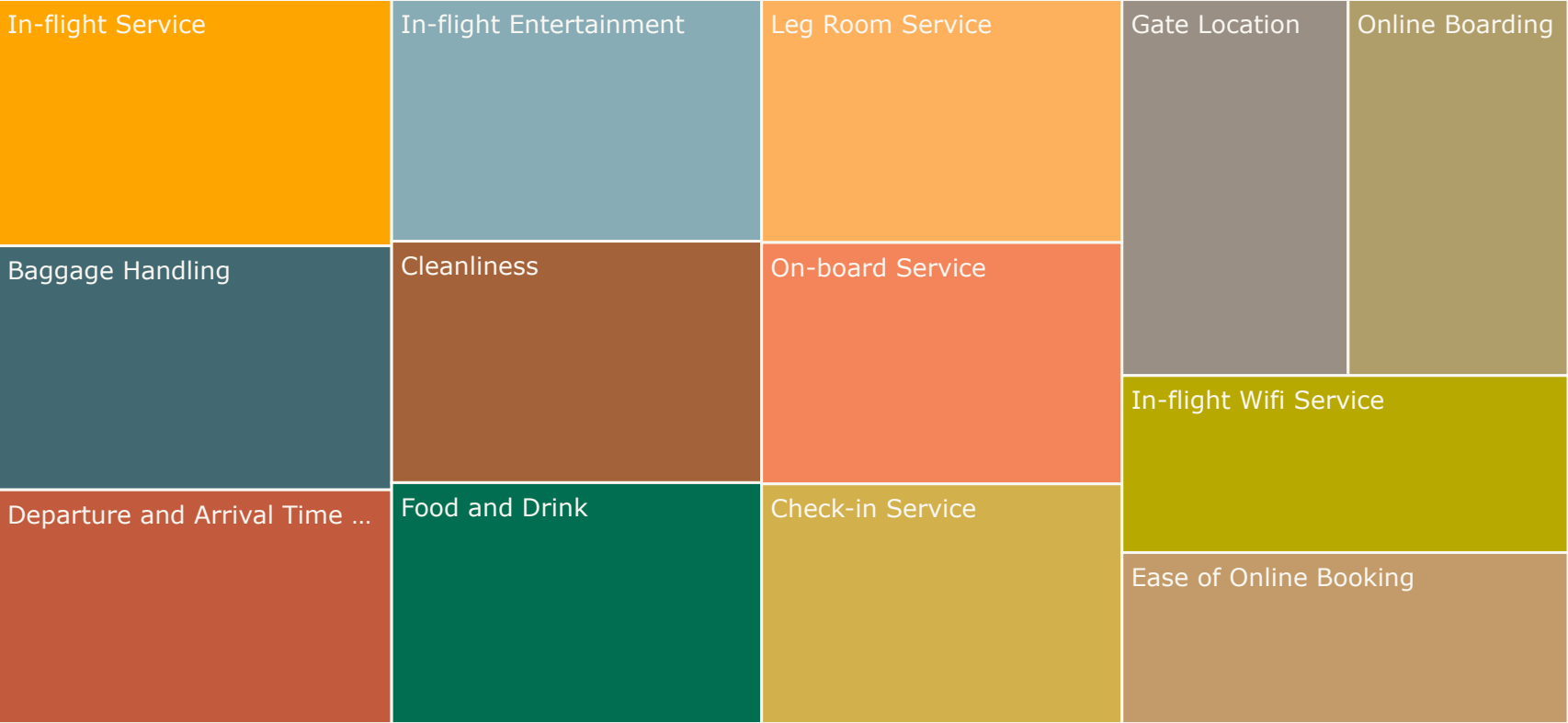
satisfaction rate by gender

satisfaction rate by flight class

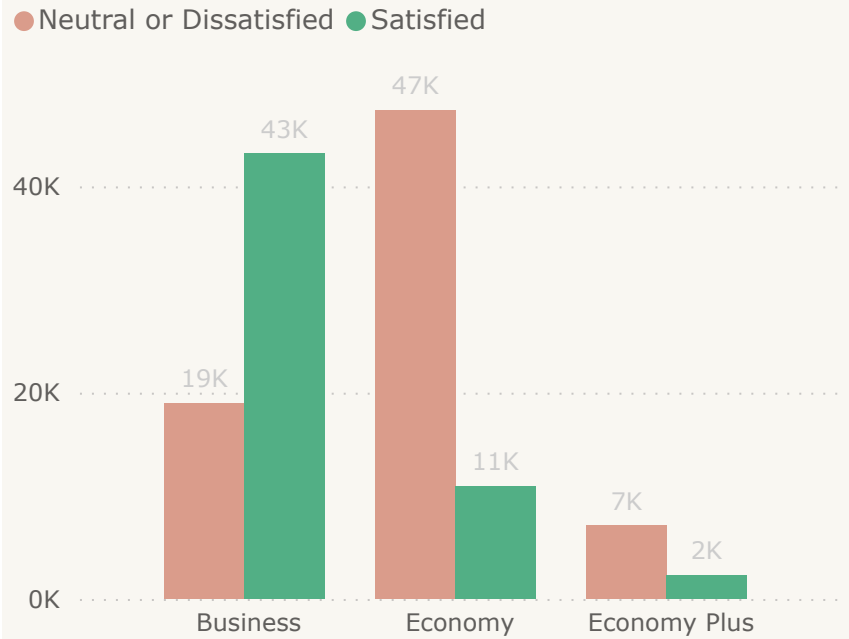


measurement rating categories levels

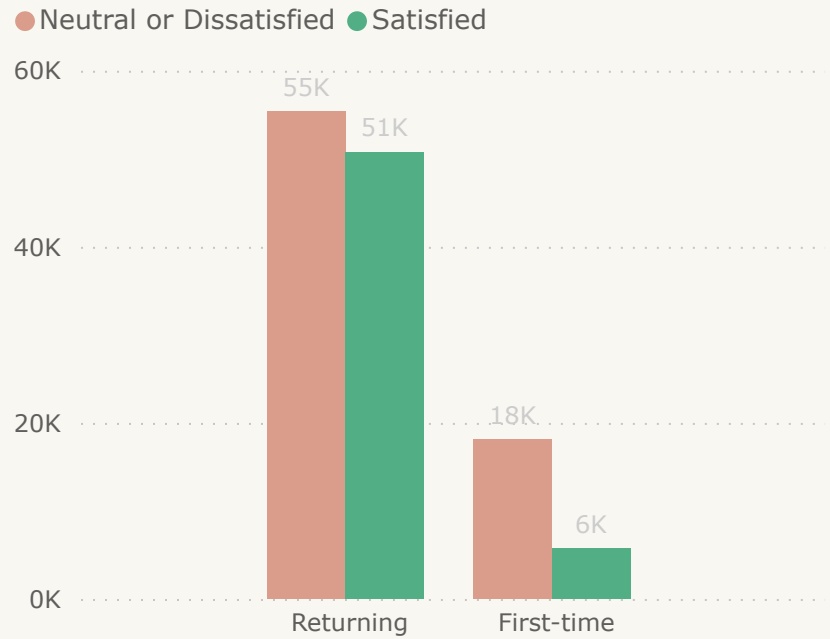
dissatisfaction level by category



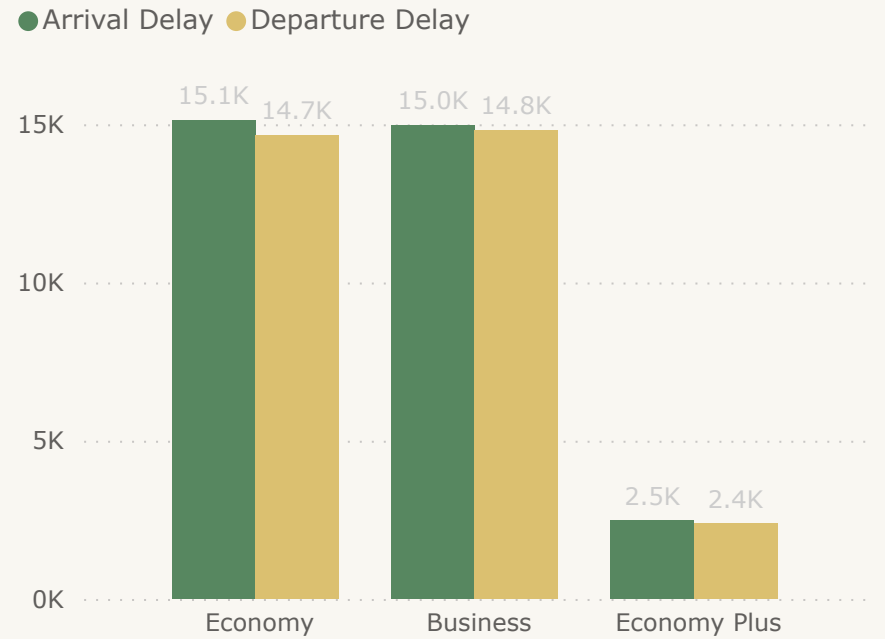
satisfaction rate by flight class



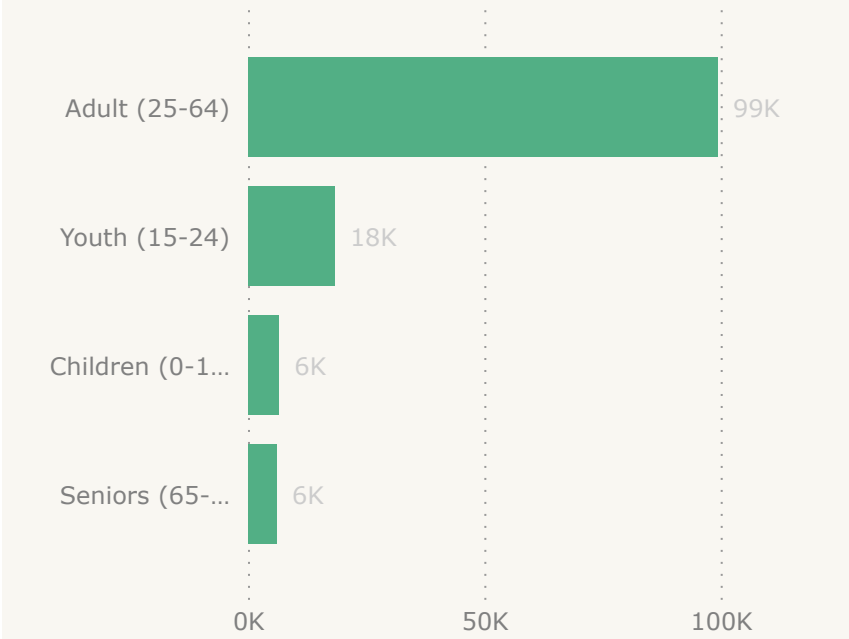
satisfaction rate by customer type



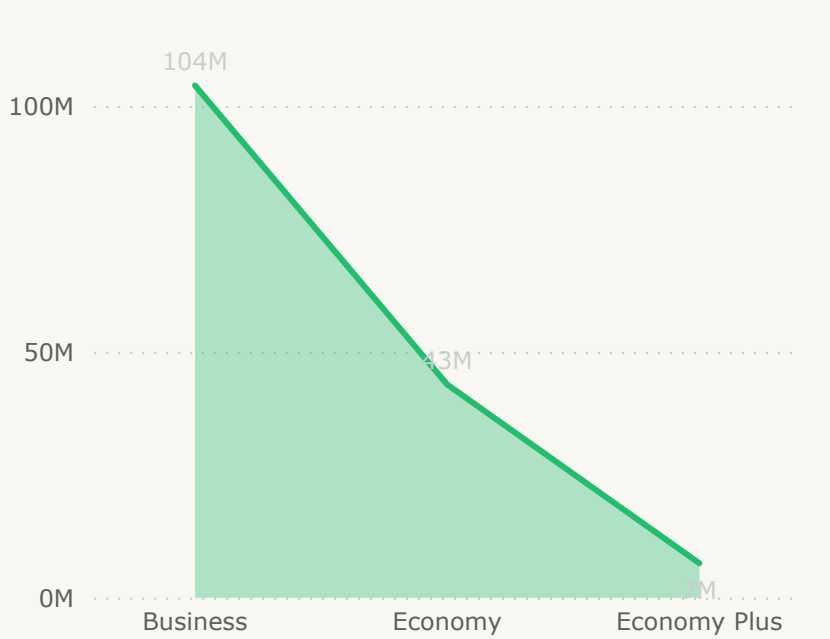
delay rate per hour



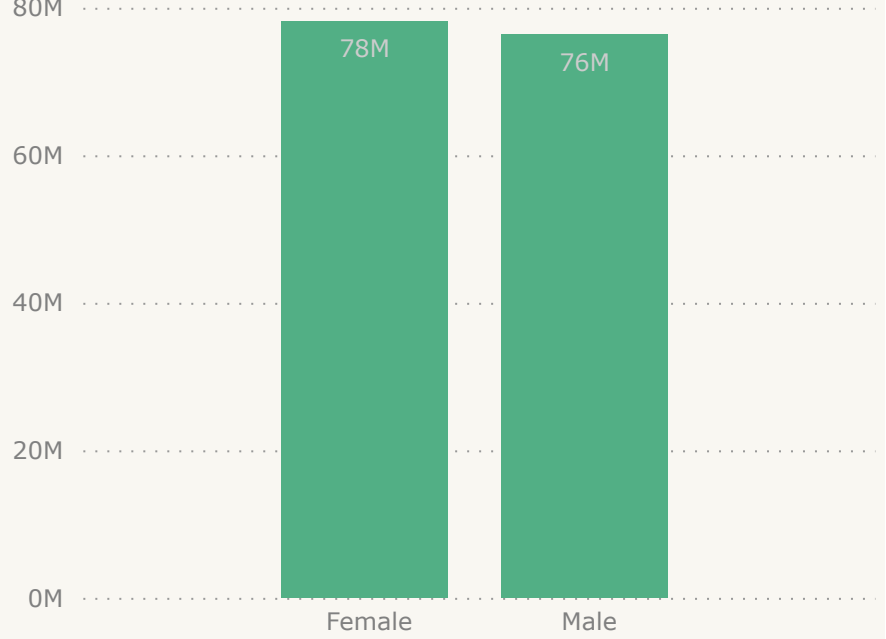
satisfaction rate by age group



Distance covered by flight class



distance covered by gender

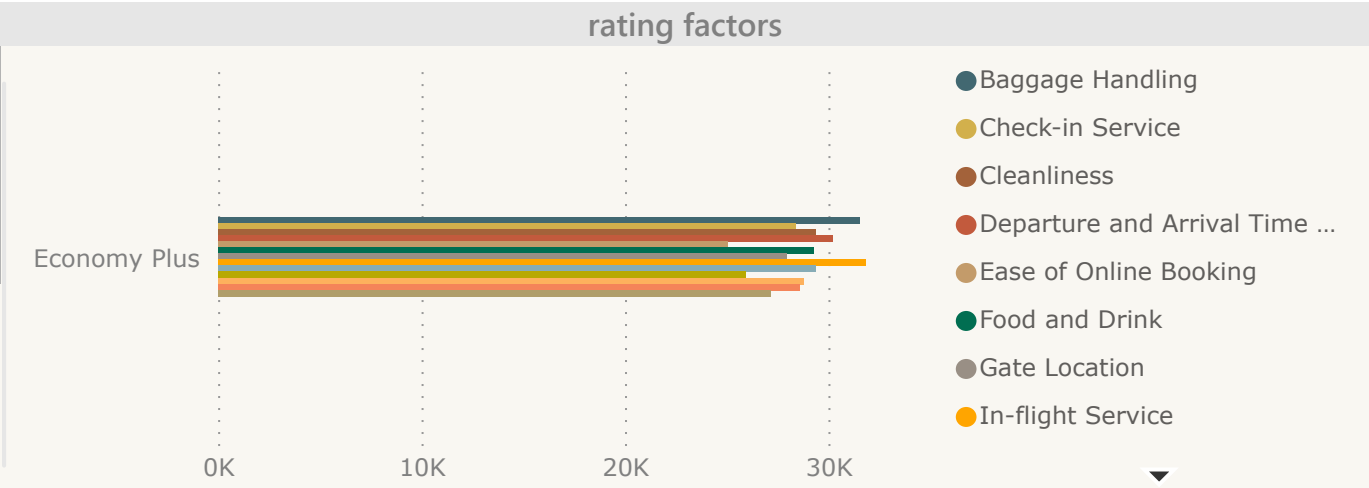


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9411

number of Customers

Select all	Business	Economy	Economy Plus
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Customer ID	Aggregate Satisfaction Level	% Aggregate Satisfaction Level
24	54	77.14%
94	32	45.71%
95	37	52.86%
96	41	58.57%
97	34	48.57%
176	43	61.43%
177	33	47.14%
178	44	62.86%

