A large commercial airplane is seen through a large window of an airport terminal. The plane is in flight, slightly angled towards the right. The window is divided into several panes. In the foreground, rows of empty airport-style seats are visible, receding into the distance. The overall lighting is warm, suggesting a sunset or sunrise.

AIRLINE SATISFACTION CUSTOMER ANALYTICS USING PYTHON

Usman Khan

Metro College of Technology

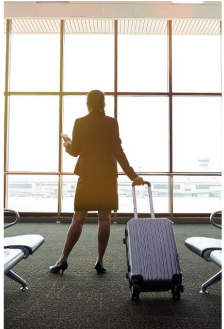


DATA I HAVE...



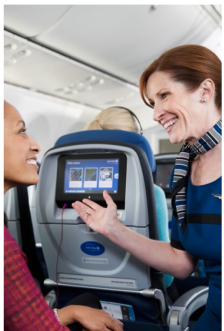
130,000 Customers

- 23 Columns
- Year 2015



Main Data

- Satisfied /Dissatisfied
- Loyal/ Disloyal
- Type of Travel – Bus, Personal
- Type of Travel



Other Data

- Delay in Arrival & Departure
- Online Boarding
- Inflight WiFi Service
- Ease of Online Booking
- Online Boarding

ANSWERS I NEED...

What is important satisfaction or loyalty?

Who is satisfied and loyal?

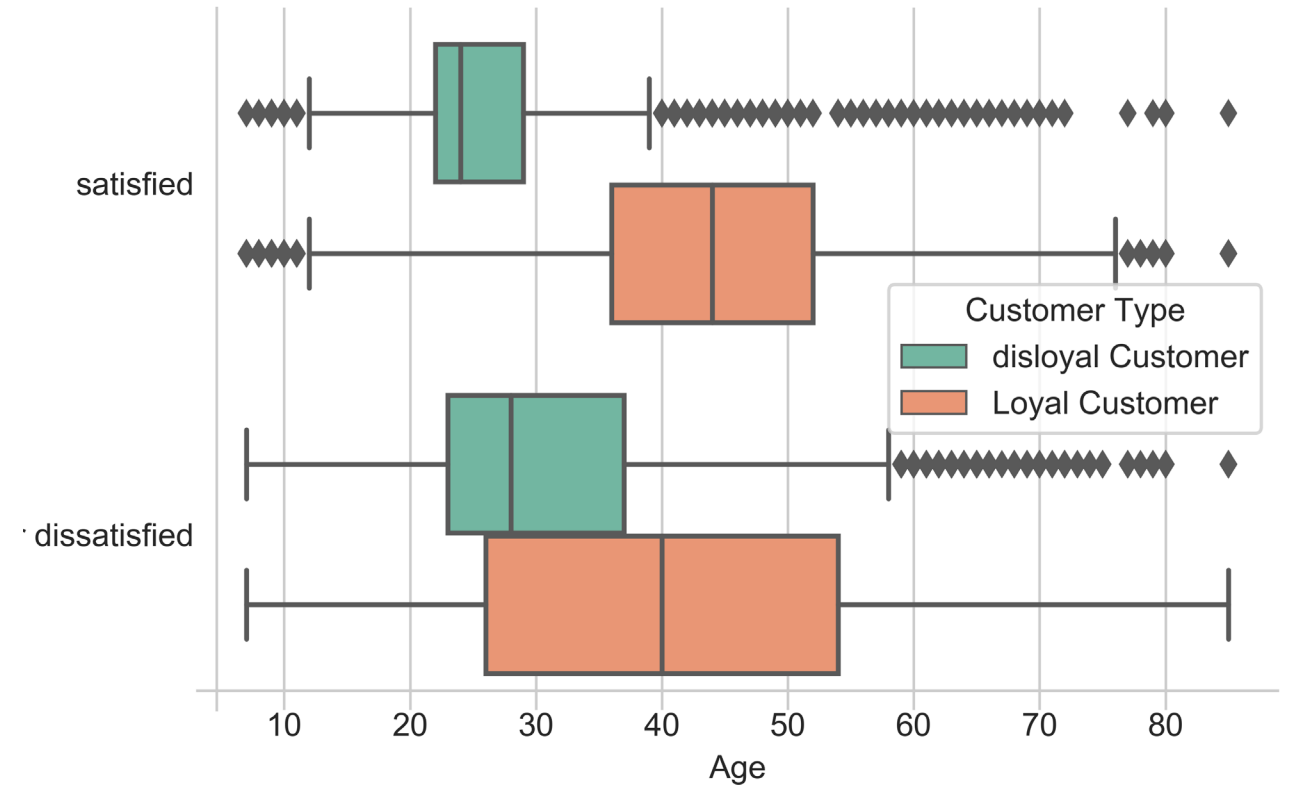
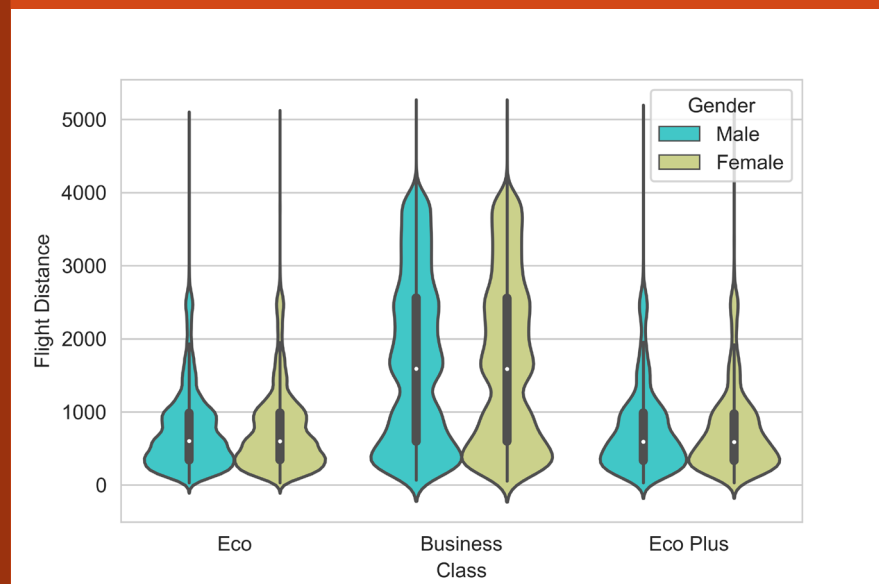
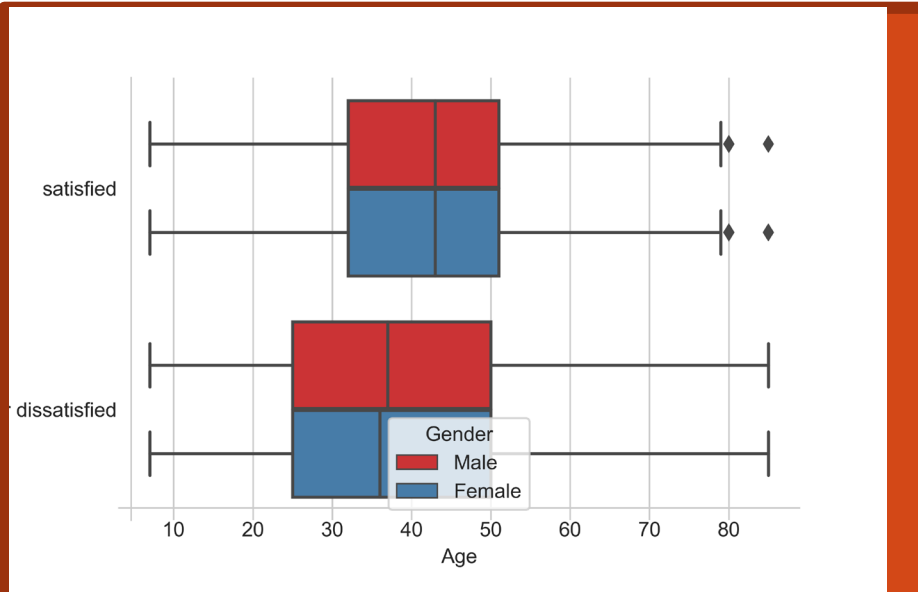
How to make others satisfied & loyal?

Takeaway:

- Sufficient data for the analysis
- Answers would provide us the actionable insights



WHAT IS IMPACTFUL?

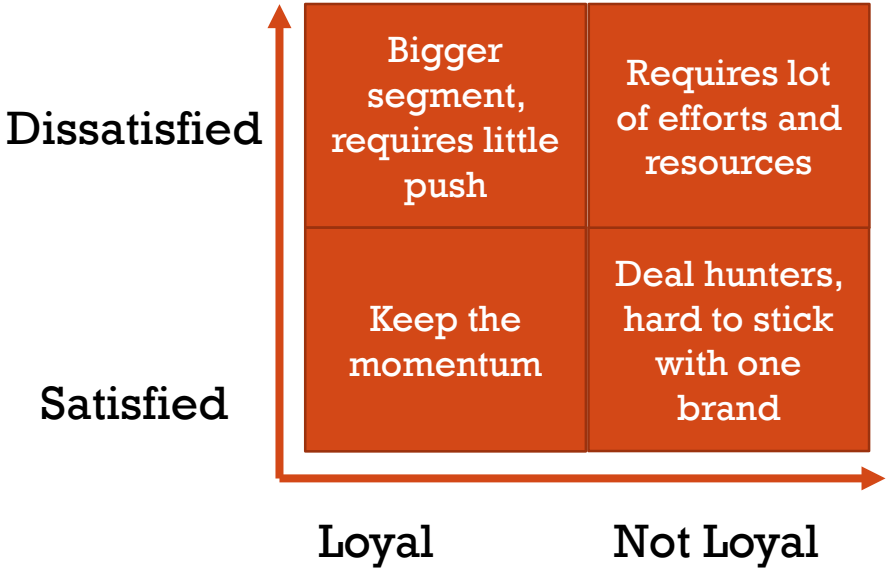
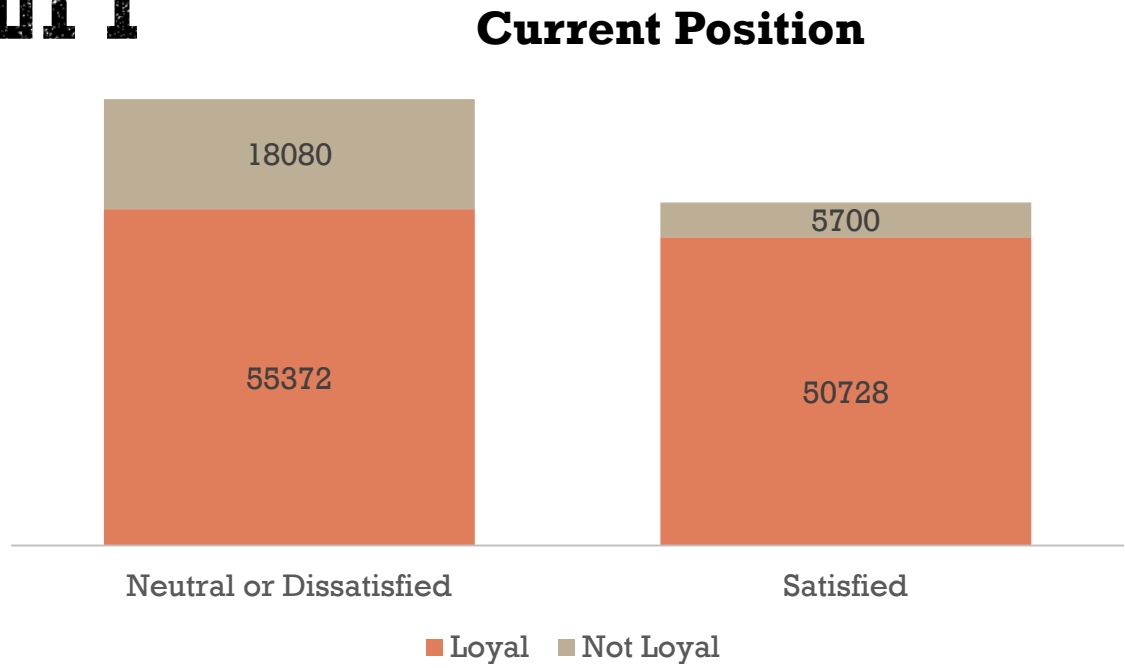
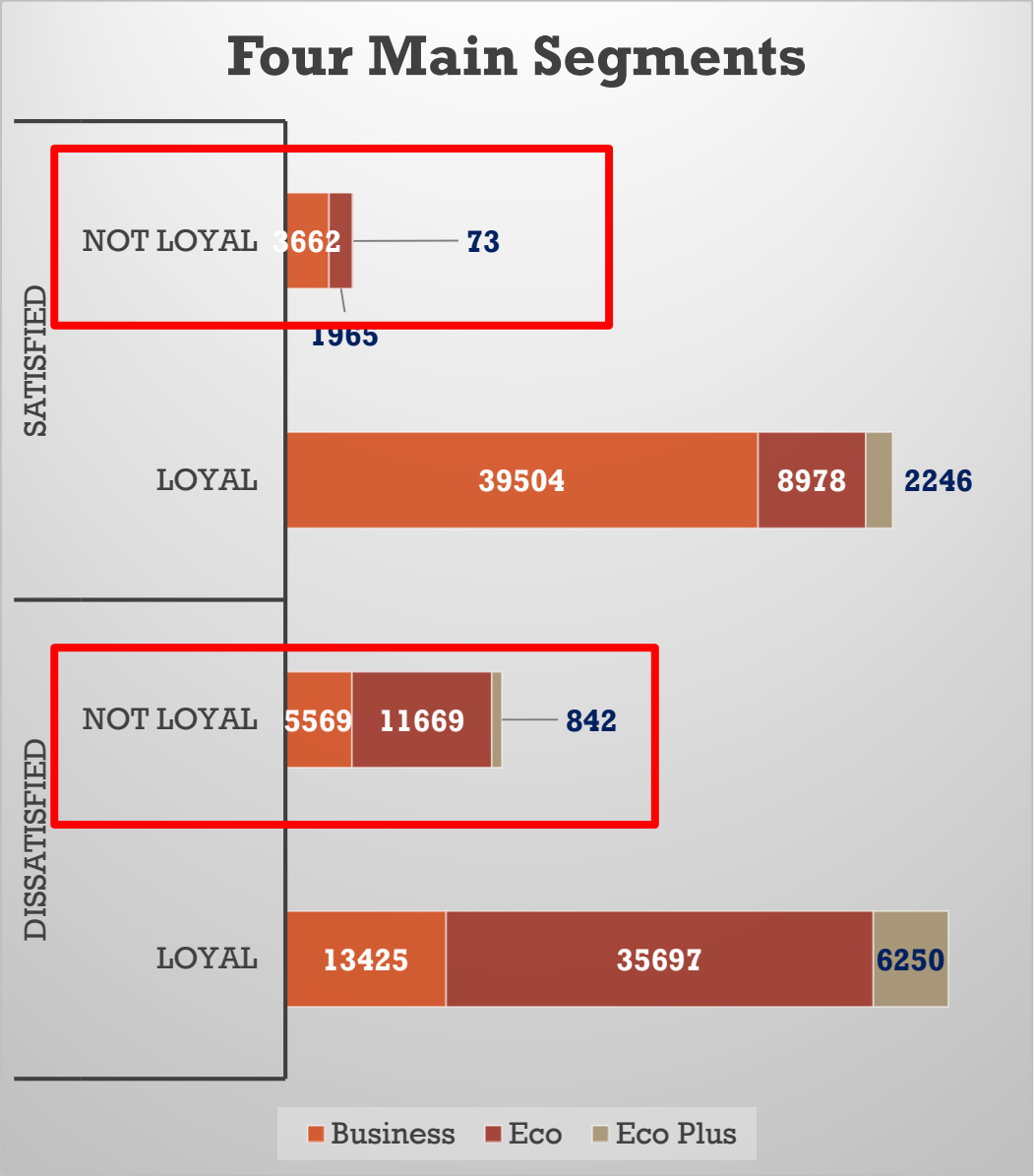


Takeaway:

- Gender is not an important factor
- Age is an important factor



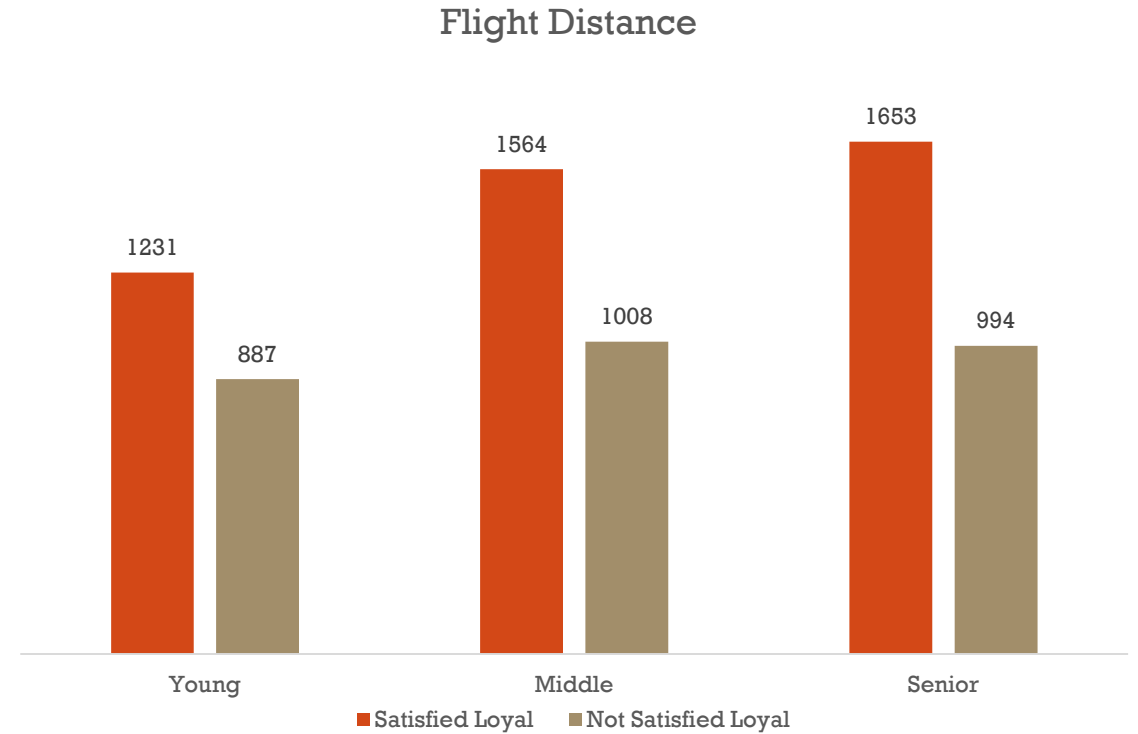
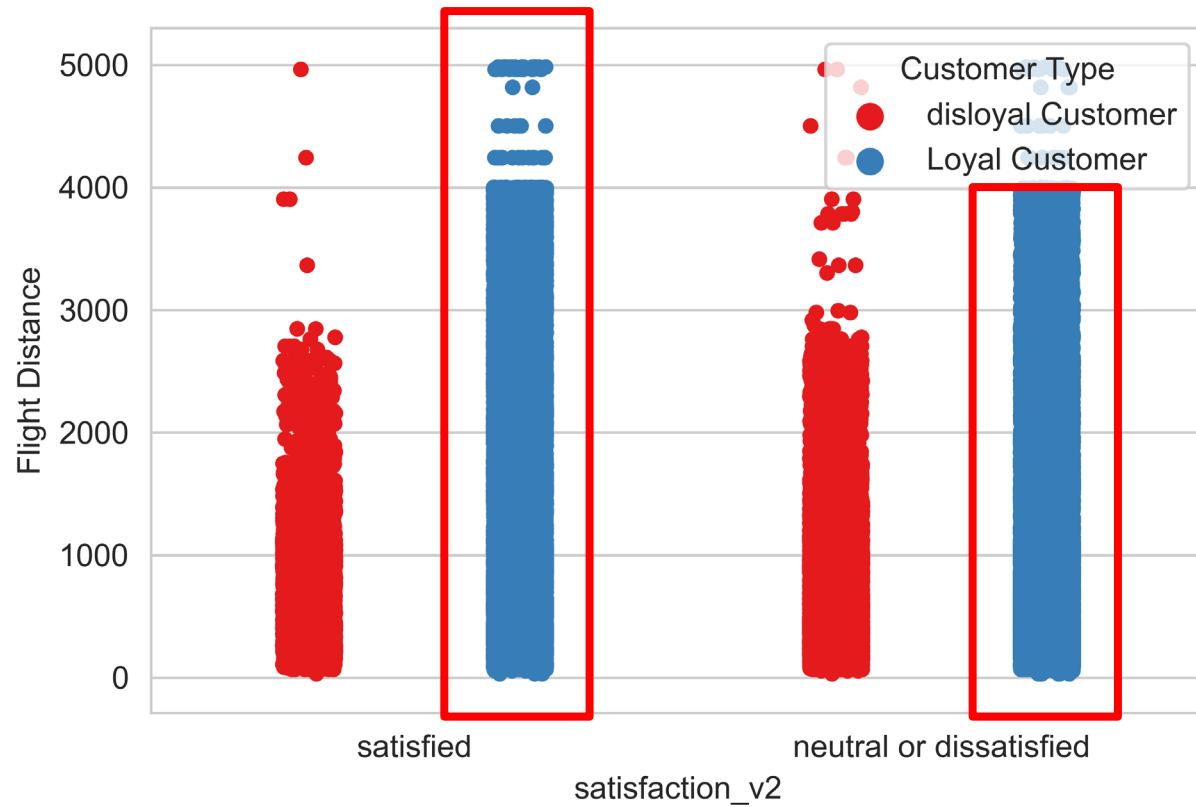
SATISFACTION VS LOYALTY



- Takeaway:**
- Satisfaction is attitude & event-based
 - Loyalty behavioral and long-term
 - So, change attitude to change behavior



WHO IS SATISFIED AND LOYAL?



Takeaway:

- Loyal & satisfied or disloyal & dissatisfied are important
- Senior and middle age groups travel the most



HOW TO MAKE OTHERS SATISFIED AND LOYAL?

Age Segment	Previous Customer Status	Factor	Difference	New Customer Status
Young Age	Satisfied	Departure Delay in mins	9 mins	Dissatisfied
		Arrival delay in mins	10 mins	
Middle Age	Satisfied	Departure Delay in mins	5 mins	Dissatisfied
		Arrival delay in mins	5 mins	
Senior Age	Satisfied	Inflight Wifi Service	1.8 points (rating)	Dissatisfied
		Ease of Online Booking	1.4 points (rating)	
		Online Boarding	1.0 points (rating)	
		Inflight Service	1.0 points (rating)	



THANK YOU ☺

