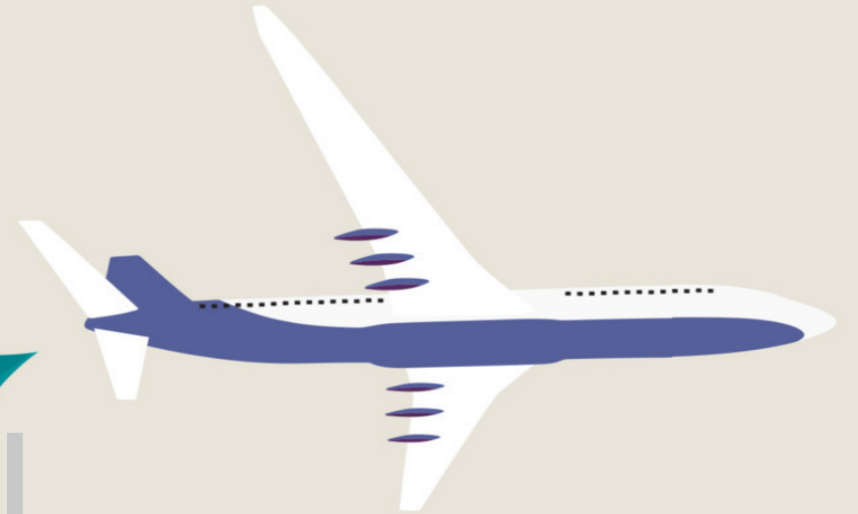


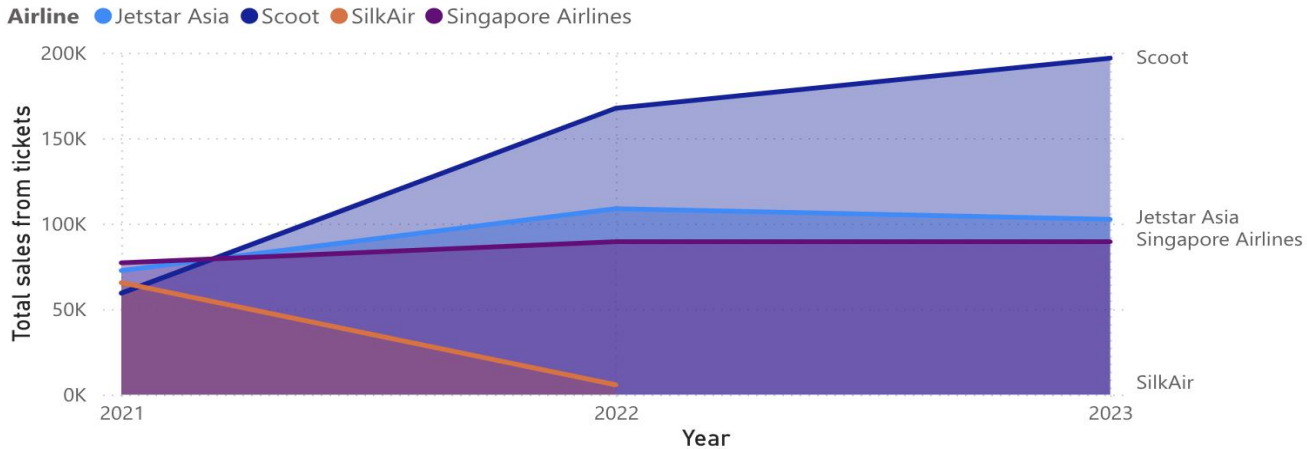
Air Traffic

For this project, I will be analysing Singapore's air traffic data to address customers' valuable feedback as well as gain insights of their preferences. Ultimately, our main goal is to identify ways to improve and progress, while also ensuring a pleasant customer experience.

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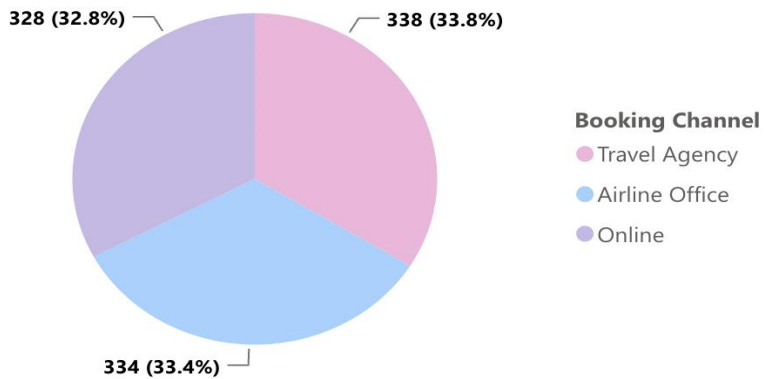
The progress of each airline over the years
PROFITS VIA TICKET SALES



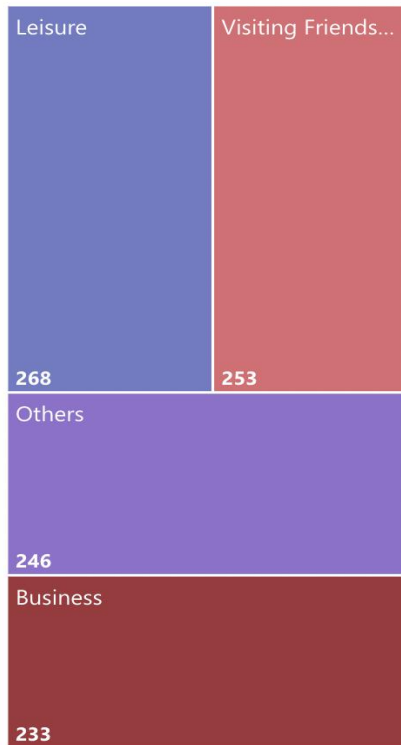
Inflight Service Rating



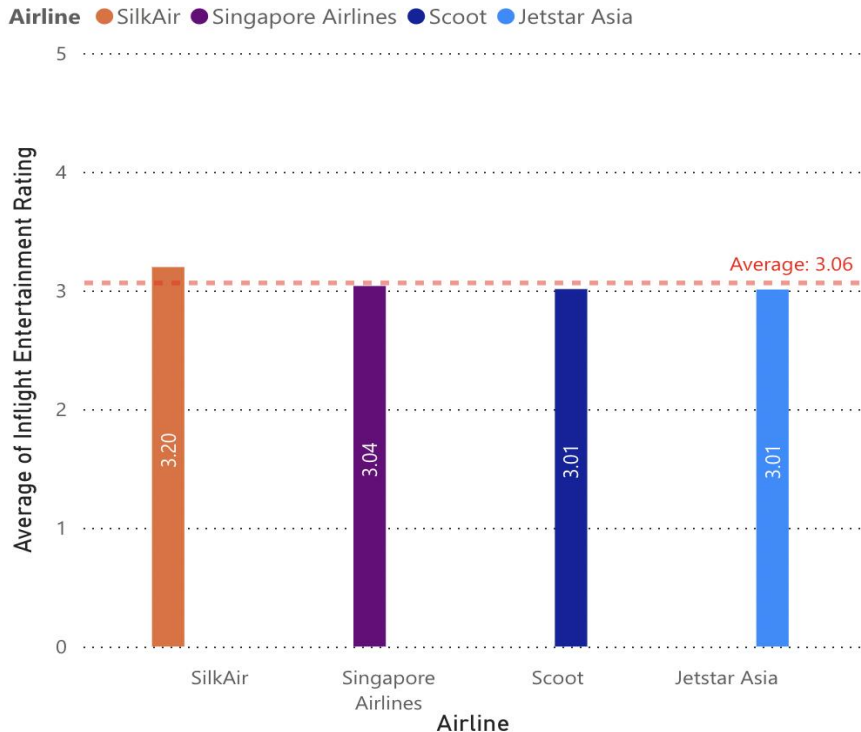
Type of booking channel



Reasons for travel



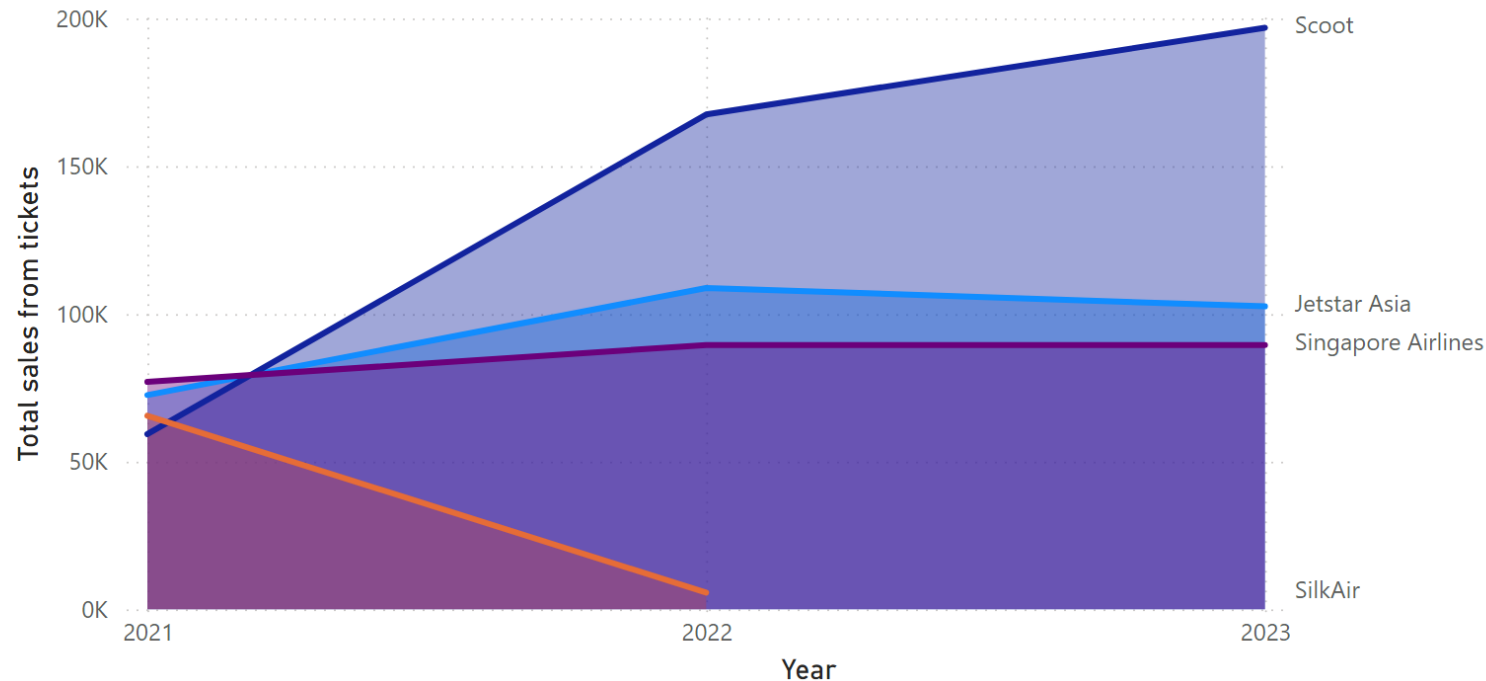
Inflight Entertainment Rating
EXCLUDING BUDGET CARRIERS



Progress over the years

Profits over the years for the different airlines

Airline ● Jetstar Asia ● Scoot ● SilkAir ● Singapore Airlines



Airline	2021 Profit	2022 Profit	2023 Profit
Scoot	59,301.23	167,475.33	196,808.46
Jetstar Asia	72,537.43	108,750.16	102,527.52
Singapore Airlines	77,009.73	89,443.17	89,418.71
SilkAir	65,475.49	5,688.18	0.00
Total	274,323.88	371,356.84	388,754.69

SilkAir starting ceasing operations in 2021 and merged with **Scoot** & **Singapore Airlines**.

After **SilkAir's** closure, most of its customers patronised **Scoot** over **Singapore Airlines**. This resulted in a significant increase in profit for **Scoot** since 2021.

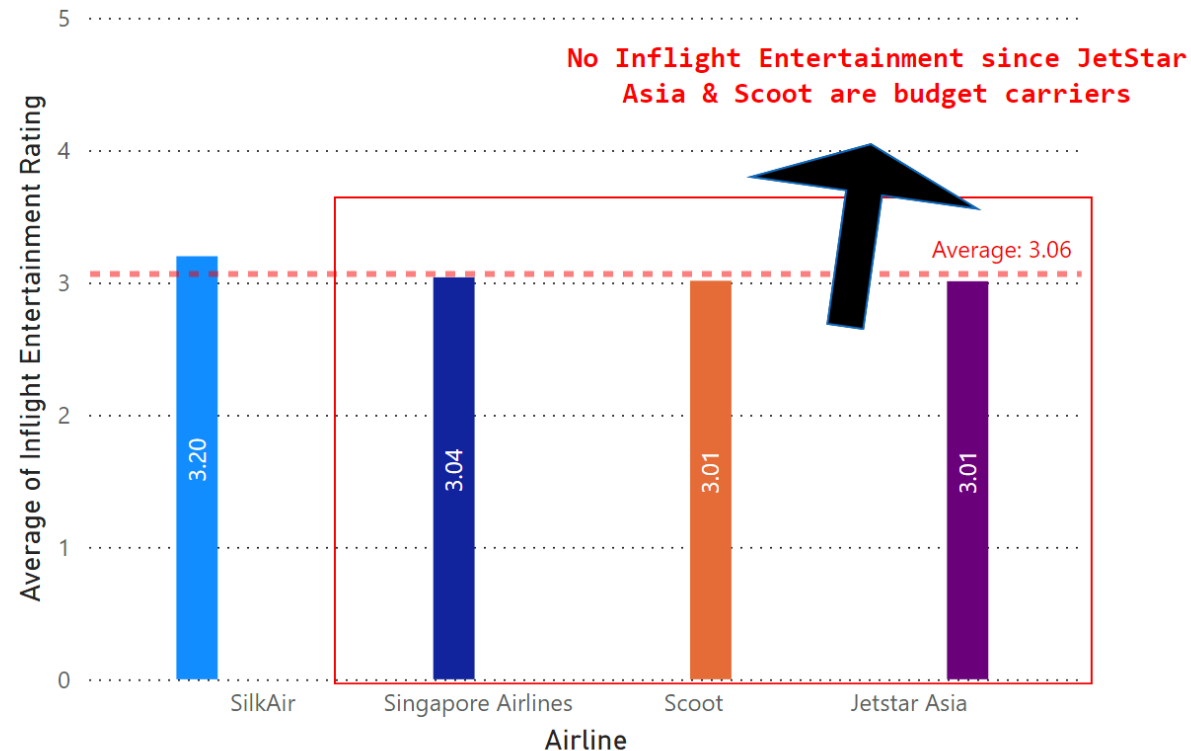
Singapore Airlines continues to maintain consistent profit since 2021. However, its progress is rather stagnant as compared to the rest.

Overall, **JetStar Asia** has also been very consistent in its profits. It has shown major improvements in profit after 2021.

Customer Feedback on Inflight Service and

Average of Inflight Entertainment Rating by Airline

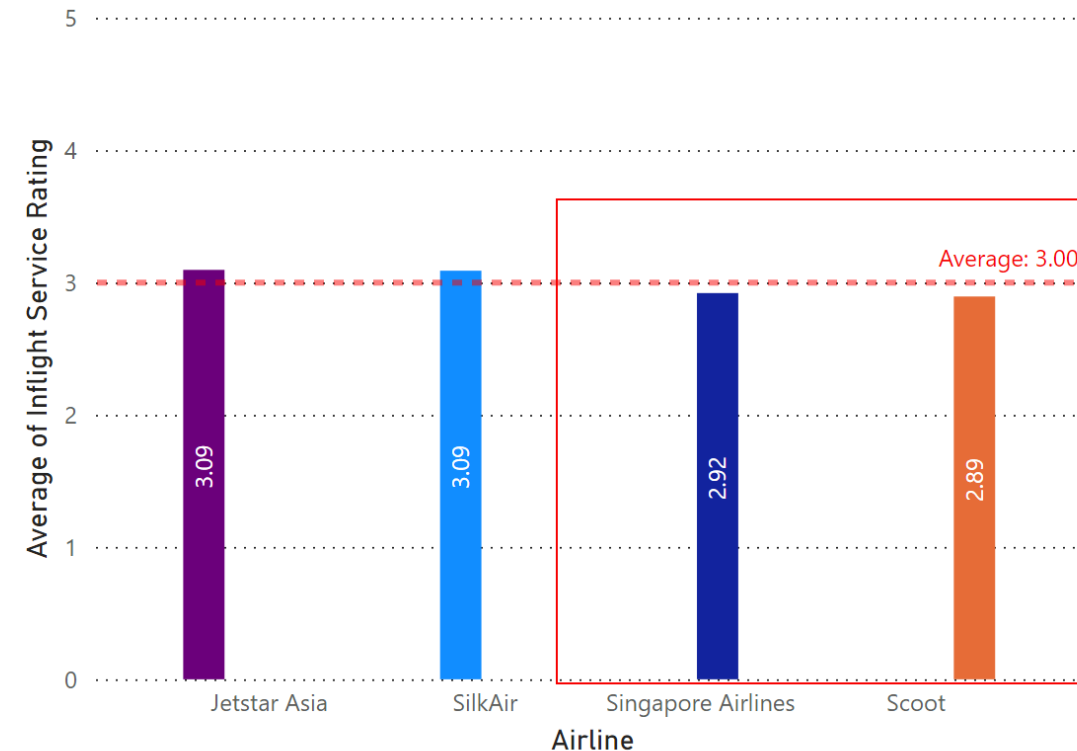
Airline ● SilkAir ● Singapore Airlines ● Scoot ● Jetstar Asia



Singapore Airlines, Scoot and JetStar Asia have below average ratings for their Inflight Entertainment

Average of Inflight Service Rating by Airline

Airline ● Jetstar Asia ● SilkAir ● Singapore Airlines ● Scoot



Singapore Airlines and Scoot have below average ratings for their Inflight Service

Recommendation #1 : Improving on feedback

Singapore Airlines:

Singapore Airlines requires major improvement because, despite not being a budget carrier and in fact one of the best airlines in the world, it has consistently shown below average ratings for inflight entertainment and service. I suggest:

- Adding a wide range of movies and songs suitable for both young and old
- Invest in high quality screens and better headphones to improve browsing experience
- Training employees who are not performing up to standards

Average ticket price for each airline:

JetStar Asia:

JetStar Asia is performing well in terms of inflight services. However, its profits are not progressing at a good pace and this may be due to high ticket prices. Despite being a budget carrier, its tickets are priced the highest amongst the 4. This can be improved by bringing the average cost down by 5% to attract more customers.

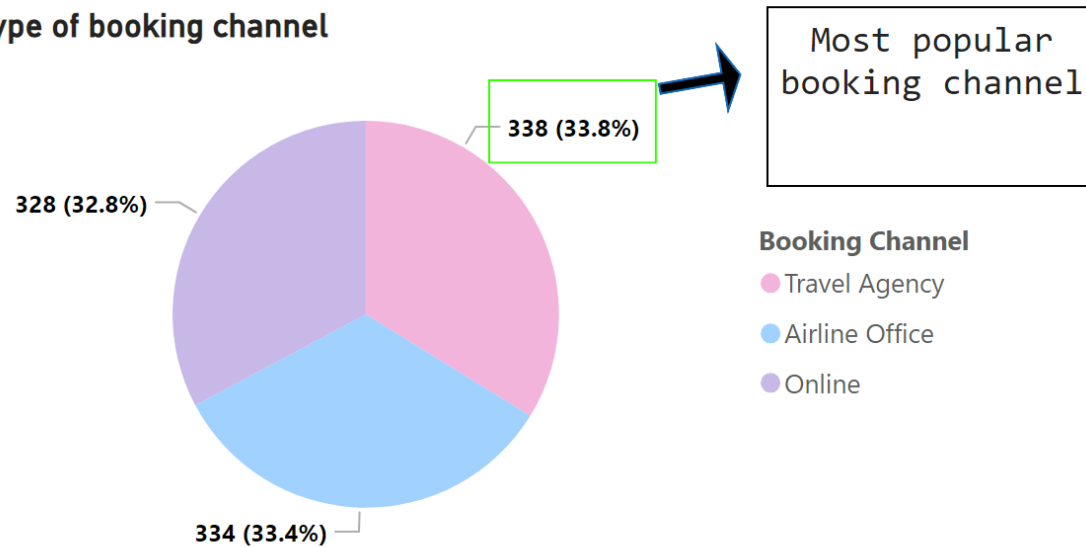
Airline	Average Ticket Price
Jetstar Asia	1,043.44
Singapore Airlines	1,040.13
Scoot	1,038.20
SilkAir	961.67
Total	1,034.44

Scoot:

Scoot has shown significant progress within the past year. But, it can be even better if they improve their inflight services. This can be done by sending underperforming employees for training or even providing amenities kit for long haul flights.

Identifying Customer Preferences

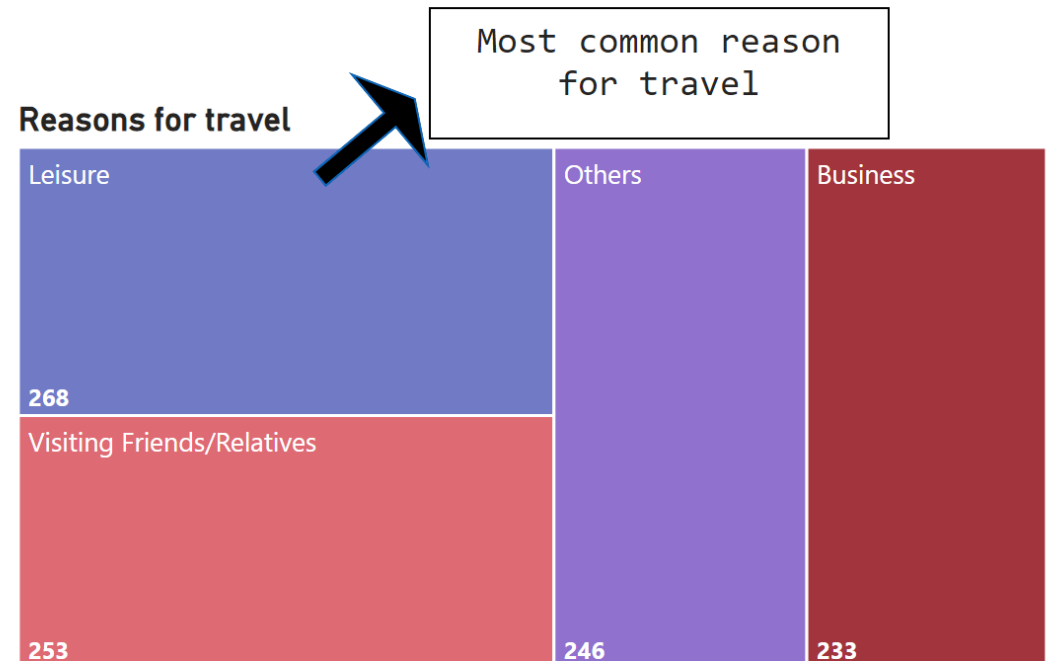
Type of booking channel



The most common reason for travel is **Leisure**. Many Singaporeans travel overseas as a way to escape reality, bond with family and in general, take a mental breather to re-energise oneself.

The most popular type of booking channel customer purchase from is **Travel Agencies** such as for instance, the ChanBrothers. This could be because travel agencies offer hassle-free travel packages, providing customers with a convenient way to travel without the pressure of planning.

Reasons for travel

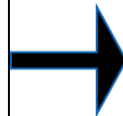


Recommendation #2 : Adjusting marketing strategy to better target customer preferences

From the previous slide, we found out that the most common reason for travel is leisure which makes sense as to why the most popular form of booking channel is travel agencies. Therefore, I suggest:

- .Promoting our airlines on travel magazines, travel agency platforms (E.g WanderLust)
- . Offer sales / discounts on air tickets should customers book through travel agencies

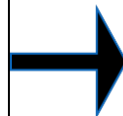
We have identified that most of our customers are aware of us through travel agencies.



Leverage on this fact and primarily focus on promoting ourselves through this channel.

- .Run campaigns which focuses on popular tourist destinations

We have identified that most of our customers travel for leisure purposes.



Running campaigns which sheds light on popular tourist destinations can attract people to take more leisure trips with us.

Conclusion & References

In conclusion, I have used the data provided to find out the different airlines' progress over the past years, customers' feedback as well as identified customers' preferences. By getting an overview of the different airlines' progress along with customers' feedback, we identified areas which we could work on, such as pricing and inflight services, in order to continue providing customers with a pleasant flying experience. Furthermore, by leveraging a better understanding of customers' preferences, we can refine our marketing strategy in order to remain competitive within the travel industry.

References:

- . <https://mothership.sg/2021/02/silkair-merge-sia/>
- . <https://www.ttgasia.com/2020/04/30/8-in-10-singaporeans-tap-into-vacation-memories-to-relieve-work-stress-expedia/>
- . <https://www.todayonline.com/singapore/8-10-sporeans-intend-travel-japan-2012741>