



Home Flight



British Airways

# Analysis of successful bookings

Search Destination

Find Flight



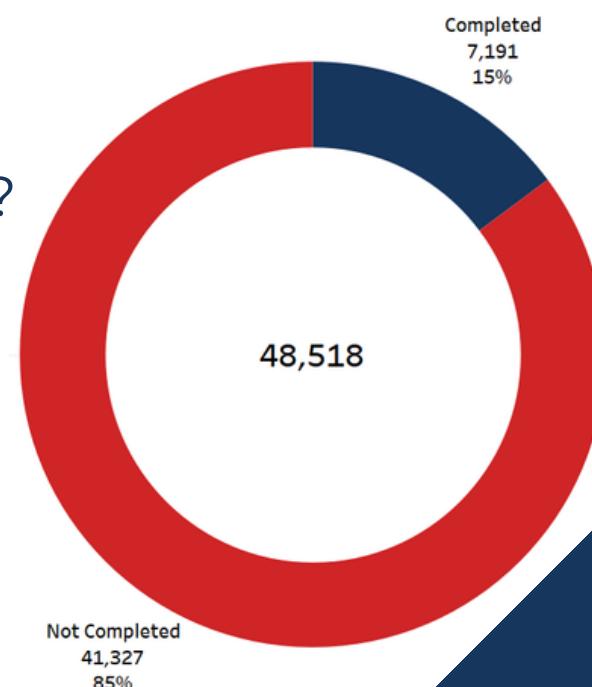
Data provided by British Airways shows very poor rate of completed bookings.

# Why only 15% of bookings are confirmed by customers?

What factors influence successful bookings and what could be done to improve conversion rates?

## Analyses include:

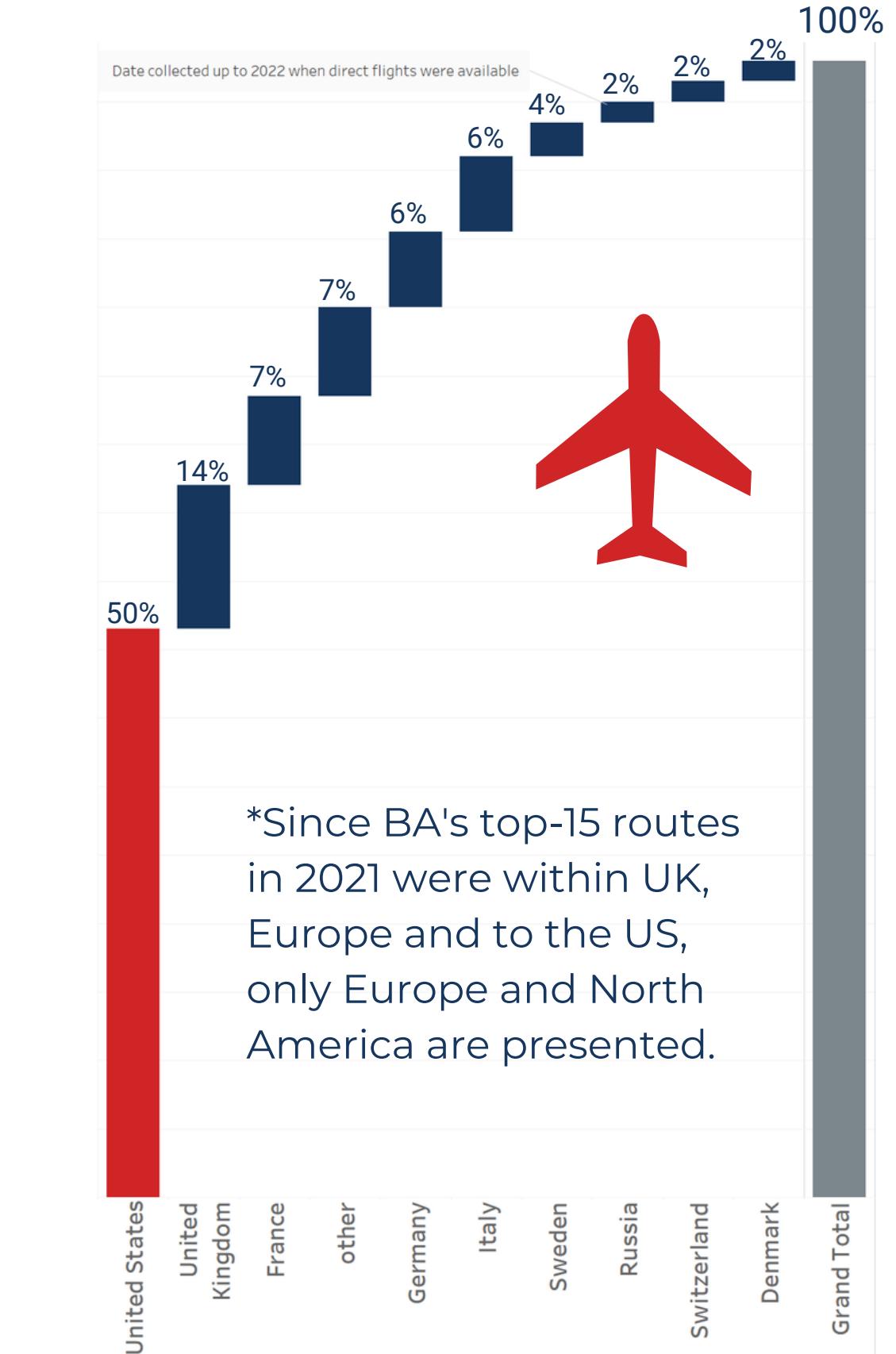
- Customer preferences
- Customer reviews
- Competitors analyses





# Some booking statistics

Where do most bookings come from?



What type of flight is booked?

- ✓ Round Trip: 99%
- One way or circle: 1%

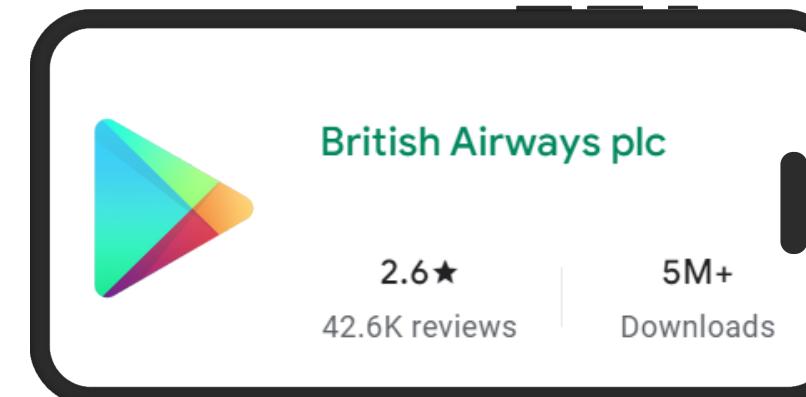
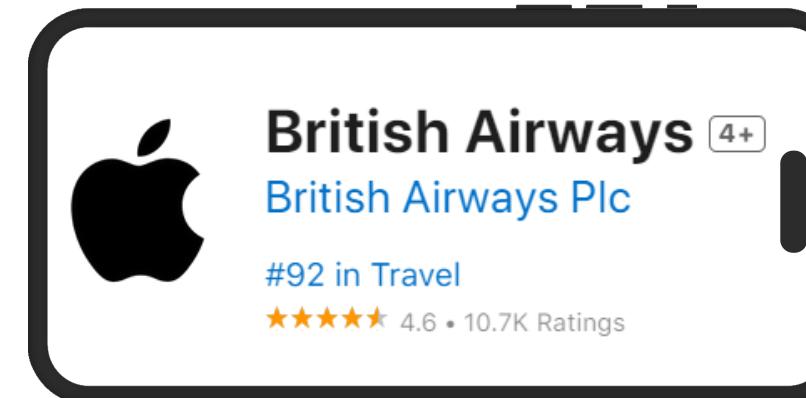


How many people per booking?

- ✓ 1 person in booking: 59%
- 2 people in booking: 28%
- 3 people in booking: 7%
- 4+people in booking: 6%

What sales channel are customers using?

- ✓ Completed bookings in Internet: 15.31%
- Completed bookings in Mobile App: 10.85%



\*Since BA's top-15 routes in 2021 were within UK, Europe and to the US, only Europe and North America are presented.

# Passenger preferences

When would you like to go? [Find Flight](#)

Incomplete bookings

Flight Day						
Mon	Tue	Wed	Thu	Fri	Sat	Sun
216	215	190	203	197	140	150
259	275	289	248	265	218	206
340	328	329	315	335	305	223
374	319	339	338	277	285	269
390	355	341	328	324	284	294
373	356	369	357	332	290	284
416	394	360	365	375	290	301
389	401	376	403	396	307	351
455	379	386	403	394	297	304
436	391	415	388	329	260	323
446	432	392	366	339	299	335
457	418	429	400	323	261	356
435	405	415	418	321	269	369
443	388	391	373	313	271	339
371	351	349	323	285	233	352
278	290	290	268	237	191	242
186	193	147	174	145	164	205
89	82	64	93	91	130	126
41	49	42	43	43	61	61
26	36	31	27	43	35	54
48	31	35	37	26	31	40
48	48	51	55	46	39	51
77	83	90	64	71	53	81
112	135	130	134	114	94	151



Complete bookings

Flight Day						
00:00	Mon	Tue	Wed	Thu	Fri	Sat
23	32	35	26	18	22	20
39	51	44	43	45	32	23
65	55	65	54	58	37	40
62	60	55	72	34	53	39
58	63	64	63	59	52	42
70	62	75	49	66	41	56
61	66	84	67	83	55	55
70	66	70	66	51	49	37
90	62	69	85	61	46	54
86	86	87	65	59	54	58
64	51	69	60	58	50	47
69	60	66	68	39	41	45
89	67	64	74	57	36	56
74	72	100	69	66	51	61
76	86	62	71	57	53	65
63	50	53	50	41	48	58
38	40	39	32	39	43	53
30	15	32	13	13	21	31
11	6	14	10	9	16	12
1	7	6	6	4	7	6
3	6	3	3	3	1	5
7	4	9	8	6	6	5
9	8	11	6	6	3	8
13	16	16	14	10	17	11

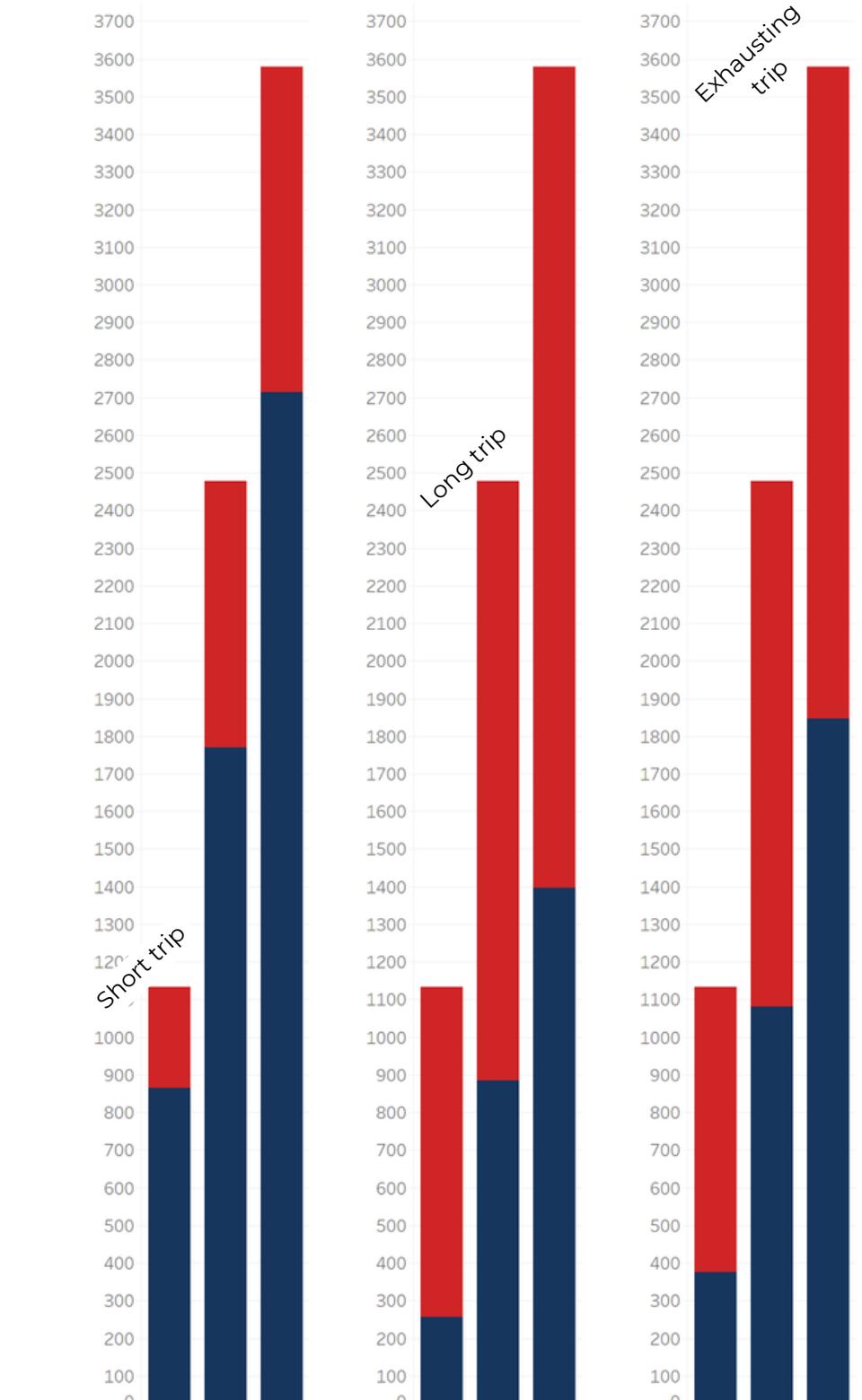
Want extra bags



Want in-flight meal

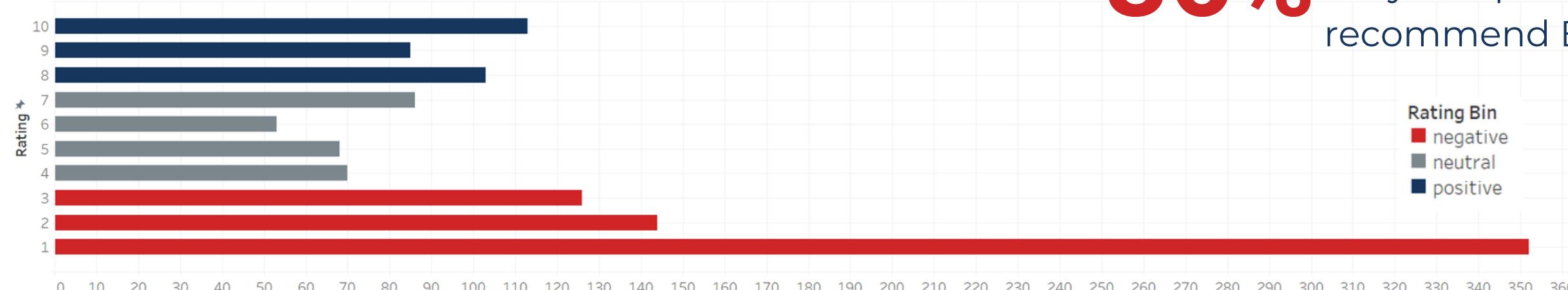


Want preferred seat



What people love and hate about BA

## Ratings and reviews



**36% Satisfaction Rating**  
Only 428 passengers out of 1.200 recommend BA for travels

### Most frequently used words in reviews: total (in negatives/ in positives)

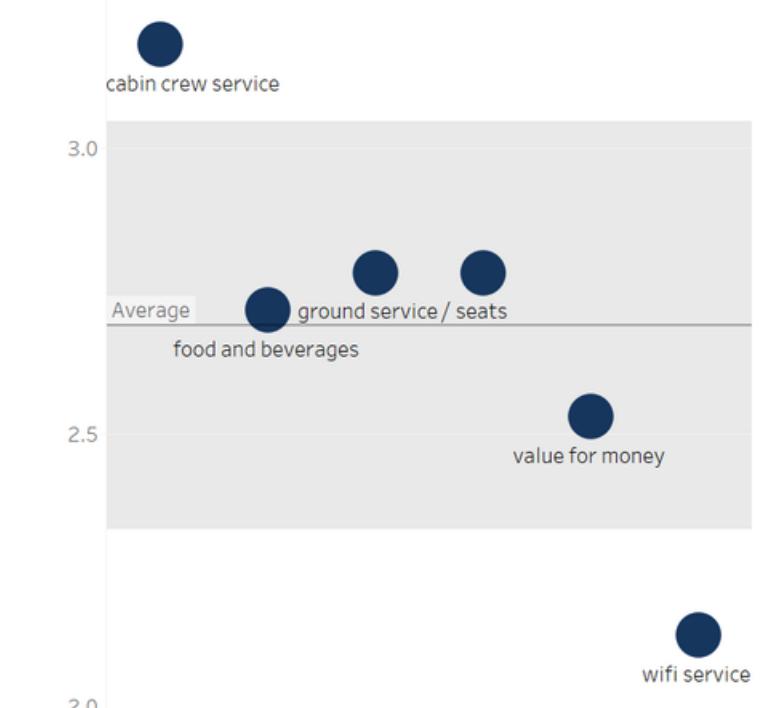
seat(s): 1217 (637 / 223)  
 crew/stuff: 1128 (404 / 347)  
 service: 910 (464 / 233)  
 food: 659 (259 / 197)  
 time: 610 (264 / 173)

Service	Seat type			
	Business Class	Economy Class	First Class	Premium Economy
cabin staff service	3.31	3.06	3.69	3.14
food and beverages	2.74	2.62	2.91	2.93
ground service	2.94	2.62	3.21	2.98
value for money	2.64	2.42	2.98	2.59
wifi service	2.37	1.95	1.88	2.44

### Avg. rating of services, max 5\*

Service	Seat type			
	Business Class	Economy Class	First Class	Premium Economy
overall rating	4.87	3.99	5.68	4.52

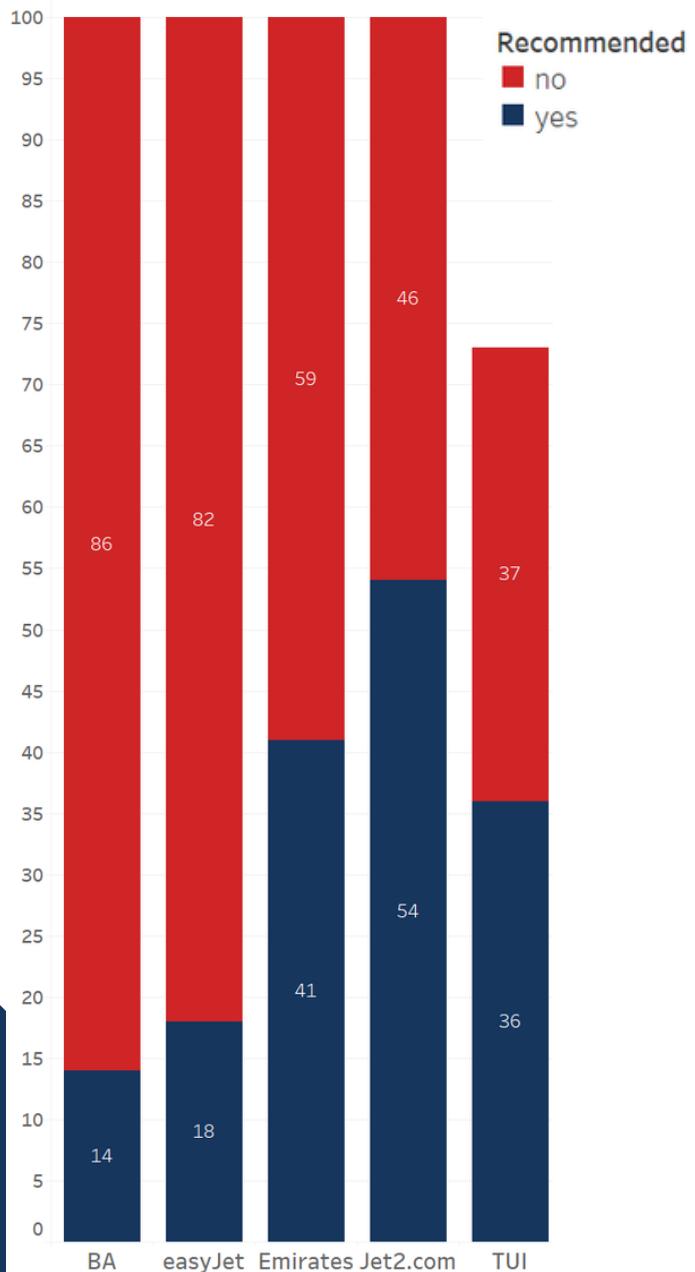
### Overall rating, max 10\*



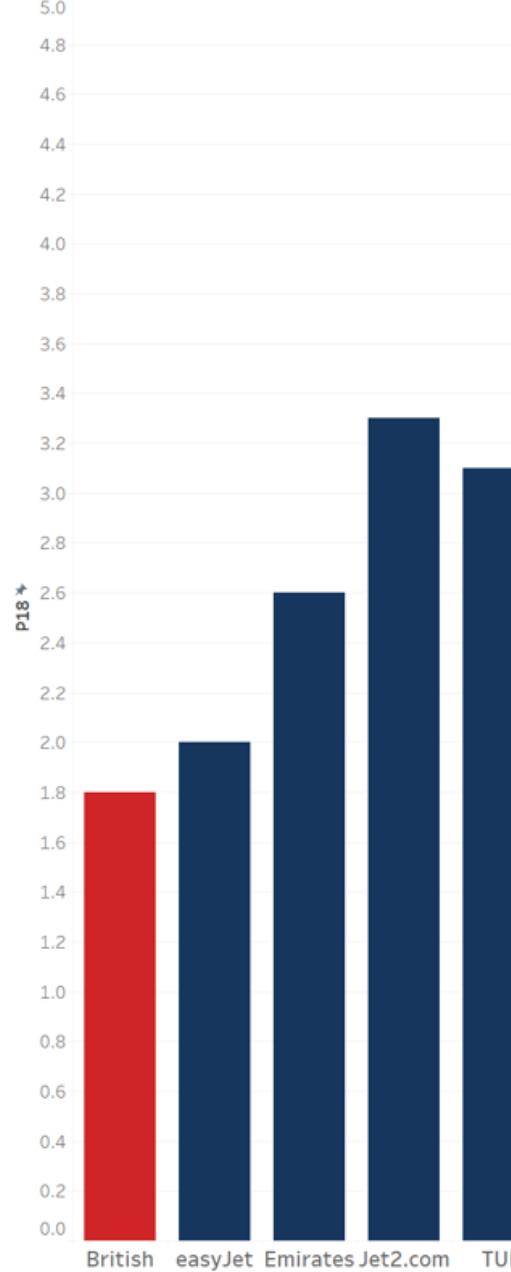
# BA vs competitors

Ratings of leading airlines in the UK

Nr. of recommendations



Value for money



2022  
**64%**  
**OTP**

On-Time Performance of only 64%, down 12% from 2019 (Emirates: 81.13%)  
Massive cancellation rate - 2.79% (Emirates: 0.02%)

Avg. rating of services for 5 airlines, max 5\*

Service	Airline Name				
	British Airways	easyJet	Emirates	Jet2.com	TUI Airways
Cabin Staff Service	2.8	2.3	2.9	3.6	3.5
Food & Beverages	2.3	2.2	2.9	3.0	2.9
Ground Service	2.1	1.7	2.6	3.2	2.6
Inflight Entertainment	2.5	1.0	3.4	1.2	2.5
Seat Comfort	2.4	2.1	3.0	3.1	2.9
Value For Money	1.8	2.0	2.6	3.3	3.1
Wifi & Connectivity	1.7	1.1	1.9	1.5	1.3



# Conclusions and recommendations

What problems should be solved to make passengers happier and, as a result, to increase booking rates?



**The price does not correspond to the quality of provided services**

→ Revise the pricing policy

**Poor quality of on-board wi-fi**

→ Improve the quality of service

**Dirty and uncomfortable seats in aircraft (the worst: B777, A320, B747)**

→ Refurbish the seats

**Low mobile App rating on Google Play**

→ Fix the App



# Sources:

## Database

- <https://www.kaggle.com/datasets/manishkumar7432698/airline-passangers-booking-data>
- <https://www.kaggle.com/datasets/rohitpawar1/british-airways-customer-reviews>
- <https://www.kaggle.com/datasets/juhibhojani/airline-reviews>

## Used links

- [https://www.britishairways.com/travel/home/public/en\\_gb/](https://www.britishairways.com/travel/home/public/en_gb/)
- <https://apps.apple.com/ca/app/british-airways/id284793089>
- <https://play.google.com/store/apps/details?id=com.ba.mobile&hl=en&gl=US>
- <https://www.flightconnections.com/route-map-british-airways-ba>
- <https://www.worlddata.info/europe/united-kingdom/airports.php>
- <https://www.gdg.travel/blog/punctuality-league-2023/#:~:text=British%20Airways%20only%20came%2017th,capacity%20cap%20during%20the%20year.>
- <https://simpleflying.com/british-airways-top-routes-2021/>





Thank you!

**Enjoy Your Flight  
with any airline you choose  
and wherever you decide to  
go after successfully  
completing the Bootcamp :)**

Questions?

Comments?