**WEB SCRAPING
AND
DATA ANALYTICS
TO FIND
KEY INSIGHTS**

WEB SCRAPING

- Data collection via the Skytrax website.

- Compiling over a thousand rows of different company customer reviews.

- Focused on different customer targets, their reviews and whether or not they recommend the service they received.
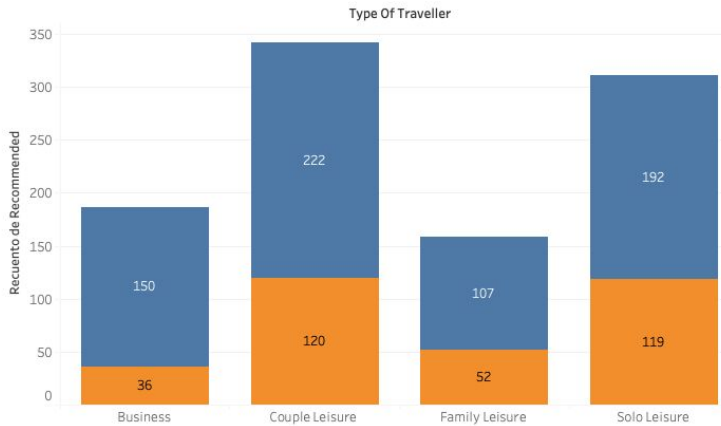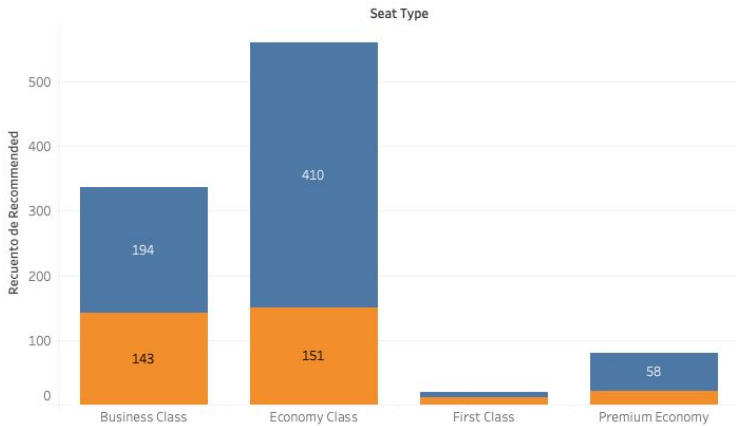
KEY INSIGHTS

1. Who recommends us according to the target

2. Which target rate us better.
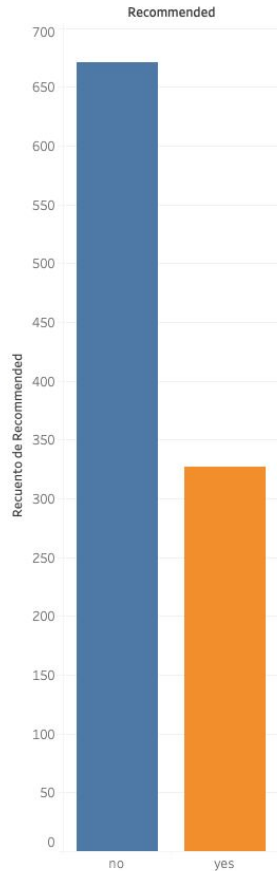
Recommended by Type Of Traveller

Type Of Traveller
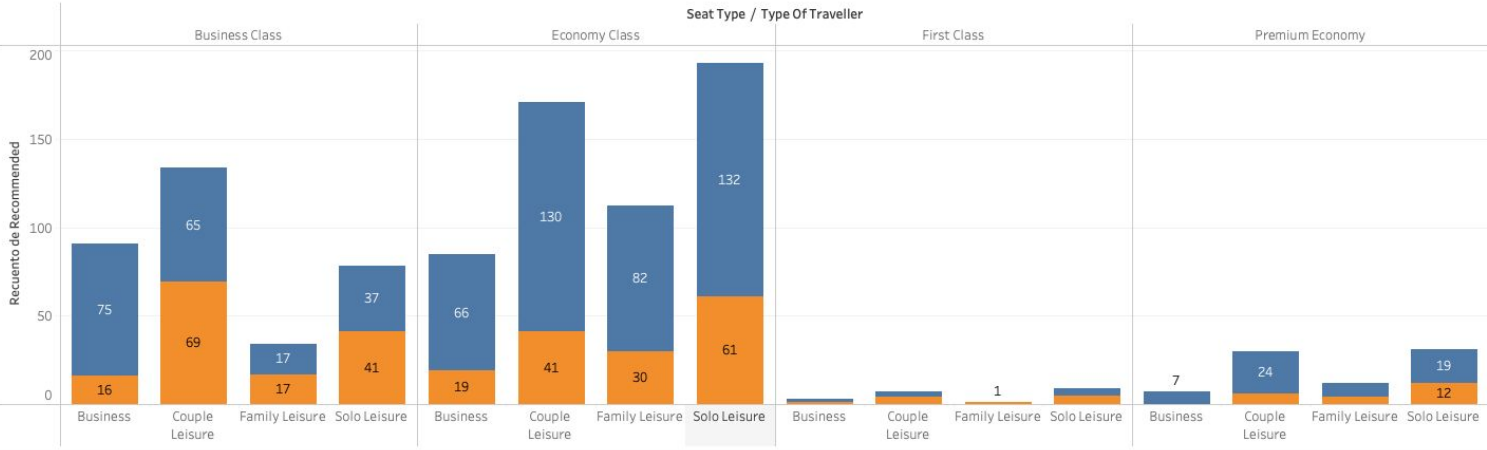
Recuento de Recommended

- Business: 150 (no), 36 (yes)
- Couple Leisure: 222 (no), 120 (yes)
- Family Leisure: 107 (no), 52 (yes)
- Solo Leisure: 192 (no), 119 (yes)

Recommend by Seat Type

Seat Type

Recuento de Recommended

- Business Class: 194 (no), 143 (yes)
- Economy Class: 410 (no), 151 (yes)
- First Class
- Premium Economy: 58 (no)

Total Recommended

Recommended

Recuento de Recommended

- no: (~670)
- yes: (~325)

Recommended by Seat Type / Type Of Traveller

Seat Type / Type Of Traveller

Recuento de Recommended

Business Class
- Business: 75 (no), 16 (yes)
- Couple Leisure: 65 (no), 69 (yes)
- Family Leisure: 17 (no), 17 (yes)
- Solo Leisure: 37 (no), 41 (yes)

Economy Class
- Business: 66 (no), 19 (yes)
- Couple Leisure: 130 (no), 41 (yes)
- Family Leisure: 82 (no), 30 (yes)
- Solo Leisure: 132 (no), 61 (yes)

First Class
- Business
- Couple Leisure
- Family Leisure: 1
- Solo Leisure

Premium Economy
- Business: 7
- Couple Leisure: 24
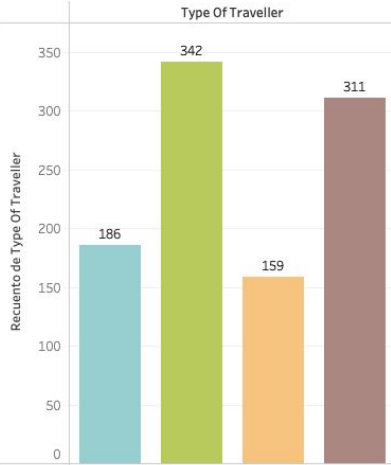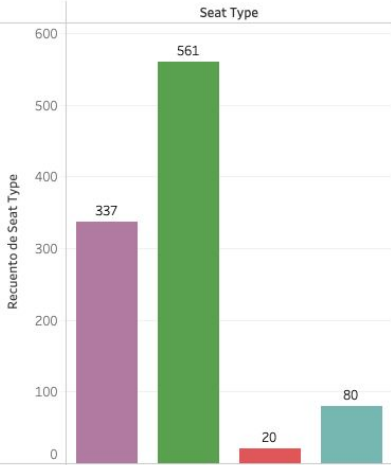- Family Leisure
- Solo Leisure: 19 (no), 12 (yes)

INSIGHTS 1 (Summary)

- There is a clear majority that would not recommend our services, which is worrying for the company.

- Business class has the highest recommendation ratio, while economy class has the lowest (closely followed by premium economy class).

- Clearly, referral rates are more optimal for leisure travel than for business travel. *(perhaps the mood of the customer makes the difference)*
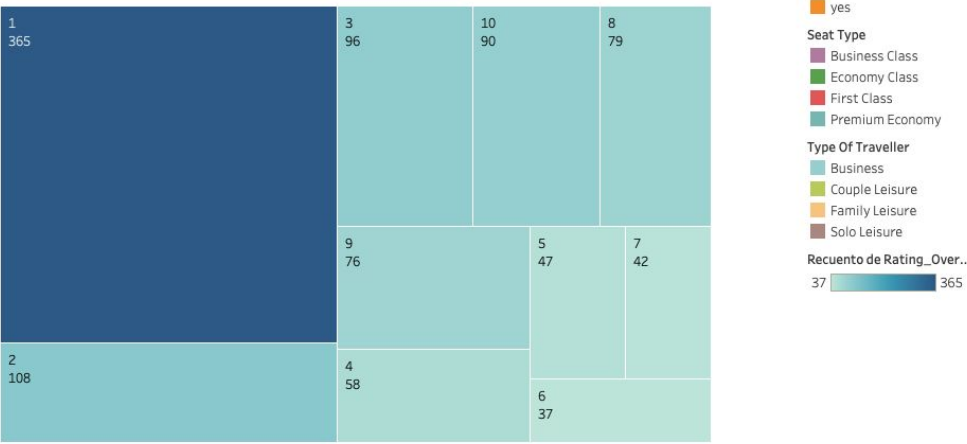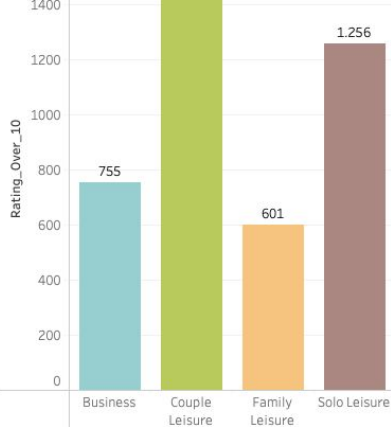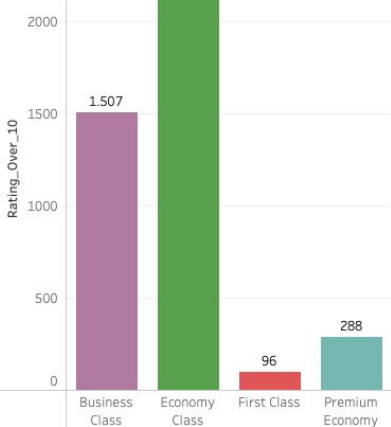
Rating vs Type Of Traveller (Count)

Type Of Traveller

Recuento de Type Of Traveller

- Business: 186
- Couple Leisure: 342
- Family Leisure: 159
- Solo Leisure: 311

Rating_Over_10

- Business: 755
- Couple Leisure: 1.456
- Family Leisure: 601
- Solo Leisure: 1.256

Rating vs Seat Type (Count)

Seat Type

Recuento de Seat Type

- Business Class: 337
- Economy Class: 561
- First Class: 20
- Premium Economy: 80

Rating_Over_10

- Business Class: 1.507
- Economy Class: 2.177
- First Class: 96
- Premium Economy: 288

Ratings Treemap

1 — 365
3 — 96
10 — 90
8 — 79
9 — 76
5 — 47
7 — 42
2 — 108
4 — 58
6 — 37

Scoring vs Recommended

Recommended

Rating_Over_10

- no: 2.444
- yes: 1.624
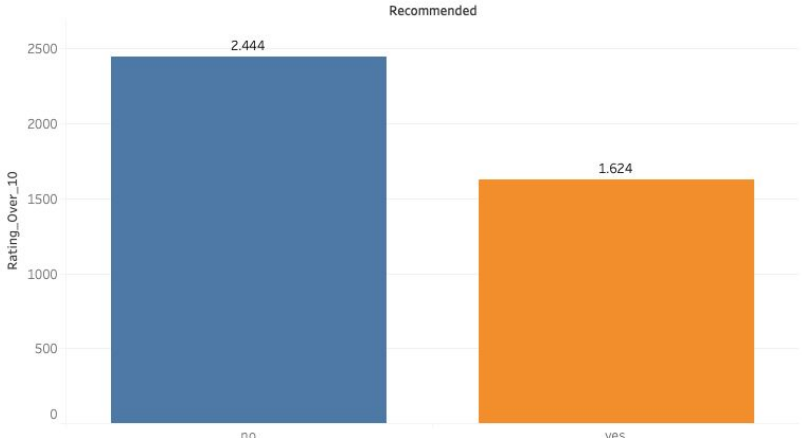
INSIGHTS 2 (Summary)

- The most commonly used rating is 1, followed by low extremes and then high extremes, indicating that the people who rate are not usually neutral.

- We can see a proportional increase in business class ratings while we see the opposite effect in the economy class.

- As the majority of our clients do not recommend our services, it is from this sector that we receive the highest number of ratings *(we can understand that people send more reviews when they are dissatisfied)*.

Thanks Everyone.

to view the graphs in higher quality:

https://public.tableau.com/app/profile/antonio.terr.n.carrasco/viz/BritishAirwaysJob Simulation/Historia1?publish=yes