**Executive Summary - British\_Airways\_Review\_Dashboard\_Tableau**

This Tableau project delves into the passenger experience with British Airways by analyzing a comprehensive dataset of flight reviews. The primary objective is to provide actionable insights into customer satisfaction and identify areas for service improvement.

The dashboard utilizes a variety of interactive visualizations, including bar charts, line graphs, scatter plots, and a world map, to explore key aspects of the passenger journey. These visualizations reveal trends in customer sentiment over time, pinpoint areas of strength and weakness in service delivery across different routes, aircraft types, and travel classes (Economy, Business, First).

Key metrics analyzed include:

* **Overall Satisfaction:** Average overall rating and distribution of ratings across different categories.
* **Service Quality:** Analysis of cabin crew service, food & beverage quality, entertainment options, and overall comfort.
* **Route Performance:** Identification of routes with high and low customer satisfaction scores.
* **Aircraft Performance:** Assessment of passenger satisfaction across different aircraft models.
* **Temporal Trends:** Analysis of customer sentiment over time to identify seasonal variations and emerging trends.

The dashboard provides interactive filters that allow users to explore the data in depth, segmenting the analysis by various criteria such as travel class, route, and review date. This enables stakeholders to gain a deeper understanding of customer preferences and identify areas for targeted service improvement initiatives.

By leveraging the power of data visualization, this project aims to provide a valuable tool for British Airways to enhance the passenger experience, increase customer loyalty, and maintain a competitive edge in the aviation industry.