

# Documentation for [British Airways Review Dashboard](#)

## Overview

This Tableau dashboard provides an insightful analysis of customer reviews for British Airways. The primary goal is to visualize and understand the factors influencing customer satisfaction and highlight trends in the reviews. The dashboard integrates multiple elements like numerical displays, slicers, and graphical representations to offer a holistic view of the data.

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## Key Components

### 1. Metrics Display

The dashboard includes a numerical display of key performance metrics to provide a quick snapshot of overall ratings and specific service areas. These include:

- **Average Rating:** The overall average score given by travellers.
- **Cabin Staff Service:** Ratings reflecting the quality of service provided by the cabin crew.
- **Entertainment:** Customer satisfaction with in-flight entertainment options.
- **Beverages:** Ratings for the quality and variety of beverages offered during flights.
- **Ground Service:** Evaluation of services provided before departure and after landing.
- **Value for Money:** Customer perception of whether the ticket price was justified.

### 2. Slicers

Slicers allow users to filter and focus on specific subsets of data for a more targeted analysis. The available slicers are:

- **Date (Month):** Select reviews based on the month of travel.
- **Traveler Type:** Filter data by traveller categories such as business, leisure, or family travellers.
- **Aircraft:** Focus on reviews for specific aircraft models used by British Airways.
- **Seat Class:** Filter by economy, premium economy, business, or first-class experiences.
- **Continent:** Analyze ratings by the geographic origin or destination of the flights.

### 3. Graphical Representations

- **Rating by Month:** A line graph showing trends in average ratings over time. This visualization helps identify seasonal patterns or periods of high/low customer satisfaction.
  - **Rating by Country:** A bar chart or map showcasing ratings segmented by country. This highlights regions with higher or lower customer satisfaction.
  - **Rating by Aircraft:** A bar chart or similar visualization comparing ratings across different aircraft models. This helps pinpoint whether specific aircraft are associated with better or worse customer experiences.
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## Purpose and Benefits

The dashboard aims to:

1. **Identify Strengths and Weaknesses:** By analyzing individual metrics like cabin staff service or entertainment, the dashboard helps understand areas where British Airways excels or needs improvement.
  2. **Understand Regional Preferences:** The ratings by country and continent reveal geographic trends in customer satisfaction, aiding in regional service improvements.
  3. **Track Temporal Trends:** The month-wise analysis helps identify seasonal influences or trends related to specific events.
  4. **Enhance Decision-Making:** With data-driven insights, British Airways can prioritize investments and improvements to enhance the customer experience.
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## Interactivity

The slicers and interactive graphs ensure that users can explore the data dynamically. By selecting specific parameters, users can drill down into:

- Trends for specific aircraft or routes.
  - Preferences of different traveller types or seat classes.
  - Changes in customer satisfaction over time or across regions.
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## Usage Instructions

1. **Review Metrics:** Begin with the numerical displays to get an overview of customer satisfaction.
  2. **Filter Data:** Use the slicers to narrow the scope of analysis based on specific interests.
  3. **Analyze Graphs:** Explore the graphical representations to identify patterns and correlations.
  4. **Derive Insights:** Combine insights from metrics, slicers, and graphs to formulate strategies for improvement.
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## Potential Enhancements

To further improve the dashboard, consider adding:

- **Sentiment Analysis:** Integrate textual reviews to analyze the sentiment behind ratings.
- **Comparison with Competitors:** Benchmark British Airways' performance against competitors in similar routes or aircraft.
- **Key Driver Analysis:** Use statistical tools to identify factors with the strongest influence on overall ratings.