



# BRITISH AIRWAYS REVIEW ANALYSIS

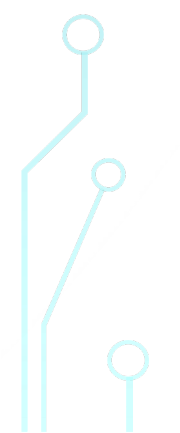
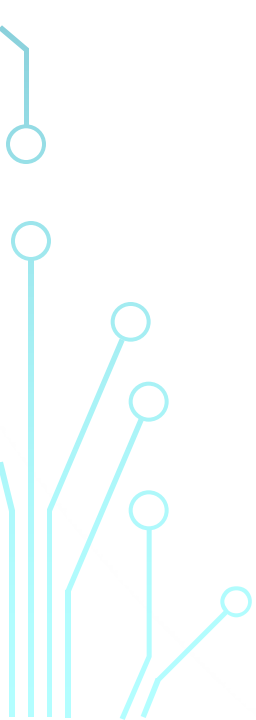
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# **1.MAIN BUSINESS PROBLEM**

How do overall ratings for British Airways vary by region, time, aircraft type, traveler type, and seat type?



# British Airways Review

Pick a metric

☒ Overall rating

☐ Cabin Staff service

☐ Entertainment

☐ Food

☐ Ground Service

☐ Seat comfort

☐ Value

Month of Date

(All)

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Traveller Type

☒ (All)

☐ Null

☐ Business

☐ Couple Leisure

☐ Family Leisure

☐ Solo Leisure

Seat Type

☒ (All)

☐ Business Class

☐ Economy Class

☐ First Class

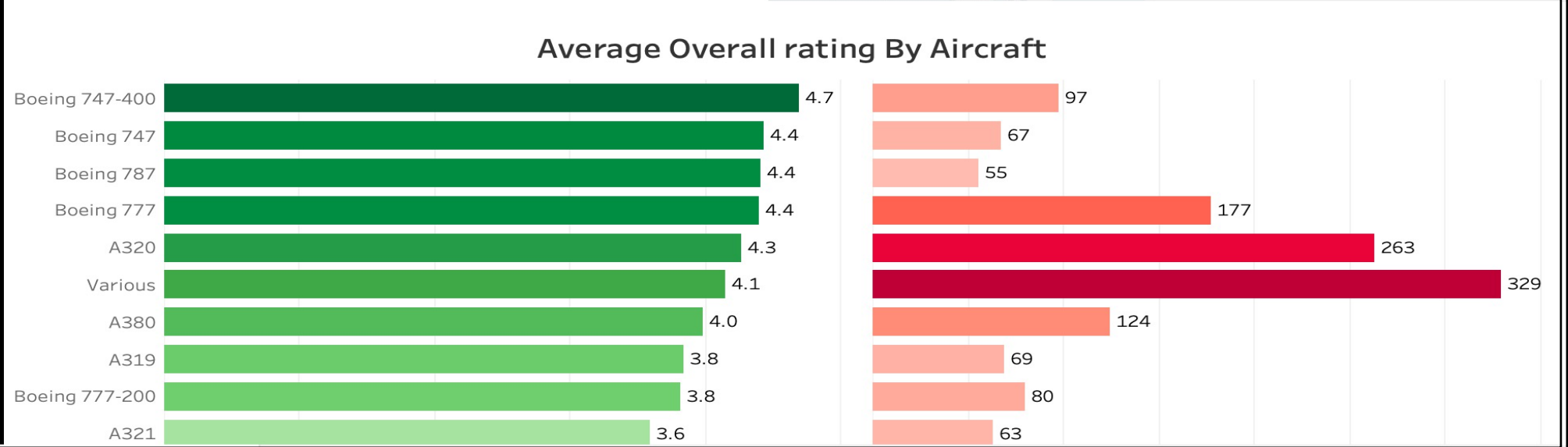
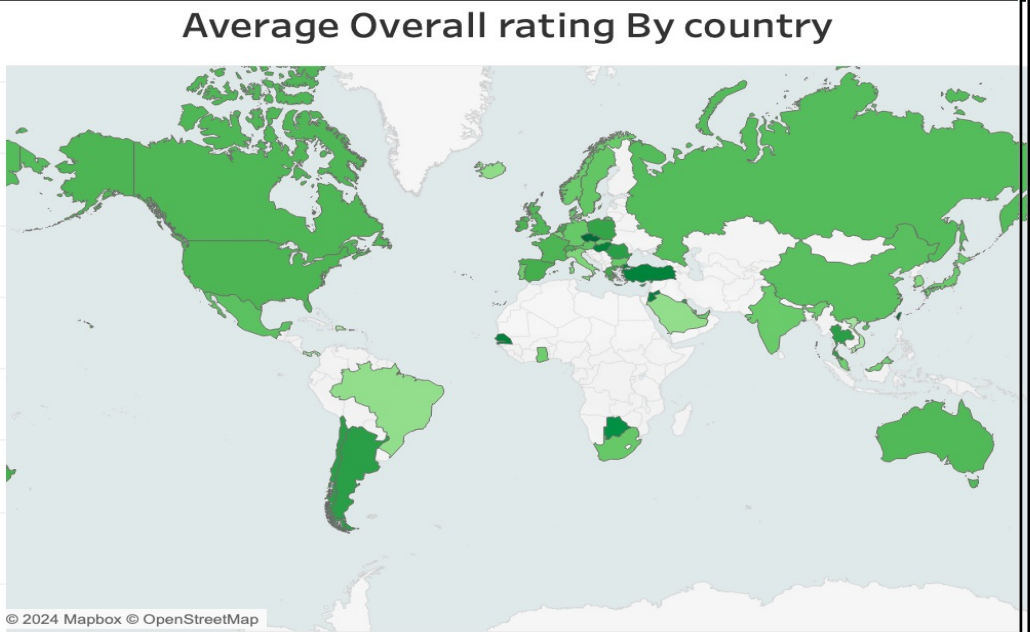
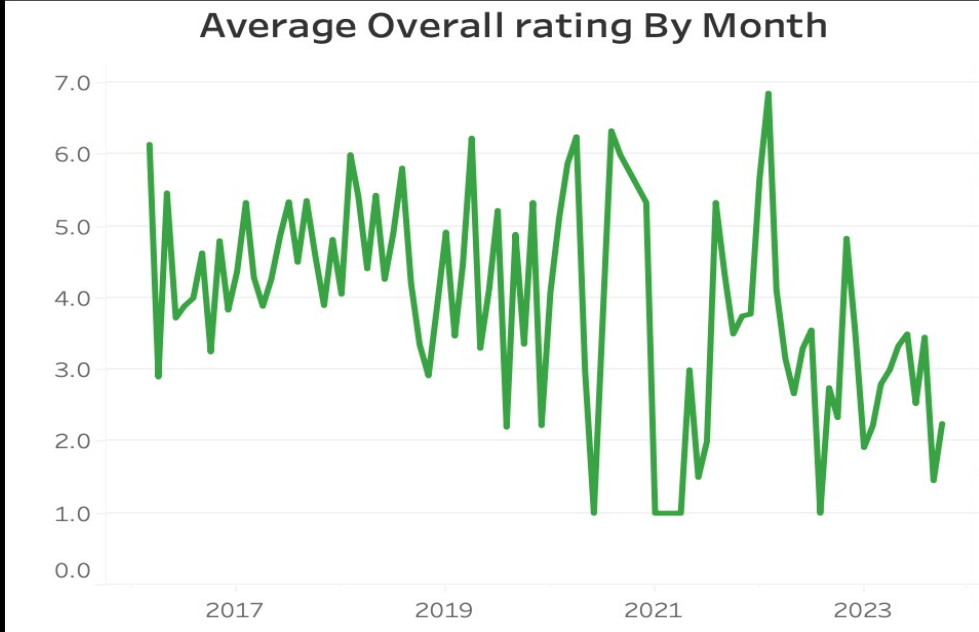
☐ Premium Economy

Aircraft (group)

(All)

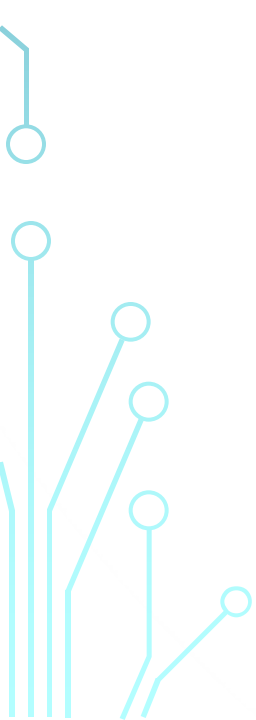
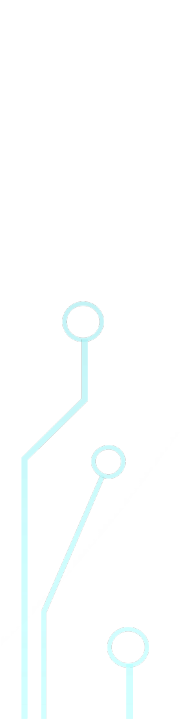
Continent

4.2	3.3	2.9	2.4	3.0	2.8	1.4
Avg. Rating	Avg. Cabin Staff Service	Avg. Seat Comfort	Avg. Food Beverages	Avg. Ground Service	Avg. Value For Money	Avg. Entertainment





## 2.KEY QUESTIONS FOR ANALYSIS

1. How have overall ratings changed over time?
  2. Which countries give the highest and lowest average ratings for British Airways?
  3. How do overall ratings vary by aircraft type?
  4. What are the differences in overall ratings by traveler type and seat type?
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# **1. HOW HAVE OVERALL RATINGS CHANGED OVER TIME?**

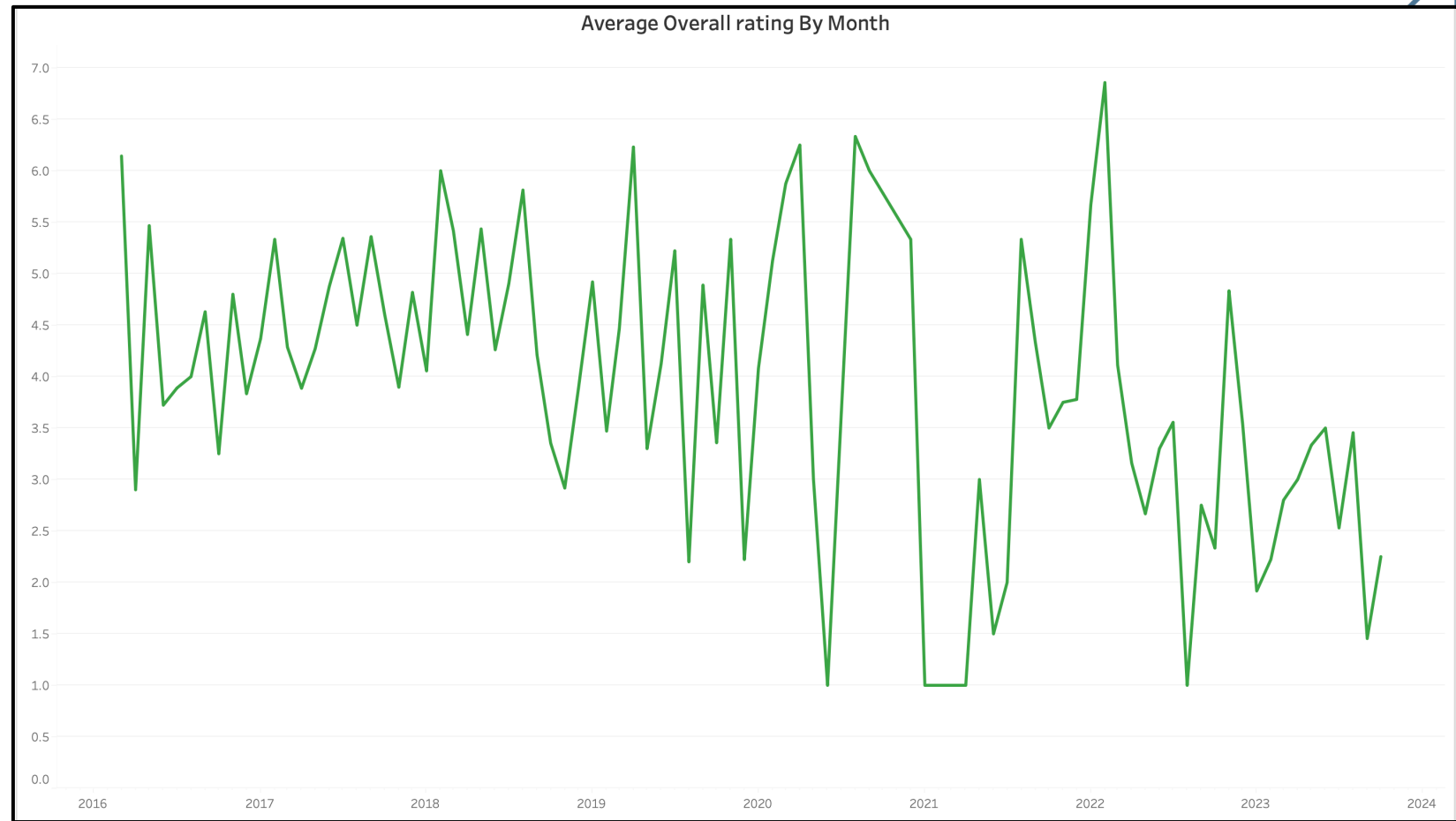


## British Airways Review

4.2	3.3	2.9	2.4	3.0	2.8	1.4
Avg. Rating	Avg. Cabin Staff Service	Avg. Seat Comfort	Avg. Food Beverages	Avg. Ground Service	Avg. Value For Money	Avg. Entertainment

This KPI summary presents the average ratings for key metrics. The overall rating stands at 4.2, with 'entertainment' receiving the lowest average rating of 1.4, highlighting a key area for improvement.

This line chart shows the monthly trend in average ratings from 2017 to 2023. Ratings were relatively stable until 2020, when a sharp decline occurred, likely due to the pandemic. Recovery began in 2022, but fluctuations persist, highlighting the need for consistent improvements in customer satisfaction.





## **2.WHICH COUNTRIES GIVE THE HIGHEST AND LOWEST AVERAGE RATINGS FOR BRITISH AIRWAYS?**



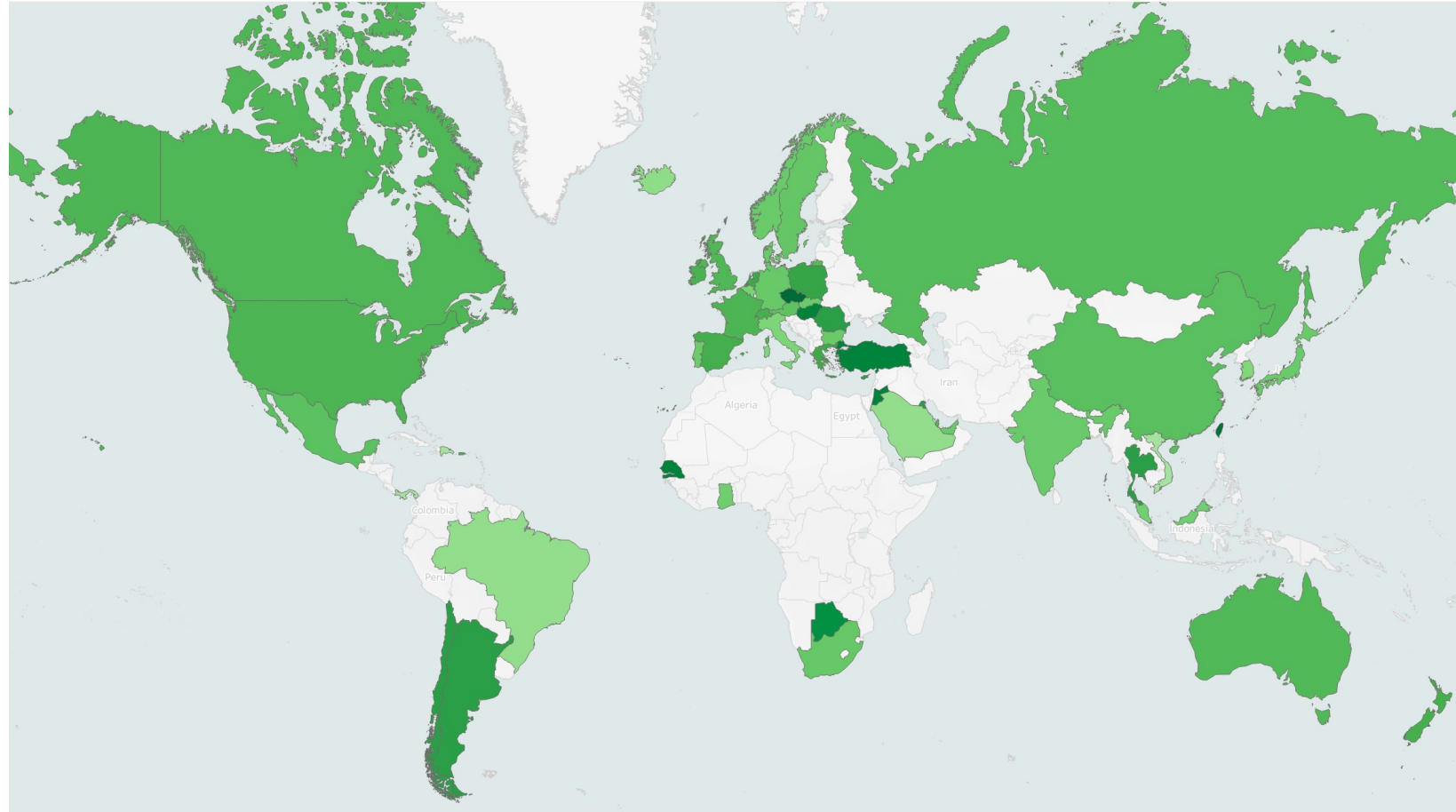


This map highlights regional differences in overall ratings by country. Darker green areas, including Canada, the United States, and European countries like France and Germany, represent higher satisfaction levels. South American countries, such as Argentina, also stand out positively.

Conversely, lighter green regions, particularly in parts of Africa and Asia, indicate lower satisfaction, suggesting areas for potential improvement.

This analysis underscores significant disparities in passenger satisfaction across different regions, providing valuable insights for targeted improvements

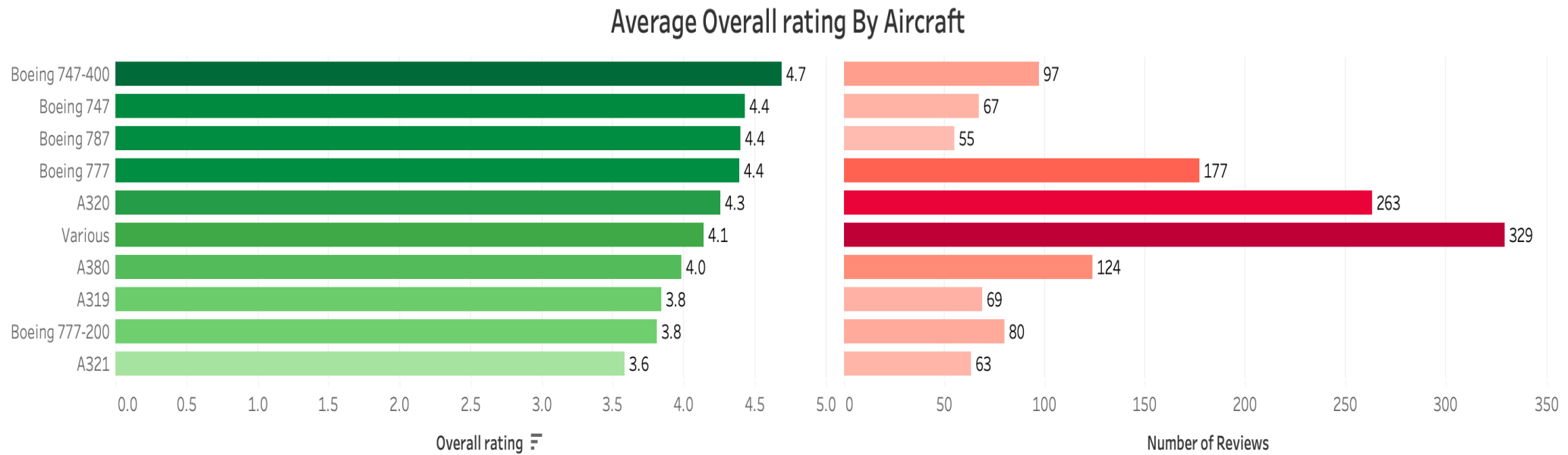
Average Overall rating By country





### **3.HOW DO OVERALL RATINGS VARY BY AIRCRAFT TYPE?**

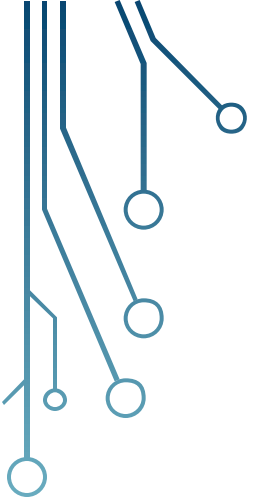




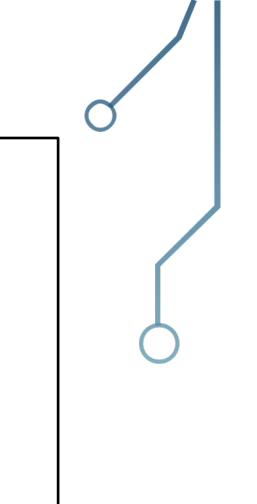
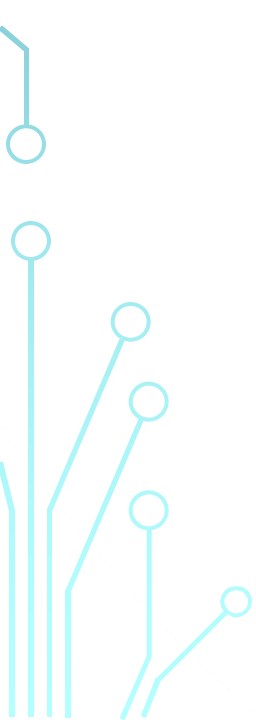
This bar chart compares average ratings by aircraft type, with the Boeing 747-400 scoring highest at 4.7 and the A321 lowest at 3.6. The variation suggests differences in comfort, amenities, or performance, emphasizing the importance of improving specific features of lower-rated aircraft to enhance passenger satisfaction.



## **4. WHAT ARE THE DIFFERENCES IN OVERALL RATINGS BY TRAVELER TYPE AND SEAT TYPE?**



The filters allow us to segment ratings by traveler type (e.g., Business, Family Leisure) and seat type (e.g., Economy, First Class). This permit a deeper dive into customer preferences and satisfaction.



**Traveller Type**

☒ (All)

☐ Null

☐ Business

☐ Couple Leisure

☐ Family Leisure

☐ Solo Leisure

**Seat Type**

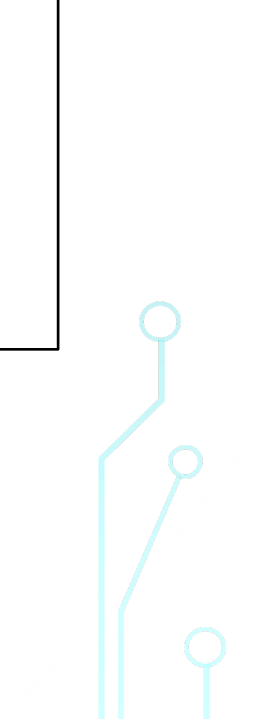
☒ (All)

☐ Business Class

☐ Economy Class

☐ First Class

☐ Premium Economy





### 3. INSIGHTS

- **Ratings vary by aircraft type**, with the Boeing 747-400 receiving the highest scores and the A321 performing the worst.
  - **Entertainment has the lowest rating among all metrics**, suggesting it's a consistent issue for passengers.
  - **Regional differences are significant**, with some countries showing consistently higher ratings than others
  - **Ratings have fluctuated over time**, likely due to external events and operational changes.
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