



HORIZON AIRWAYS SERVICE RATINGS

Tableau Visualization for Performance Evaluation

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OBJECTIVE

Analyze customer ratings across various service categories to evaluate satisfaction levels.

SCOPE

Focused on categories such as **service quality, traveler types, and seat types**, analyzed over the period from March 2016 to October 2023.

DATASET OVERVIEW

Table 1 Sample

header	author	date	place	content	aircraft
service was medic	Gary Storer	03/10/2023	United Kingdom	Just returned from A380	
BA standards cont	A. Jensen	02/10/2023	United Kingdom	BA standards cor	A320
won the race to th	John Rockett	02/10/2023	United Kingdom	Awful. Business c	A320
Not a reliable airl	Tatiana Bobrovsk	02/10/2023	United Kingdom	Not a reliable airl	A320
Very disappointed	Tom Slowbe	28/09/2023	United States	The airplanes anc	777-300 and A320
the service was sr	E. Anderson	28/09/2023	United Kingdom	One of the worst	A321
not a single feedb	Selcuk Benter	20/09/2023	Germany	My initial flight w	A350
Club Europe does	41 reviews	18/09/2023	United Kingdom	Check in and sec	A320
service on board v	Peter Costello	11/09/2023	United Kingdom	Despite boarding	Boeing 787
a national disgrac	Brent Davies	10/09/2023	United Kingdom	Flight cancelled,	A320
Cannot recommen	E. Durken	06/09/2023	Germany	4/4 flights we bo	A320
less than a premi	73 reviews	04/09/2023	Iceland	London Heathrow	A321
good, but not spec	73 reviews	04/09/2023	Iceland	Mumbai to London	Boeing 777-200
avoid BA like the	p. R. H.	02/09/2023	Australia	Flying A380 busin	A380
British Airways ab	May Porter	01/09/2023	United Kingdom	British Airways al	Boeing 777
they are the worst	Rich Glasier	30/08/2023	United Kingdom	I flew London to I	A320
appalling custome	C. Hill	28/08/2023	United Kingdom	Filthy plane, cabi	A320
standards are wor	E. Michaels	27/08/2023	United Kingdom	Chaos at Termir	A320
Nice flight, good c	6 reviews	26/08/2023	United States	Nice flight, good c	Boeing 777-300
ravioli pasta had	d. 1 reviews	24/08/2023	United Kingdom	Ground and cabi	A320neo
Great customer se	S. Brydon	19/08/2023	United States	My family flew fr	A380
Cabin crew were e	E. Smyth	13/08/2023	United Kingdom	Easy check in a	A380
superior to mainlin	S. Deynal	08/08/2023	United Kingdom	Good domestic fl	Embraer-190
They lost my bagg	G. Maysev	08/08/2023	Poland	They lost my bag	A380 / A320
leaving two hours	2 reviews	05/08/2023	United Kingdom	Late boarding lec	Embraer

Table 2 Sample

Country	Code	Continent	Region
Afghanistan	AFG	Asia	Southern Asia
Aland Islands	ALA	Europe	Northern Europe
Albania	ALB	Europe	Southern Europe
Algeria	DZA	Africa	Northern Africa
American Samoa	ASM	Oceania	Polynesia
Andorra	AND	Europe	Southern Europe
Angola	AGO	Africa	Middle Africa
Anguilla	AIA	North America	Caribbean
Antarctica	ATA	Antarctica	Antarctica
Antigua and Barbuda	ATG	North America	Caribbean
Argentina	ARG	South America	South America
Armenia	ARM	Asia	Western Asia
Aruba	ABW	North America	Caribbean
Australia	AUS	Oceania	Australia and New Zealand
Austria	AUT	Europe	Western Europe
Azerbaijan	AZE	Asia	Western Asia
Bahamas	BHS	North America	Caribbean
Bahrain	BHR	Asia	Western Asia
Bangladesh	BGD	Asia	Southern Asia
Barbados	BRB	North America	Caribbean
Belarus	BLR	Europe	Eastern Europe
Belgium	BEL	Europe	Western Europe
Belize	BLZ	North America	Central America
Benin	BEN	Africa	Western Africa
Bermuda	BMU	North America	Northern America

Table 1

header,
author,
date,
place,
content,
aircraft,
traveller_type,
seat_type,
route,
date_flown,
recommended,
trip_verified,
rating,
seat_comfort,
cabin_staff_service,
food_beverages,
ground_services,
value_for_money,
entertainment

Table 1 include detailed customer reviews including traveler type, seat type, service ratings, and recommendations, and Table 2 include gographical data with country names, codes, continents, and regions. Both tables can be joined for deeper analysis of customer reviews by location.

Table 2

Country,
Code,
Continent,
Region

Table 1
1353 Rows 19 Columns

Table 2
252 Rows 4 Columns

ANALYSIS APPROACH

Tools



Steps Taken

Data Exploration

Understanding the structure and categories of the dataset.

Visualization

Creating dashboards and charts to summarize performance based on ratings(1-10) for each service category.

Let's Take a Look →

Horizon Airways Review Dashboard



4,2

Avg. Rating

3,3

Avg. Cabin Staff Service

1,4

Avg. Entertainment

2,4

Avg. Food Beverages

3,0

Avg. Ground Service

2,9

Avg. Seat Comfort

2,8

Avg. Value For Money

Filter Panel

Pick a Metric

- ☒ Overall Rating
- ☐ Cabin Staff Service
- ☐ Entertainment

Month of Date

March 2016 October 2023

Traveler Type

- ☒ (All)
- ☐ Null
- ☐ Business

Seat Type

- ☒ (All)
- ☐ Business Class
- ☐ Economy Class

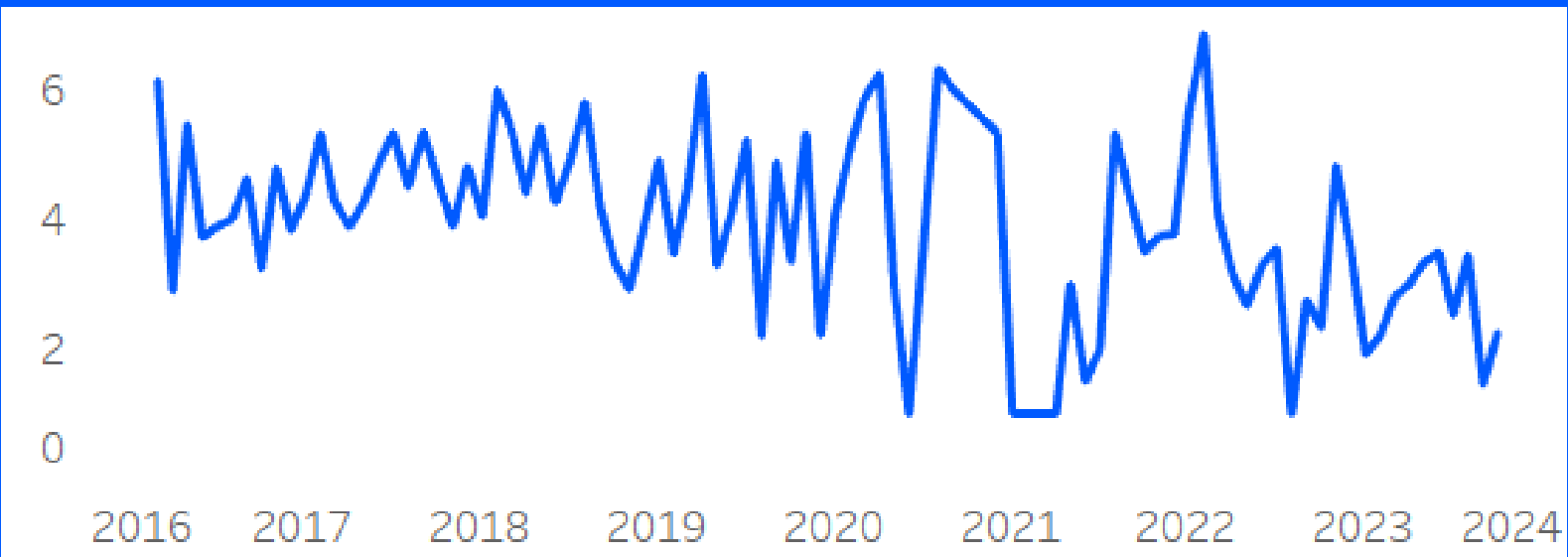
Continent

(All)

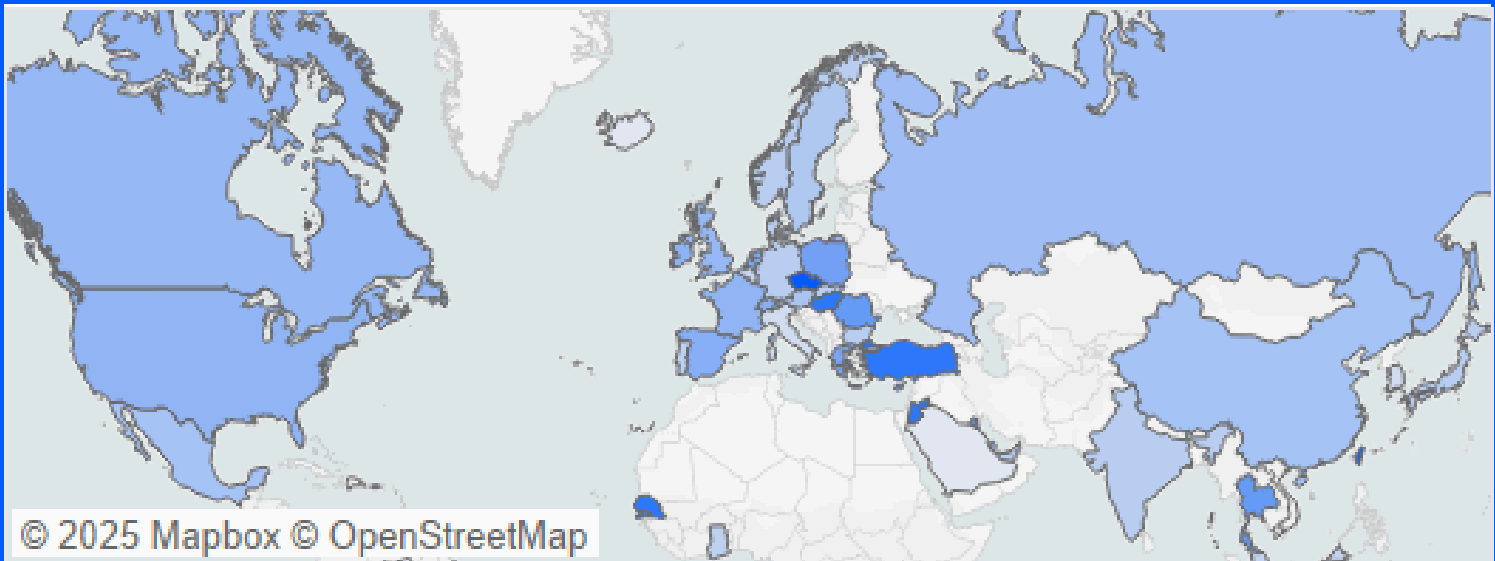
Aircraft (group)

(All)

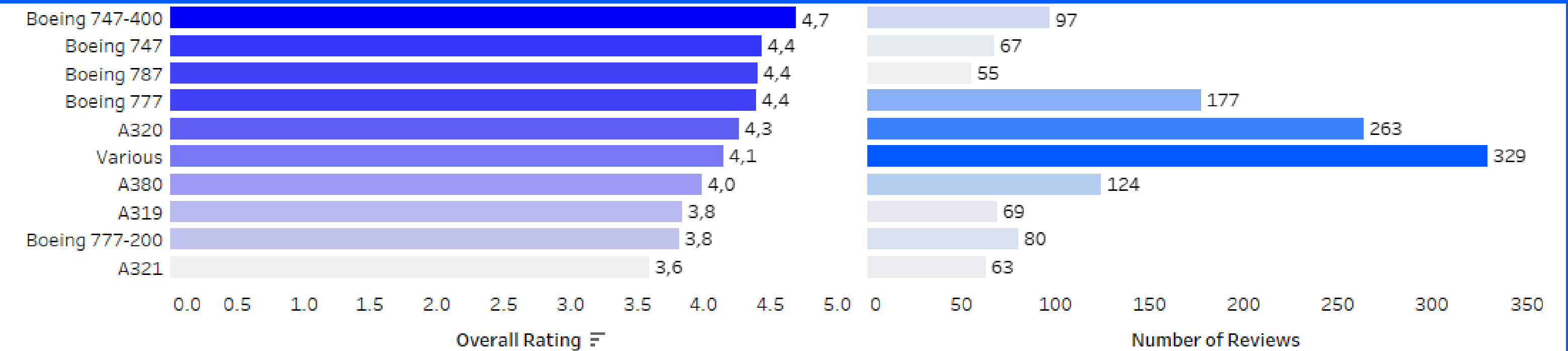
Average Overall Rating By Month



Average Overall Rating By Country



Average Overall Rating By Aircraft



KEY FINDINGS

The average overall rating is
4.2 out of 10
indicating room for significant
improvement.

Regional satisfaction levels **vary significantly**, with some countries showing much lower ratings, highlighting geographical disparities in service quality.

Cabin Staff Service has the highest score at 3.3, reflecting relatively better performance compared to other categories.

Boeing 747-400 achieves the highest rating (4.7) and has the **most reviews (329)**, suggesting better service delivery on these flights.

RECOMMENDATION

Upgrade In-flight Entertainment

Focus on improving entertainment systems to address the **1.4 average score**, offering a wider variety of engaging content.

Enhance Food & Beverage Offerings

Improve food quality and menu diversity to boost the **low average score of 2.4**.

Optimize Aircraft Performance

Conduct a detailed review of operations for low-rated aircraft like **A321** to identify and resolve customer pain points.

CONCLUSION

Critical gaps in key areas like **entertainment, food & beverages, and seat comfort** consistency require immediate attention.

By **prioritizing upgrades in low-performing categories and addressing disparities**, Horizon Airways can significantly enhance customer satisfaction and loyalty.

Actionable Next Steps

Continuously monitor customer feedback to refine services and ensure **sustained improvements** across all services.

Let's Connect!

Excited to leverage my skills in data analytics to drive impactful business solutions!

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