

British Airways Dashboard Project

This project involved creating a highly interactive and visually appealing dashboard using Tableau, based on a comprehensive dataset from British Airways. The dashboard focuses on analyzing passenger feedback and various performance metrics related to the airline.

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Project Overview

The primary goal of this project was to create an interactive Tableau dashboard to analyze key metrics such as overall passenger ratings, feedback on food, ground service, in-flight entertainment, and other performance-related aspects for British Airways.

Data Preparation

- **Data Cleaning:** Performed in Excel and Tableau Prep to handle missing values and inconsistencies.
 - **Data Transformation:** Ensured data integrity for accurate visualizations.
 - **Exploratory Data Analysis (EDA):** Identified key metrics like overall ratings, food quality, ground service, and entertainment ratings.
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Dashboard Features

- **Word Map for Geographical Insights:**
 - Plotted flight routes using geographical fields (departure/destination).

- Applied color-coding to highlight regions with the highest and lowest customer ratings.
 - **Interactivity:** Enabled users to toggle between metrics like overall ratings, food ratings, and entertainment ratings with a simple click.
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Visualizations

1. **Word Map:** Showed flight routes and geographical feedback.
 2. **Bar Charts:** Displayed ratings by aircraft, country, and month.
 3. **Volume Charts:** Illustrated review volumes based on selected metrics.
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Filters and Parameters

- **Filters:**
 - Date range (March 2016 to October 2023)
 - Traveler type, seat type, aircraft type, and continent.
- **Parameters:**
 - Toggle between different metrics (overall rating, food, entertainment, ground service, etc.).
 - Created calculated fields using CASE statements for metric selection.
- **Aircraft Grouping:** Grouped most-reviewed aircraft to tidy the data and improve user experience.