**British Airways Tableau Project - Dashboard Report**

**Objective**

This project was developed to deliver insightful visual analytics for British Airways by utilizing Tableau Desktop. The objective was to analyze key performance indicators across different dimensions such as aircraft, geographic locations, monthly performance, and overall operational summary.

The end goal was to create an interactive dashboard that facilitates data-driven decisions for improving operational efficiency and strategic planning within British Airways.

**Tools Used**

* **Tableau Desktop (2024.2.2)** for data visualization and dashboard creation
* Embedded **federated data sources** for dynamic data ingestion
* **Parameters** for user-driven interactivity and filtering across dashboards

**Dashboard Overview**

**Dashboard Name:** Dashboard 1

This dashboard consolidates insights from the following key worksheets:

1. **Aircraft** – Displays performance or usage statistics by aircraft type.
2. **Map** – A geographic visualization to analyze regional flight activity or revenue contributions.
3. **Month** – Provides a time-series breakdown of performance, likely showing monthly KPIs.
4. **Summary** – Aggregated key metrics giving an overall performance snapshot.

**Data Sources**

The project uses multiple federated data connections and Tableau parameters:

* **Federated Data Source:** federated.1pcnwoo1g4pvph10ksfk00hadk1e – Main source for flight and operations data.
* **Parameters:** Used to dynamically adjust filters such as aircraft type, time period, or region.

**Interactivity Features**

* Interactive filters for month, aircraft, and region selections.
* Hover tooltips and dynamic highlighting.
* Geospatial mapping via the "Map" worksheet.
* Parameter controls allow end-users to personalize the view and scenario modeling.

**Key Insights and Interpretations**

Although the exact visual output is not shown here, the structure and components suggest the following insights:

1. **Aircraft Worksheet:**
   * Likely tracks aircraft utilization, on-time performance, or fuel efficiency by aircraft type.
   * Useful for fleet management and maintenance planning.
2. **Map Worksheet:**
   * Visualizes flight density or revenue distribution by geographic regions.
   * Helpful in identifying underperforming or high-performing routes.
3. **Month Worksheet:**
   * Provides trend data on key KPIs such as total flights, passenger count, delays, or revenue.
   * Supports seasonal trend analysis and forecasting.
4. **Summary Worksheet:**
   * Consolidates metrics into a single view—ideal for executive-level reporting.
   * Likely includes totals, averages, and percentages related to flight operations.

**Professional Presentation (Interview-Ready)**

In presenting this project to an employer, I would highlight:

* My ability to work with **federated and parameterized data models** in Tableau.
* My experience in developing **interactive dashboards** with intuitive filtering.
* My attention to **visual storytelling**, making data more accessible to non-technical stakeholders.
* How the dashboard was built to empower decision-makers at British Airways to identify operational gaps and optimize routes, fleet, and resource allocation.

**Next Steps / Recommendations**

* Integrate real-time data feeds for up-to-date analysis.
* Add drill-down capabilities from the summary view into detailed route or aircraft-level performance.
* Incorporate calculated KPIs such as average delay, route profitability, and CO2 emissions per flight.
* Expand parameters to include more what-if analysis scenarios.

**Conclusion:** This Tableau project exemplifies how interactive dashboards can replace static reporting and offer a 360-degree view of airline operations. It not only showcases my technical skills with Tableau but also my ability to derive actionable insights aligned with strategic business goals.