

AGENCIES REVIEW



Graph interpretation

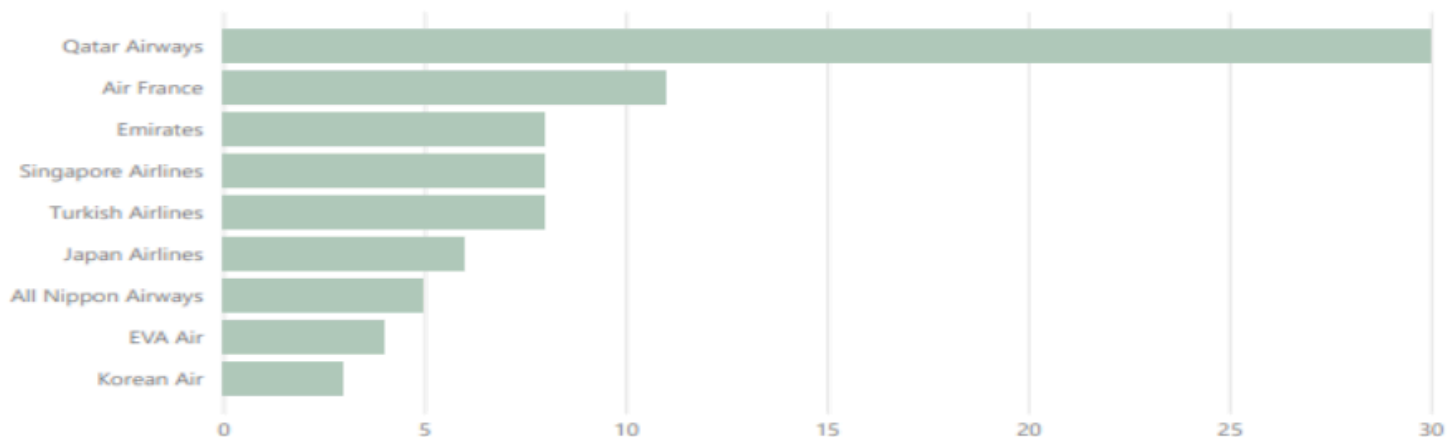
The graph ranks airlines based on positive sentiment scores (scale 0–30). Qatar Airways leads with the highest positive sentiment, followed by Air France and Emirates in close competition. Singapore Airlines, Turkish Airlines, and Japan Airlines form a middle tier, while All Nippon Airways, EVA Air, and Korean Air trail with lower scores. The clear hierarchy suggests strong brand perception for top performers and room for improvement for others.



Action to take

Analyze Qatar Airways' strategies (e.g., customer service, marketing) to replicate best practices across other airlines. For mid-tier performers like Singapore Airlines, focus on targeted campaigns to boost sentiment. Lower-scoring airlines (e.g., Korean Air) should prioritize customer feedback to address pain points and improve brand perception. Consistently monitor sentiment trends to adjust strategies dynamically.

classement des compagnies par rapport aux sentiments positives





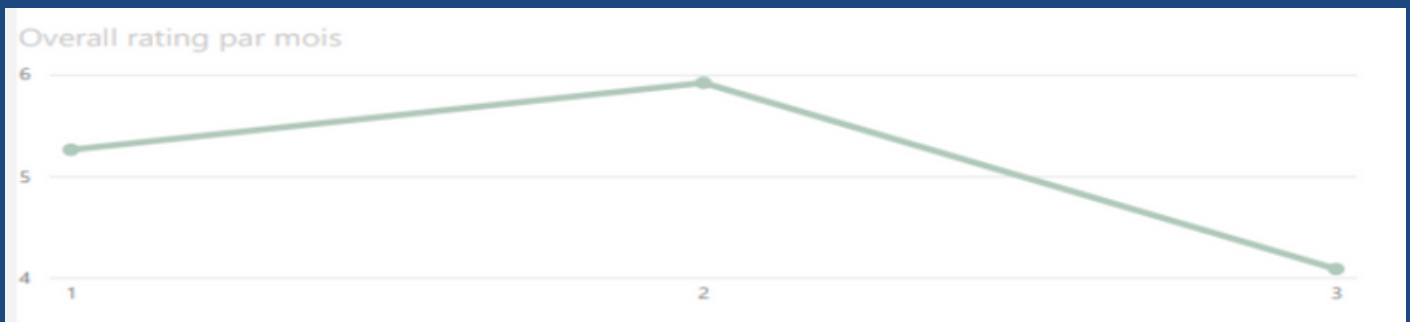
Graph interpretation

The graph shows monthly overall ratings on a scale of 1–6. Ratings fluctuate between months, with some peaks (reaching 6) and dips (as low as 1). The inconsistent pattern suggests variability in performance, customer satisfaction, or service quality across different periods.



Action to take

Identify the causes behind high-rated months (e.g., promotions, service improvements) and replicate successful strategies. Investigate low-rated months for recurring issues (e.g., staffing shortages, product availability) and implement corrective measures. Maintain consistent monitoring to stabilize ratings and improve long-term performance.



Graph interpretation

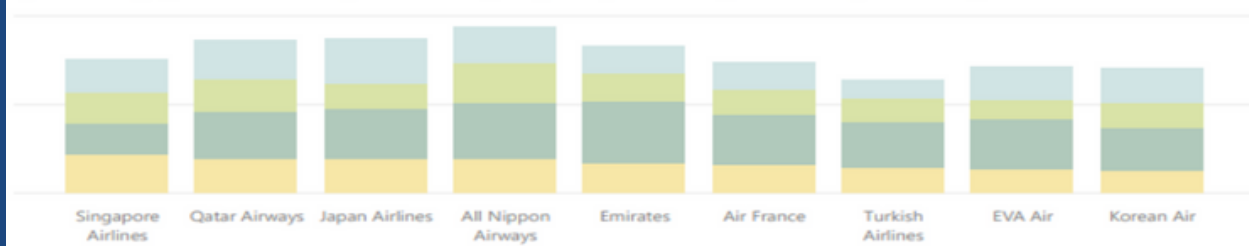
The graph compares airline service averages across four key metrics (Inflight Entertainment, Overall Rating, Seat Comfort, Staff Service) on a 20-point scale. Singapore Airlines and Qatar Airways lead in most categories, suggesting superior passenger experience, while airlines like Korean Air and EVA Air trail behind. Staff Service and Seat Comfort appear as consistent strengths among top performers, with Inflight Entertainment showing more variability.

Action to take

Benchmark Singapore Airlines' and Qatar Airways' best practices (especially in Staff Service and Seat Comfort) for industry-wide improvements. Lower-ranked airlines should prioritize upgrading Inflight Entertainment and staff training programs. Regular passenger feedback collection and targeted service enhancements can help close the performance gaps.

Moyenne des services par compagnie

Moyenne de Inflight_Entertainment ● Moyenne de Overall_Rating ● Moyenne de Seat_Comfort ● Moyenne de Staff_Service



Graph interpretation

Negative sentiments dominate (58.22%) with a concerning 7.09% increase, while positive sentiments (41.78%) show an 8.45% decline. The overall rating (5.38/10) and neutral emoji rating reflect mediocre customer satisfaction, signaling urgent need for improvement in service quality or customer experience.

Action to take

Focus on reducing negative sentiments by addressing key pain points (e.g., service delays) through staff training and process improvements, while amplifying positive experiences with upgrades to amenities or comfort features. Implement a responsive customer feedback system to demonstrate proactive issue resolution, and align rating scales with emoji metrics for more accurate sentiment analysis.

