

Visual Analytics Final Report

British Airways Analytics



Group 5 - Team Member

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1. Introduction

This report presents a comprehensive analysis derived from extensive datasets encompassing reviews of British Airways spanning from March 2016 to October 2023. Building upon the rich information contained within these datasets, our aim is to unveil crucial insights that illuminate the preferences and sentiments of British Airways' diverse clientele.

By delving into the feedback provided by various segments including business travelers, leisure travelers, families, and solo travelers, we endeavor to discern the aspects of BA's offerings that resonate most profoundly with each group. This analysis is poised to identify both the strengths that set BA apart in the airline industry, as well as areas ripe for enhancement.

Moreover, this report is crafted with the intent to guide future marketing initiatives by pinpointing the target audience most receptive to tailored strategies. Through meticulous examination of our data, we aim to offer actionable insights that can catalyze improvements in service delivery, thereby elevating the overall customer experience and bolstering British Airways' esteemed reputation.



2. Objectives

The key objectives of this report are:

1. Analyze and visualize customer feedback.
2. Disaggregate feedback across categories such as food, entertainment, seat comfort, and more.
3. Track trends over time and by month.
4. Identify areas of strength and improvement.
5. Establish a feedback loop for continuous enhancement.
6. Integrate customer input into strategic planning.
7. Boost satisfaction, loyalty, and transparent communication.

3. Need of It ? Was it necessary ?

The data regarding British Airway reviews is indispensable for a multitude of reasons. Firstly, it offers a comprehensive understanding of customer sentiment, providing insights into both positive experiences and pain points. By analyzing feedback across various metrics, the

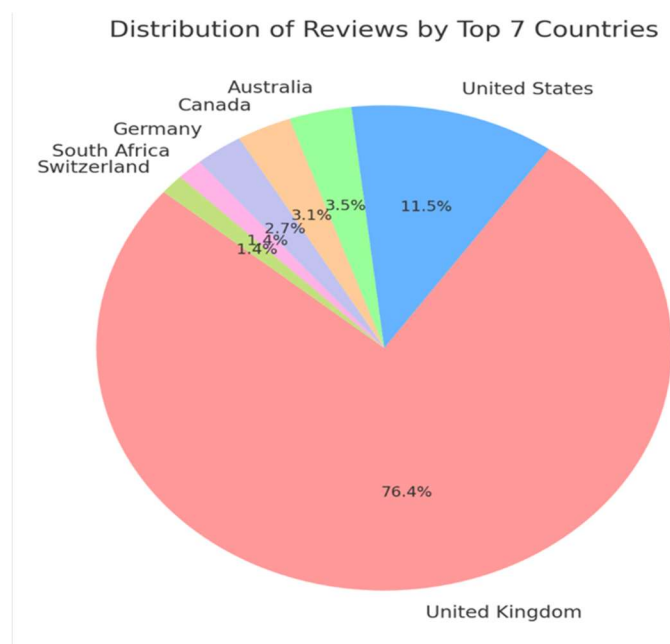
dashboard allows the airline to identify specific areas for improvement, guiding strategic decision-making. Moreover, it serves as a benchmarking tool, enabling British Airways to gauge its performance relative to industry standards and competitors. Additionally, the visual representation fuels innovation by highlighting opportunities to enhance the travel experience based on customer preferences. Beyond customer-facing enhancements, it contributes to operational efficiency by pinpointing recurring issues and streamlining internal processes. Ultimately, the dashboard fosters a culture of continuous improvement by promoting transparency, accountability, and collaboration across the organization.

This analysis is crucial for:

1. Identifying trends in customer satisfaction over time.
2. Customizing services to better meet the expectations of different types of travelers.
3. Directing resources towards improving areas with lower ratings.
4. Informing strategic planning based on consistent feedback.
5. Managing and enhancing the airline's reputation based on customer perceptions.

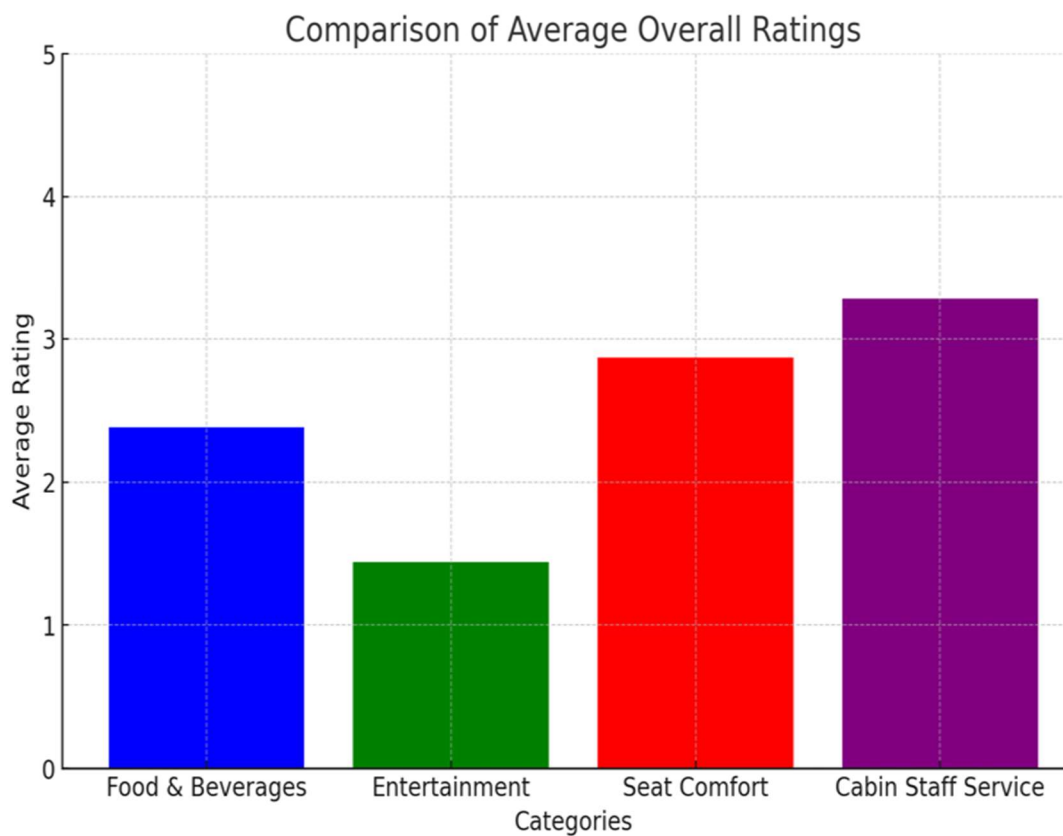
4. Findings

4.1 Reviews Count by Countries



- It was found that most reviews came from the United Kingdom, implying the number of travelers from the United Kingdom are the most followed by the United States.

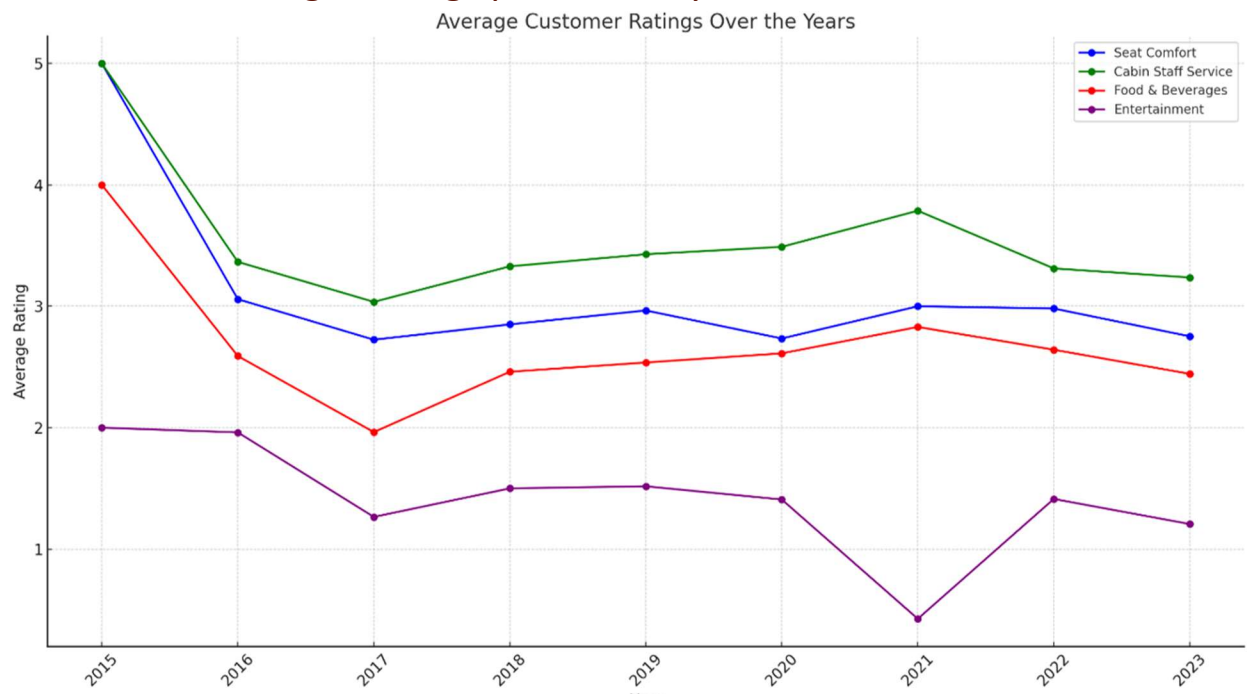
4.2 Average Rating in all categories



- It's been found out that British airways lacks the most in the Entertainment category, implying that it should be working on the entertainment service to improve their quality of service.
- They can work with streaming partners to offer a variety of shows and movies, and also can put in more interactive games for the passengers to pass time.
- It's also found that the Cabin staff service for the company has been top rated and most acknowledged. Kudos to that.
- One thing that lacks but is average is the food and beverages category, which they can work on to improve their overall rating and quality of service.

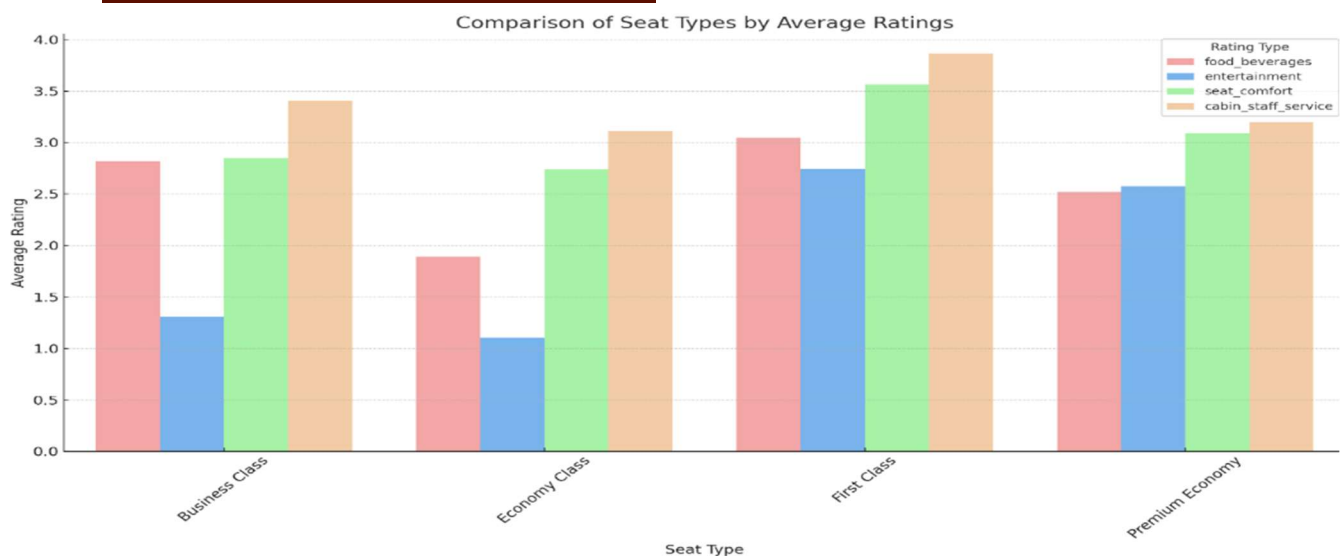


4.3 Overall Average Rating spread over years.



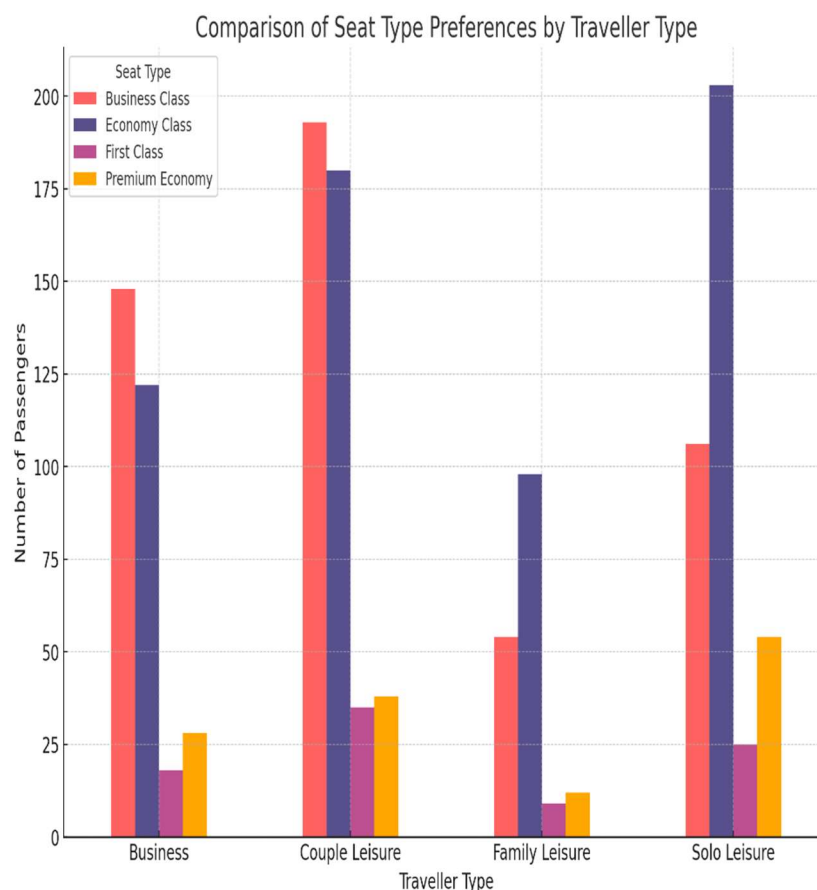
- The plot above shows the trend changes in their overall rating in different categories.
- It's found that the entertainment category has been on the low ever since the beginning, which they seriously need to consider as an area of improvement.
- Apart from that, one interesting update is their improvement in cabin service from 2020 to 2021 implying the excellence in the Cabin staff service and standard during the tough Covid-19 time.
- The dip in the entertainment category is justifiable because during that period, due to Covid, the displays were kept off so that the least amount of infections were transmitted by touch.

4.4 Categorical Rating by Seat Type



- The plot above shows that passengers traveling in economy class found their entertainment service the worst along with business class passengers. It's hard to believe but the entertainment rating in first class and premium economy class is high because of the few number of travelers in that category. As we've talked about the cabin service, it is quite evident that it tops the board and is one of the best features of the airline.
- Additionally, they need to work on the food and beverages category for economy class as it's been on a low end.

4.5 Comparison regarding different traveler type.



KEY INSIGHTS FROM GRAPH

- Economy Class is most popular across all traveler types.
- Business Class is significantly preferred by couple travelers.
- Premium Economy is least favored, particularly among family leisure travelers.
- First Class has minimal but existing interest among couples and solo travelers.

Strengths

- Economy class is very popular.
- Business class appeals to corporate travelers.

Weaknesses

- First class has limited demand.
- Premium economy isn't suitable for families or couples.

Actions to take.

- Target premium economy for families and couples.
- Encourage upgrades among solo travelers.
- Review first-class services.
- Maintain high business class standards.

Seat Preference by Traveler Type

- **Business**
Prefers Business, some Economy.
- **Couple Leisure**
Between Business and Economy
- **Family Leisure**
Mostly Economy
- **Solo Leisure**
Strongly Economy; less so Business

5. Areas of Improvement

Improvements are suggested across various service categories:

- **Food & Beverages:** Enhance options in Economy Class and differentiate offerings in Premium Economy.
- **Entertainment:** Upgrade systems and content across all classes.
- **Seat Comfort:** Address specific issues in Business and Premium Economy classes.
- **Cabin Staff Service:** Improve personalization and service levels, particularly in Premium and Business classes.

6. Recommendations

1. Service Strategy Enhancements

- **Improve the In-Flight Entertainment:** Invest in modern and diverse entertainment options that are interesting to customers.
- **Better Comfort of Seats:** Change old seats with new ones that have been designed ergonomically for comfort in all classes.

2. Marketing and Engaging Customers

- **Targeted Marketing Campaigns:** Create promotions for solo and couple leisure travelers who are highly satisfied with the service.
- **More Involvement in Major Markets:** Increase marketing as well as services provided in key areas such as the UK and US while finding ways of getting people from less represented regions engaged.

3. Continual Improvement

- **Set Up Feedback Loop:** Create a structured system for utilizing customer feedback during continuous improvement processes of services offered.
- **Regular Review plus Adaptation:** Keep reviewing what is being offered based on customer expectations vis-a-vis competitor's advancement to stay relevant.

7. Conclusion

The comprehensive review spanning from March 2016 to October 2023 offers valuable insights into areas requiring attention based on customer feedback regarding British Airways. Positive reviews predominantly praise cabin staff service and ground services, highlighting strengths in personal interaction and airport operational handling. However, consistently low scores for in-flight entertainment signal a need for upgrading content and technology, especially on longer flights.

Demographically, solo and couple leisure travelers emerge as the most satisfied groups, suggesting ongoing marketing efforts should target these segments. Conversely, families tend to report lower satisfaction levels, presenting an opportunity to enhance service offerings through tailored amenities and family-focused promotions.

Although leisure travelers generally express higher satisfaction compared to business travelers, the declining trend in overall review scores since the onset of the COVID-19 pandemic indicates external factors, such as flight cancellations and customer service issues, have negatively impacted perceptions. This underscores the importance of responsive and flexible customer service policies to bolster satisfaction and loyalty.

In response to these insights, British Airways should focus on three key areas to improve its services and sales strategies. Firstly, enhancing in-flight entertainment content and technology to enrich the passenger experience, particularly on extended flights. Secondly, tailoring offerings and promotions to better serve families, addressing their unique needs and preferences. Lastly, implementing responsive customer service policies to mitigate external challenges and foster satisfaction and loyalty among all customer segments. By addressing these focal points, British Airways can better meet the diverse needs of its market, ultimately increasing customer satisfaction and reversing declining ratings.