

Summary

This dashboard analyzes customer reviews for British Airways across various metrics like overall rating, cabin staff service, entertainment, food, and seat comfort. The average overall rating is 4.2, but some specific aspects like entertainment (1.4) and value for money (2.8) are rated lower. Ratings are analyzed by month, country, and aircraft type.

Key observations:

- **Aircraft Performance:** Boeing 747-400 has the highest average overall rating (4.7), while A321 scores the lowest (3.8).
- **Geographic Trends:** Average ratings vary by country.
- **Time Trends:** Ratings have fluctuated over time, with noticeable dips.

Conclusion

The analysis highlights that while the overall rating is moderate, specific areas like entertainment and value for money need improvement. Aircraft type influences customer satisfaction, and targeted improvements can focus on underperforming areas to enhance customer experience.