

British Airways Passenger Reviews

Insights on Passenger Reviews and Traveler Experiences (2016-2023)

Background

British Airways, one of the world's leading airlines, has been synonymous with excellence and reliability for decades. With a rich history and a commitment to providing exceptional customer experiences, British Airways continues to be a preferred choice for travelers worldwide.

Objective: British Airways is looking to improve its customer satisfaction and retention rates. The airline wants to understand what factors are most important to customers and how it can improve its services in these areas.

Hence, as a business analyst you have been contacted to provide the necessary insights and suggest action points where necessary.

Data Dictionary

- **Reviews:** This column contains the text-based feedback and reviews provided by customers after their experience with British Airways.
- **Date:** The date on which the review was posted by the customer, offering valuable temporal information.
- **Stars:** The rating given by the traveler, typically on a scale of 1 to 5 stars, reflecting their overall satisfaction with the airline's services.
- **Type of Traveler:** This column categorizes the type of traveler who left the review, distinguishing between different travel demographics, such as business travelers, families, or solo adventurers.

Data Dictionary

- **Type of Seat:** Provides insights into the type of seat the traveler experienced during their flight, including economy, premium economy, business, or first class.
- **Country:** Indicates the country of origin of the customer, allowing for regional analysis and understanding customer preferences.
- **Recommended:** A binary indicator that reflects whether the traveler would recommend British Airways based on their experience.
- **Route:** This column provides information about the specific route or flight taken by the passengers, offering context to their reviews and experiences.

Tailored Analysis

Using the data answer the following questions:

- 1. How many valid customer feedbacks are considered in this analysis?**
- 2. What is the average star rating for British Airways?**
- 3. Which country of origin do these customers originate from?**
- 4. What is the highest flight route?**
- 5. Are the clients more willing to recommend British Airways?**
- 6. Do seat types influence British Airways recommendation ratio?**
- 7. What are the most common type of travelers?**
- 8. Choose a chart that can effectively show the years, number of customers, by breakdown of recommendation ratio.**



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