

# CUSTOMER REVIEW INSIGHTS DASHBOARD

An Interactive Dashboard Based on Global British Airways Reviews  
(2016–2023)

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# ABOUT THE DATASET

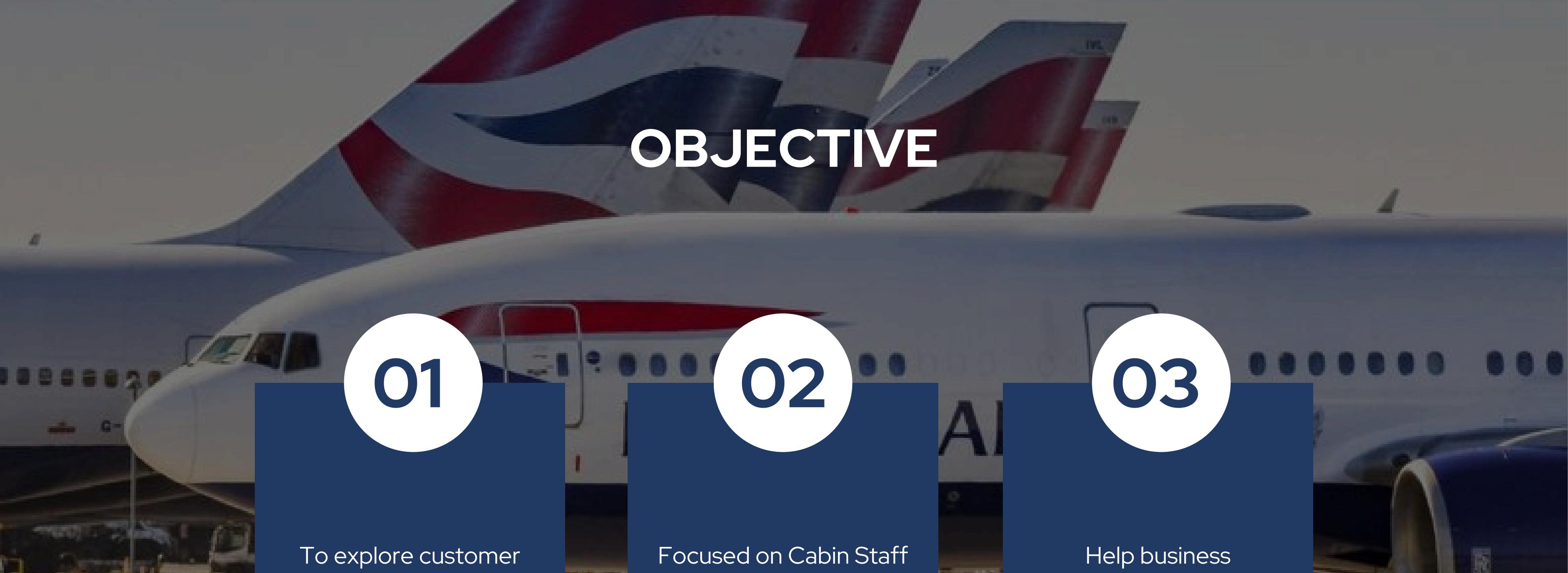
[Link to “Countries” dataset](#)

[Link to “British Airways Reviews” dataset](#)

This project is based on publicly available passenger review data collected from the Skytrax website, covering the period from 2016 to 2023. The dataset was published on Kaggle and reflects real experiences shared by customers of British Airways.

The data includes text-based customer feedback along with supporting information such as review dates, customer ratings, and travel details. Although it is not an official dataset released by British Airways, it provides valuable insights into customer satisfaction and traveler experience through data-driven analysis.

This dataset is used solely for educational and portfolio purposes.



# OBJECTIVE

01

To explore customer satisfaction trends based on British Airways reviews

02

Focused on Cabin Staff Service, by time, geography, and aircraft type

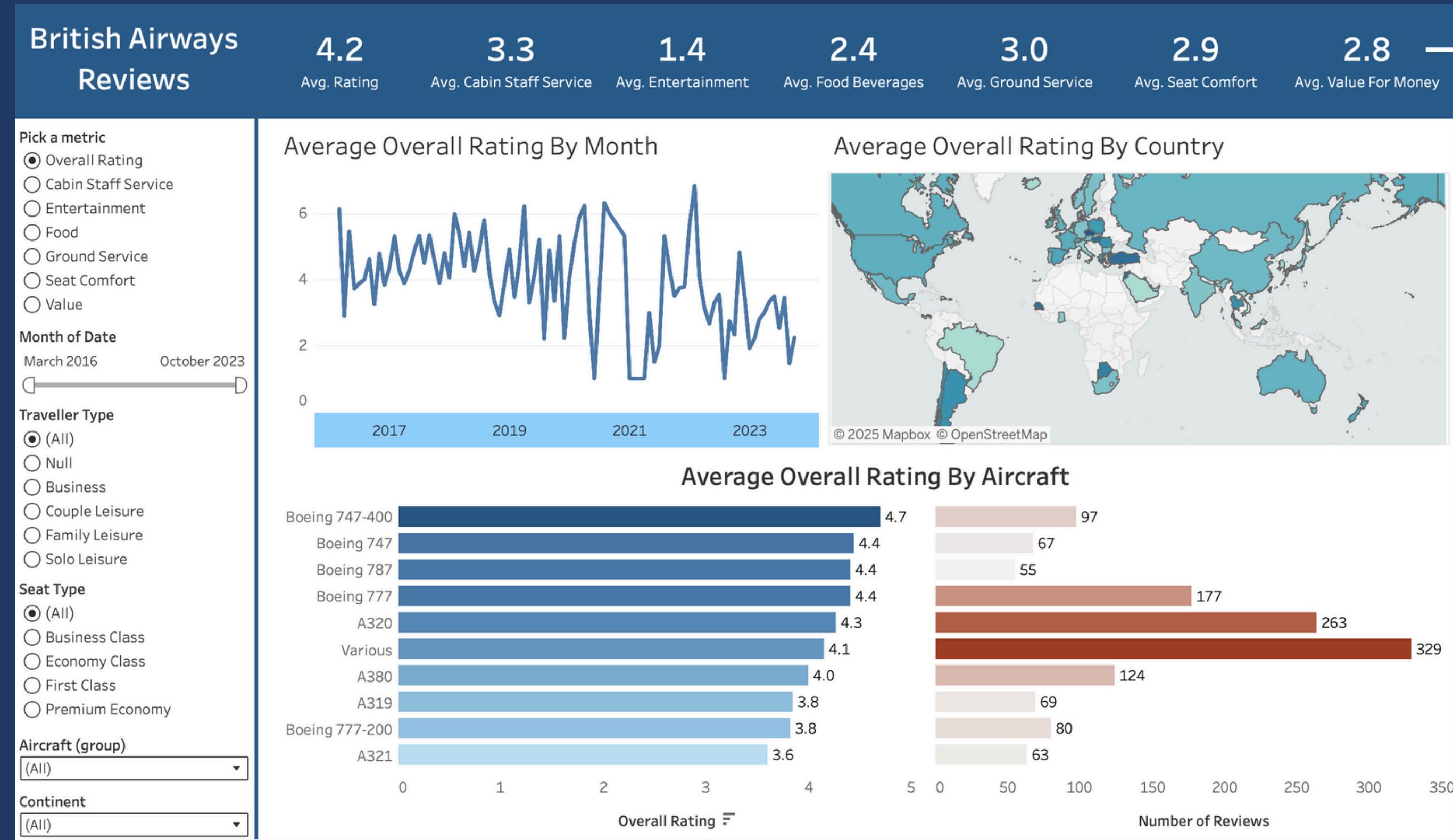
03

Help business stakeholders understand service gaps and opportunities

# THE DASHBOARD

[Click here to view the interactive version](#)

**INTERACTIVE FILTERS:**  
Metric, Date, Traveller Type, Seat Type, Aircraft, Continent



- MAIN VISUALS:**
- Time series of cabin staff service scores.
  - Country-level satisfaction (map)
  - Aircraft type vs. service rating

# SCOPE OF INSIGHTS

01

**This dashboard is fully interactive and allows filtering by:**

- Review metrics (Overall Rating, Cabin Staff, Food, etc.)
- Traveller type, Seat type, Aircraft, and Region

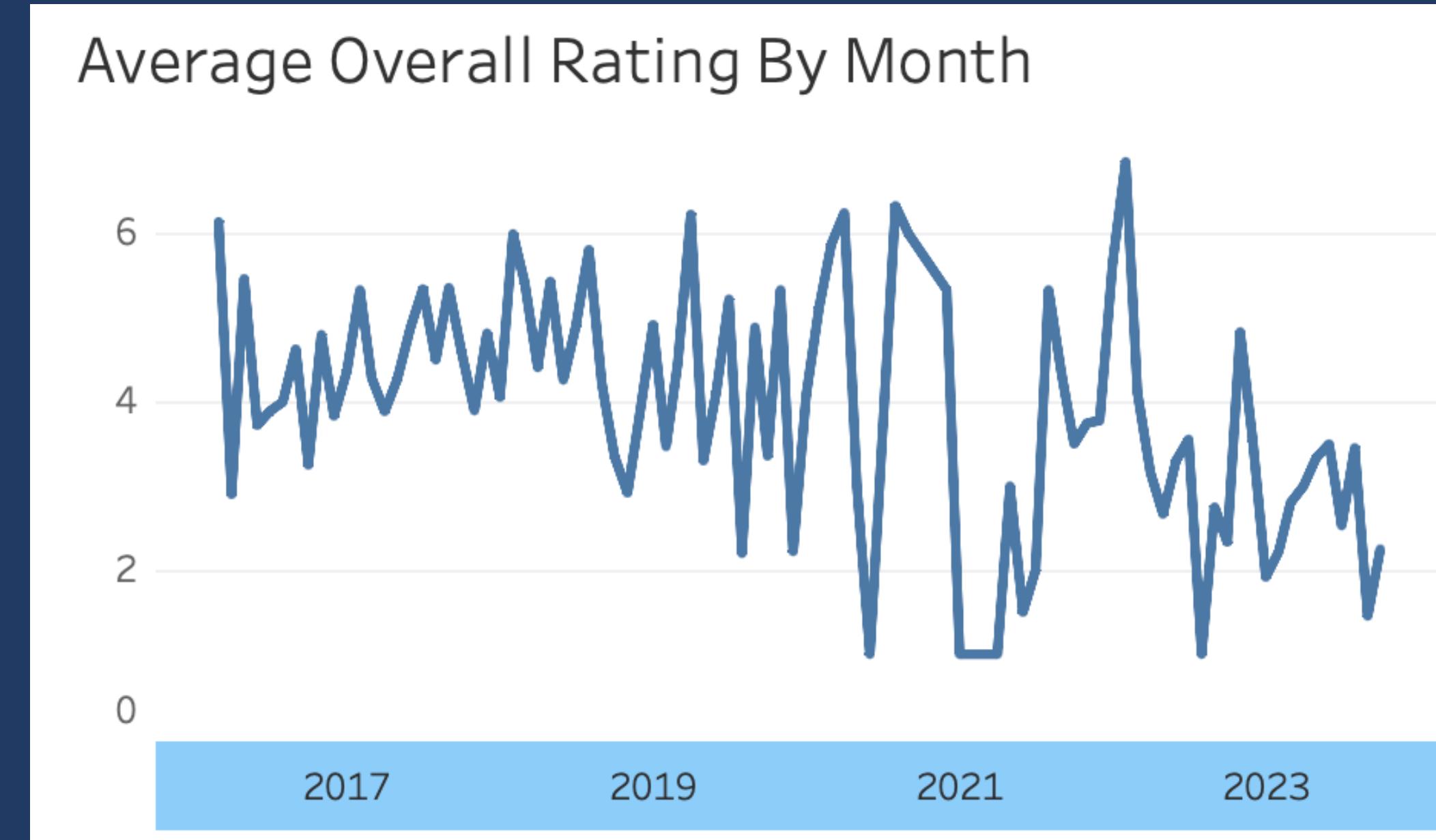
02

**For this presentation, all insights are based on:**

- Metric: Overall Rating
- Traveller Type & Seat Type: All
- Aircraft & Region Filters: None

Insights may vary when different filters are applied.

# INSIGHT: RATING OVER TIME



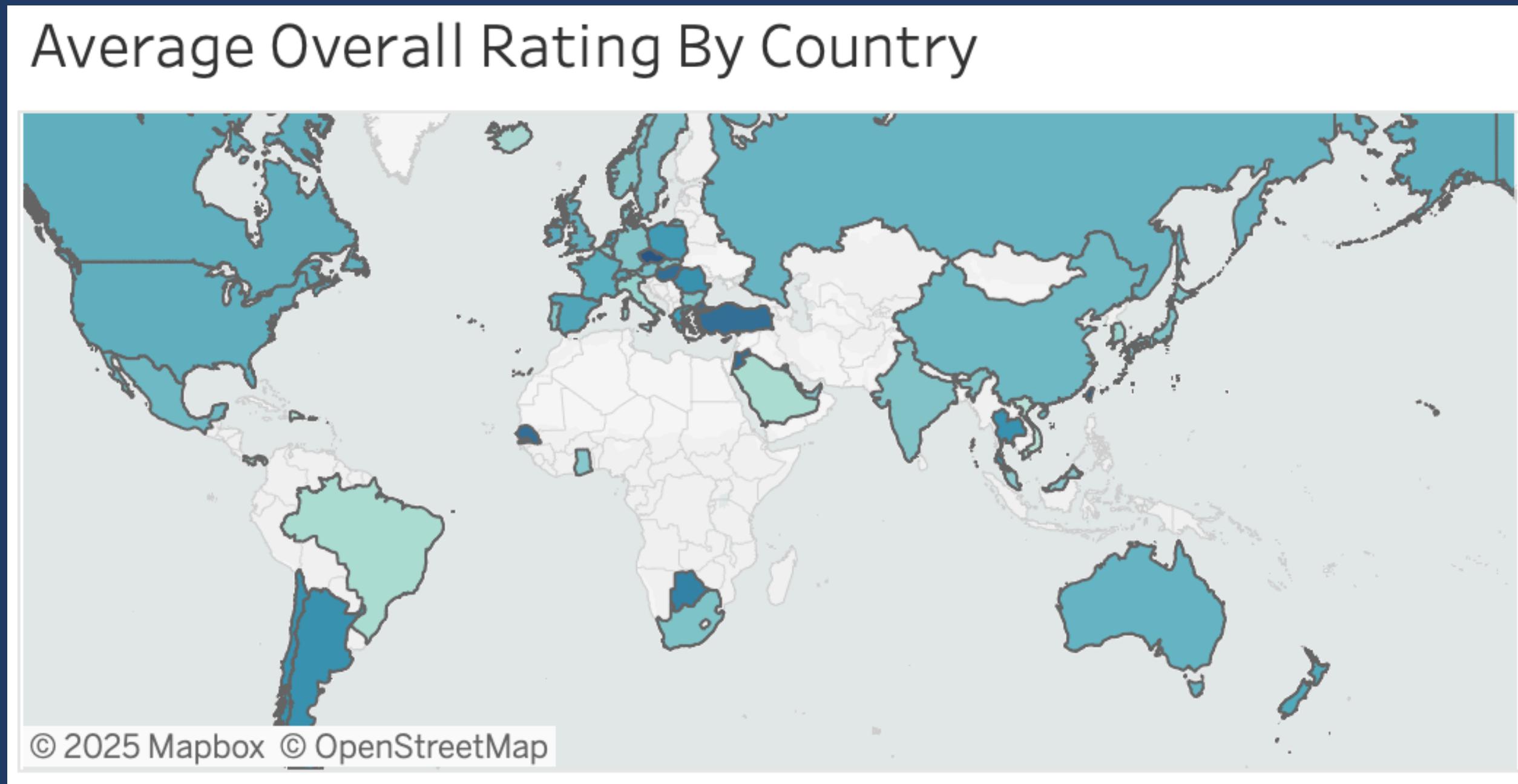
#### Insight:

Ratings were stable until a notable drop around 2021, likely related to COVID-19.  
2023 scores have not returned to pre-2020 levels.

#### Recommendation:

Evaluate post-pandemic service recovery efforts. Identify what service practices were most successful pre-2020.

# INSIGHT: RATING BY COUNTRY



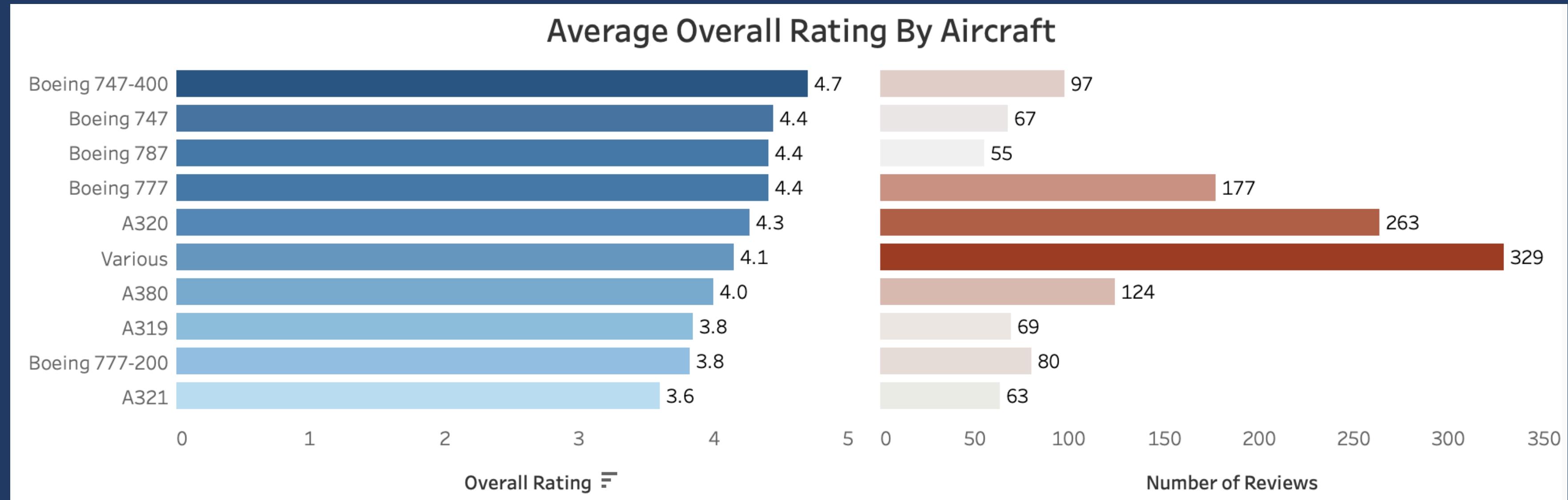
### Insight:

Higher ratings from Western Europe and Oceania. Lower ratings in parts of Africa and South America.

### Recommendation:

Tailor customer experience strategies based on regional feedback. Investigate specific dissatisfaction causes in underperforming regions.

# INSIGHT: RATING BY AIRCRAFT



#### Insight:

- Boeing 747-400 and 747 scored highest (4.7 / 4.4), while A321 scored the lowest (3.6). Aircraft type has a visible impact on perceived service.
- A320 (329 reviews) and Boeing 777 (263) dominate volume. High review count = more reliable insight.

#### Recommendation:

- Investigate lower-rated aircraft types (A321, A319). Review routes, onboard amenities, and crew deployment.
- Focus improvement plans first on aircraft with high review volume. Validate patterns before acting on low-volume types.



# THANK YOU! LET'S CONNECT



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