

AIRLINE REVIEWS AND EXPERIENCE ANALYSIS

Analyzing customer reviews to identify satisfaction trends, pinpoint key concerns, and develop targeted marketing strategies to improve British Airways' overall performance.

Executive Summary

- 01** Customer ratings in Food & Beverages, Ground Service, and Value for Money declined after pandemic
- 02** Customers prioritize (in descending order): Value for Money, Food & Drink, Ground Service, Seat Comfort, Cabin Staff Service
- 03** Solo Leisure travelers are most likely to recommend
- 04** Business travelers are least likely to recommend but more preferable to buy premium seats
- 05** Business travelers are most unlikely to recommend but more preferable to buy premium seats

Case Background and Data Resource

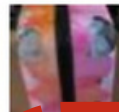
As the global airline industry rebounds from the pandemic, we concentrate on British Airlines, analyzing customer reviews and booking data to pinpoint areas for potential enhancements.

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"cover 50% of my new luggage"

Colean Wright (United States) 9th April 2023

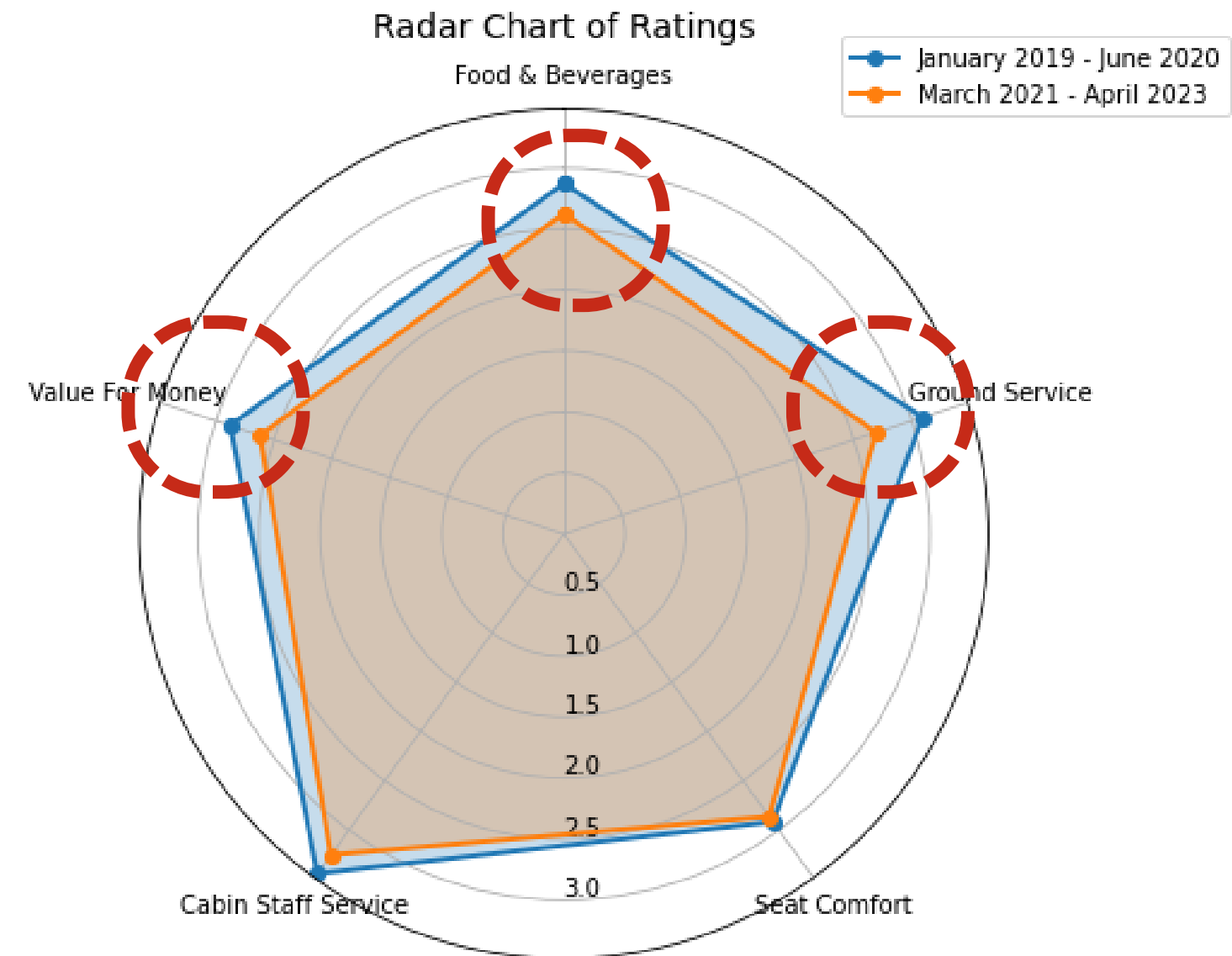
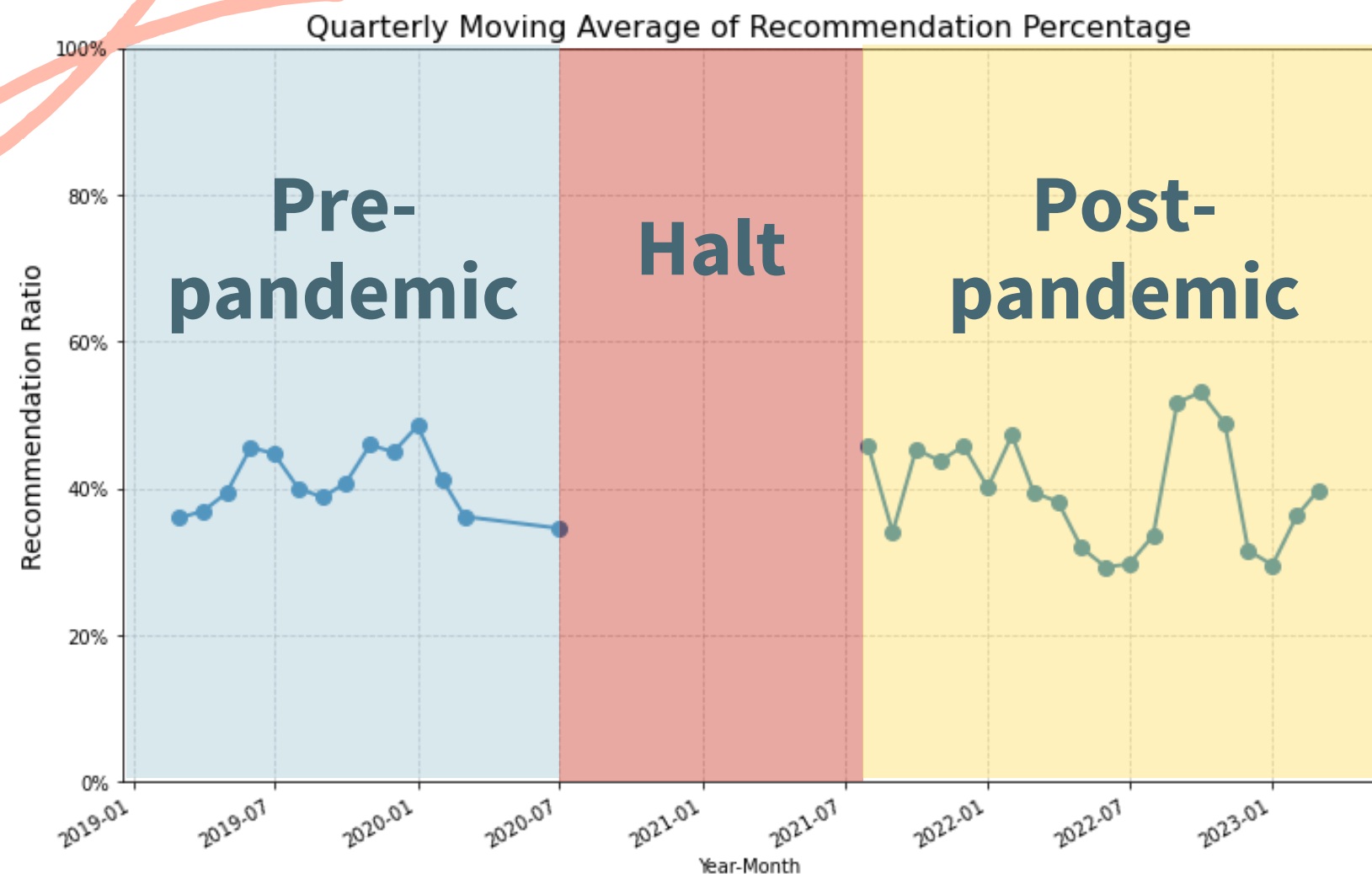
✓ **Trip Verified** | After several delays and canceled flights, we finally made it to Copenhagen on American Airlines and British Airways flights. My luggage was destroyed, wheels torn off. I had to buy new luggage in Denmark. I made a claim with British Airways to reimburse me but because I didn't have the receipt for my old luggage, they would only cover 50% of my new luggage. Advice, have receipts for your old luggage prior to flying so you don't get ripped off like I did.



Type Of Traveller	Couple Leisure
Seat Type	Economy Class
Route	London to Copenhagen
Date Flown	April 2023
Seat Comfort	★☆☆☆☆
Cabin Staff Service	★★★★☆
Food & Beverages	★☆☆☆☆
Ground Service	★☆☆☆☆
Value For Money	★☆☆☆☆
Recommended	✗

- Customer review data for British Airways was scraped from Skytrax
- 29 pages, 2900 customer reviews, including 17 variables

Customer Review Pre vs Post Pandemic

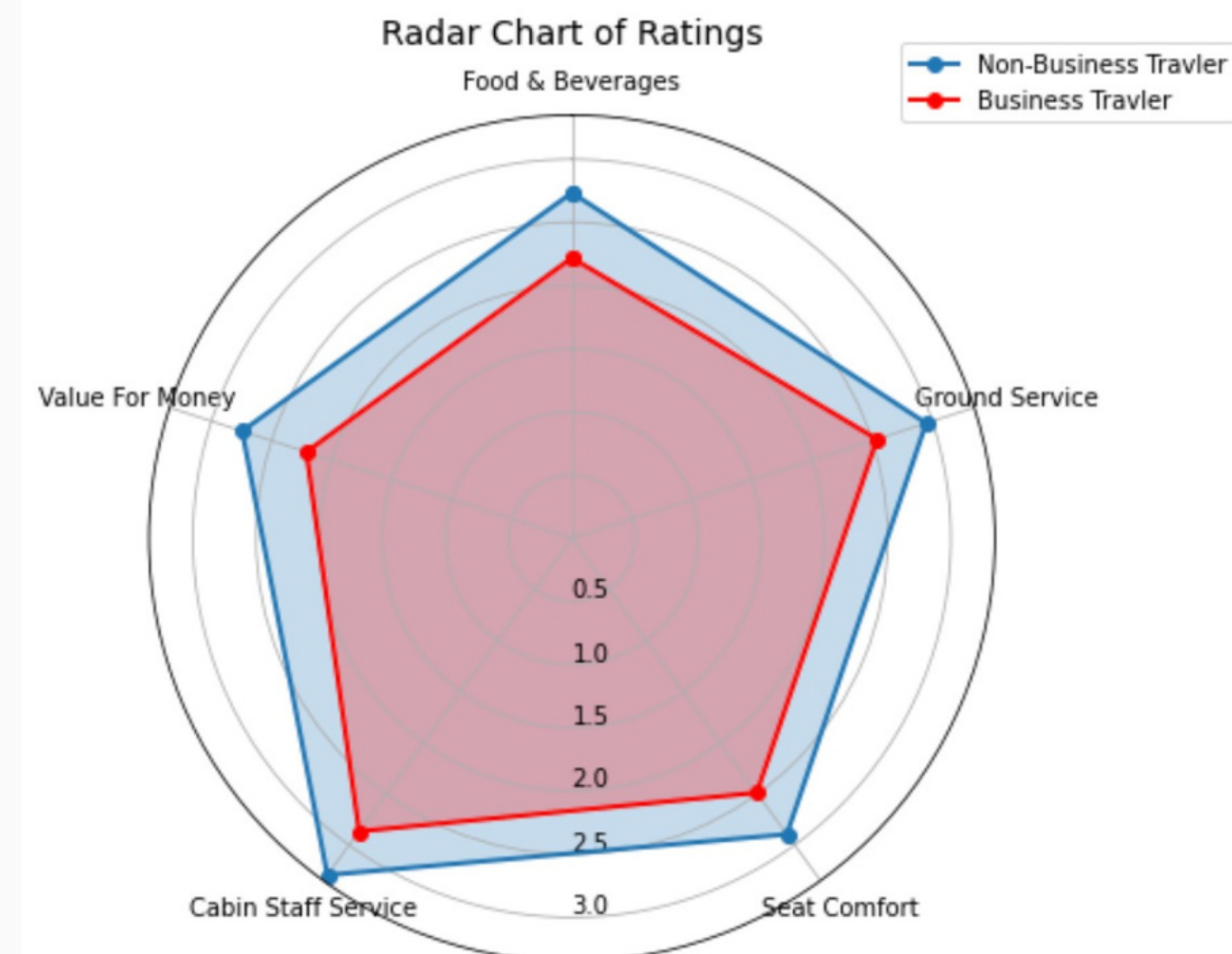
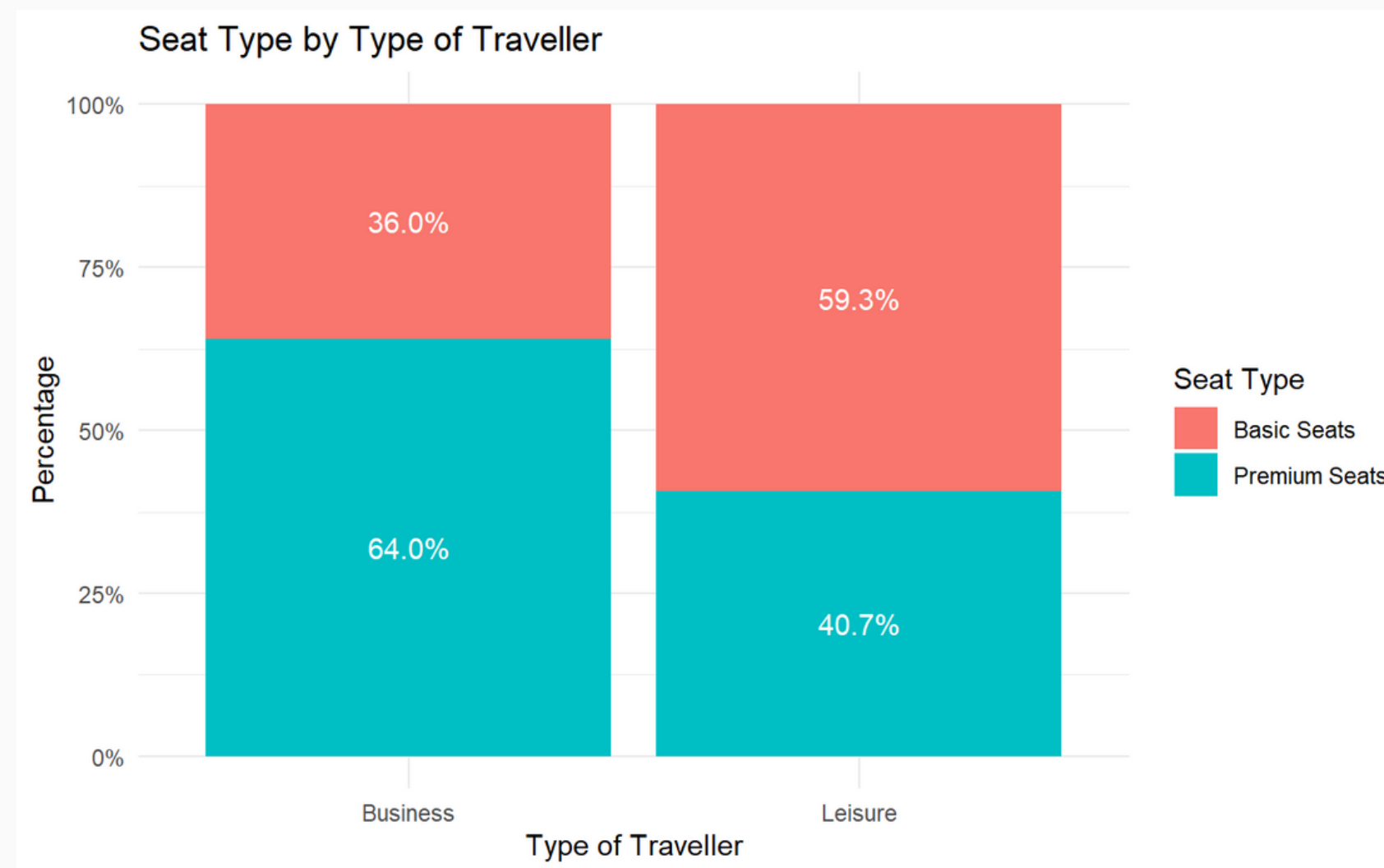


- Customer reviews indicate a noticeable gap that coincides with the suspension of travel permits and the temporary halt of the commercial aviation industry during the pandemic.
- Customer review ratings reveal a significant decline in *Food & Beverages*, *Ground Service*, and *Value for Money* between the pre-pandemic and post-pandemic periods.

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1. Value for Money
2. Food & Drink
3. Ground Service
4. Seat Comfort
5. Cabin Staff Service

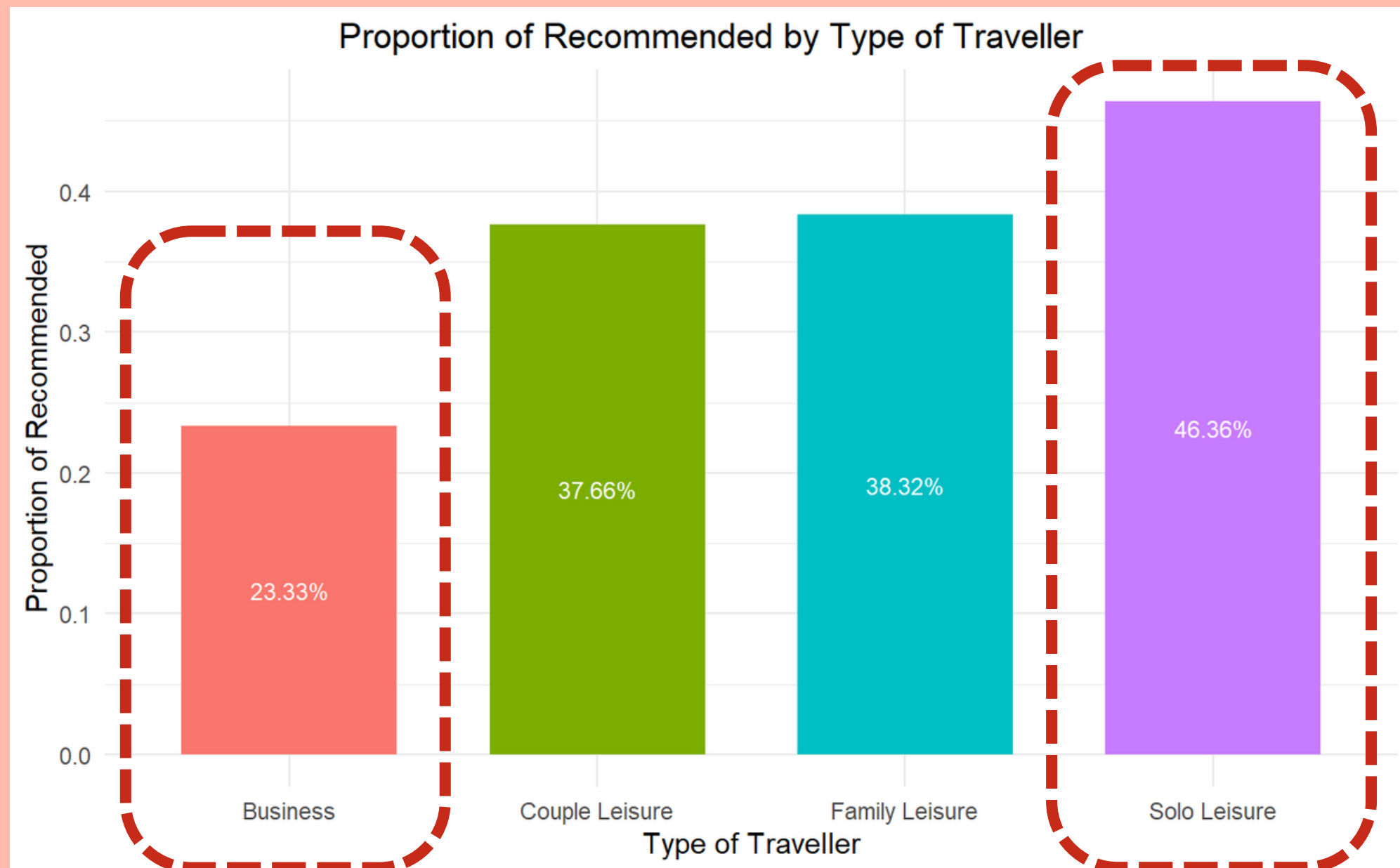
Business Travelers



- Business travelers show lower ratings in all aspects
- Business travelers are more preferable to buy premium seats (First Class and Business Class) which are more profitable at the same time
- Business travelers' feedback can impact their colleagues' preferences and potentially influence company-wide decisions.
- Business Travelers may face more pressure and need more special services during the trip

Recommendation Rates Vary Among Different Types of Travelers

08



- Solo Leisure travelers are most likely to recommend
- Business travelers are most unlikely to recommend

Marketing Recommendations- Services




Addressing Concerns

- **Improve food & beverage offerings:** Collaborate with renowned local food suppliers to enhance the quality, variety, and taste of your in-flight food offerings. Promote these improvements through marketing campaigns that showcase the new menus and partnerships.
- **Enhance ground service experience:** Investigate the reasons for the decrease in Ground Service ratings, this may involve training staff, streamlining check-in and boarding processes, or improving airport lounges. Communicate these improvements to customers through marketing channels.
- **Prioritize important areas:** Focus marketing efforts on food & drink, ground service, seat comfort, and cabin staff service. Create marketing messages to show how companies are taking steps to improve these aspects of the customer experience and emphasize improvements and positive experiences in these areas.



Leveraging Strengths

- **Highlight the strong performance in Cabin Staff Service** in comparison to competitors. 
Emphasize the exceptional service customers can expect when flying with British Airways, focusing on the professionalism and friendliness of the staff.

Marketing Recommendations

-Customer Segments



Most Unsatisfied but Profitable

- Business Travelers

- Offer business travelers specialized services to alleviate stress during their business trips:
 - Streamlined expense reimbursement
 - Expedited check-ins for urgent trips
 - In-cabin Wi-Fi coupons for seamless work connectivity.



Most Satisfied

-Solo Leisure Travelers

- Encourage satisfied solo leisure travelers to share their positive experiences on social media or review platforms, promoting British Airways through word-of-mouth endorsements.