

BRITISH AIRWAYS PASSENGER REVIEW DASHBOARD

Total Customers
2500

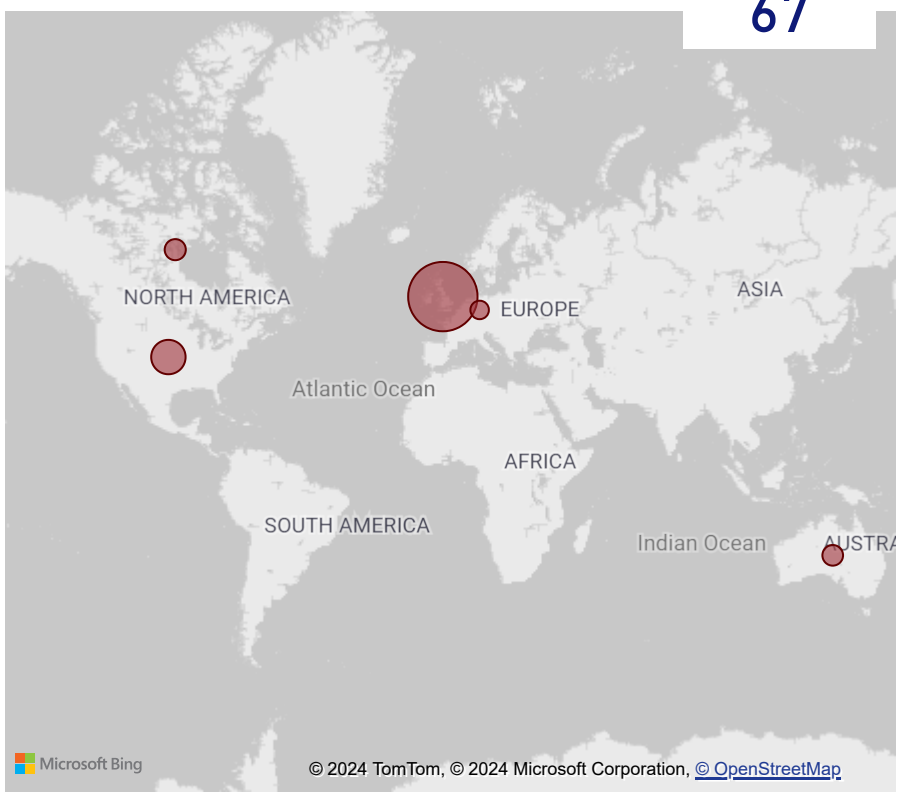
Average Rating
4.27

Valid Feedbacks

Review Status	Count of Review Status
Trip Verified	1091
Verified Review	770

Total 1861

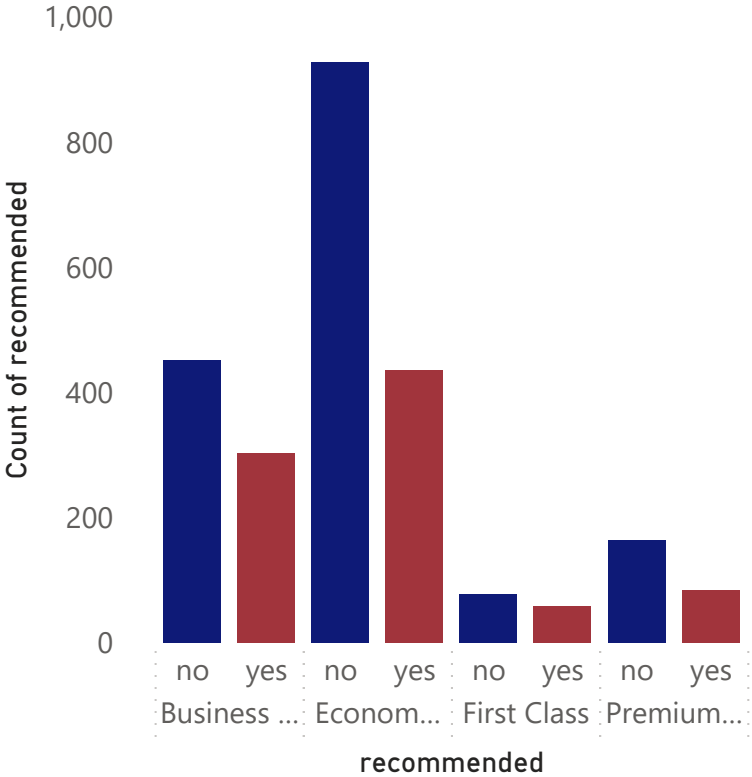
Customers by Country



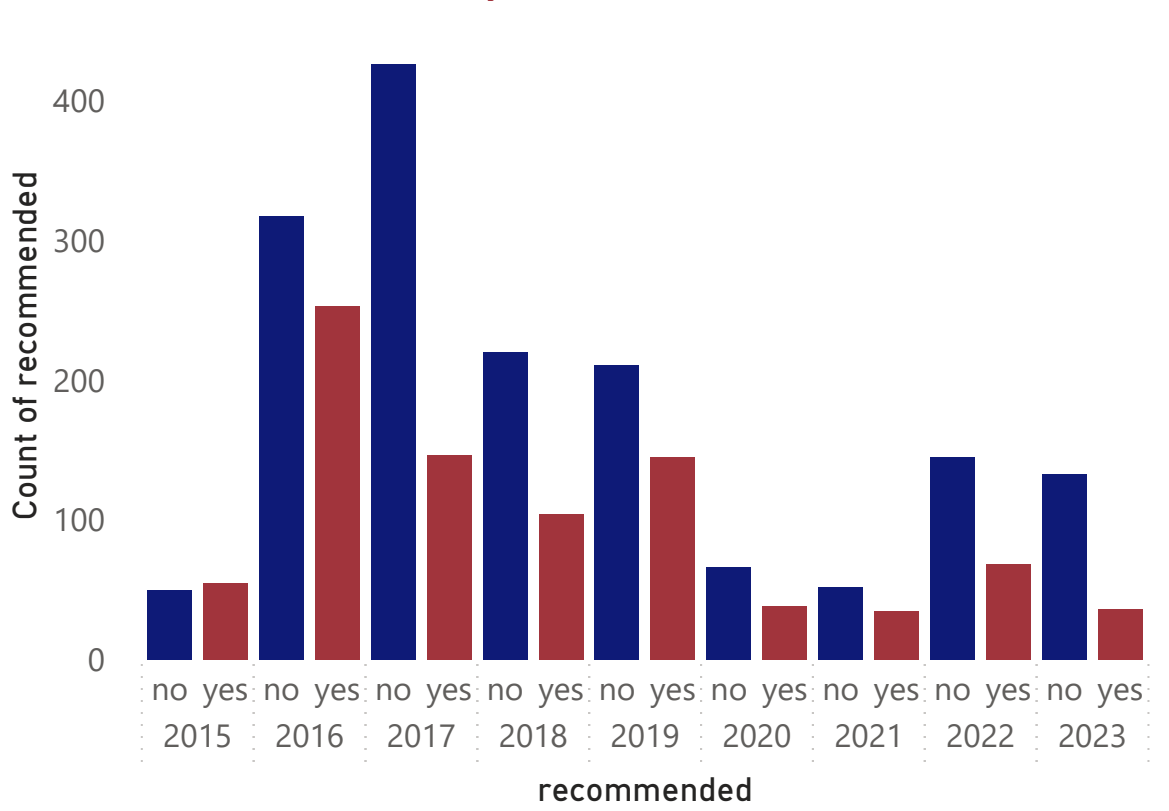
Most Travelled Routes

BKK to LHR	250
BLR to LHR	250
Denver to Heat...	250
Gatwick to Veni...	250
Heathrow to La...	250
LHR to CPT	250
London to Luan...	250
London to Sydn...	250
London to Tampa	250
Rome to Heath...	250

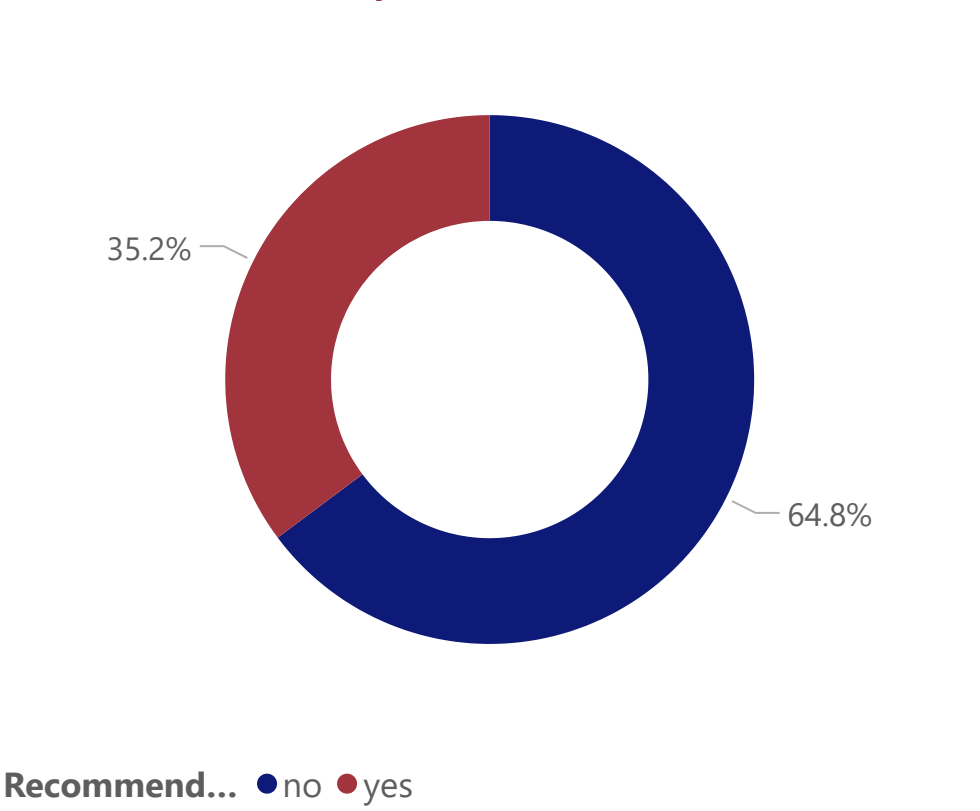
Recommendation Ratio by Seat Type



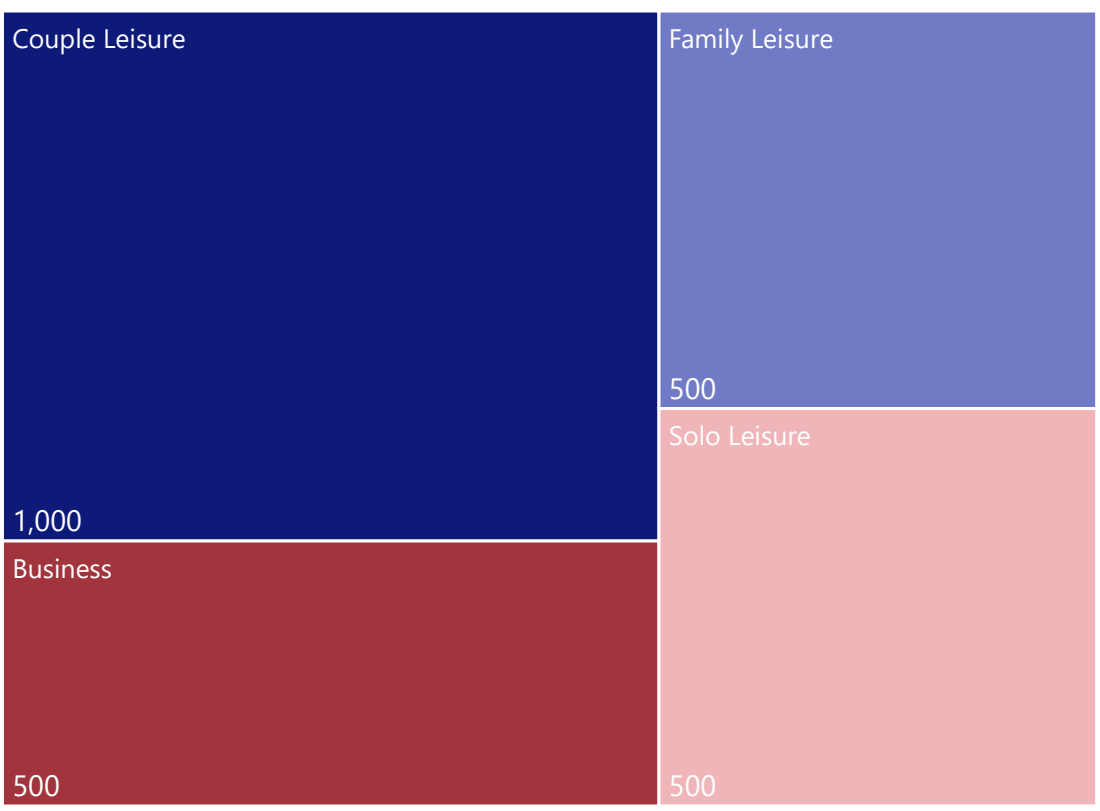
Recommendation Ratio by Years



Recommendation by Customers



Type of Travelers



BRITISH AIRWAYS PASSENGER REVIEW

Recommendations:

- Introduce promotional offers or exclusive discounts tailored for couples traveling with British Airways.
- Implement special pricing structures specifically for customers residing in the United Kingdom.
- Enhance customer service by conducting thorough training and implementing a robust quality assurance system for our representatives.
- Establish a comprehensive feedback mechanism to proactively address concerns of dissatisfied customers, offering them special incentives on their next flight as a gesture of resolution.
- Prioritize improvements in services for economy class passengers, given that nearly half of our customer base belongs to this category and express higher levels of dissatisfaction.
- Analyze successful strategies from 2015, 2016, and 2019 to identify effective practices and integrate them into our current operations.