

Client Review Quick Analysis

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BRITISH AIRWAYS



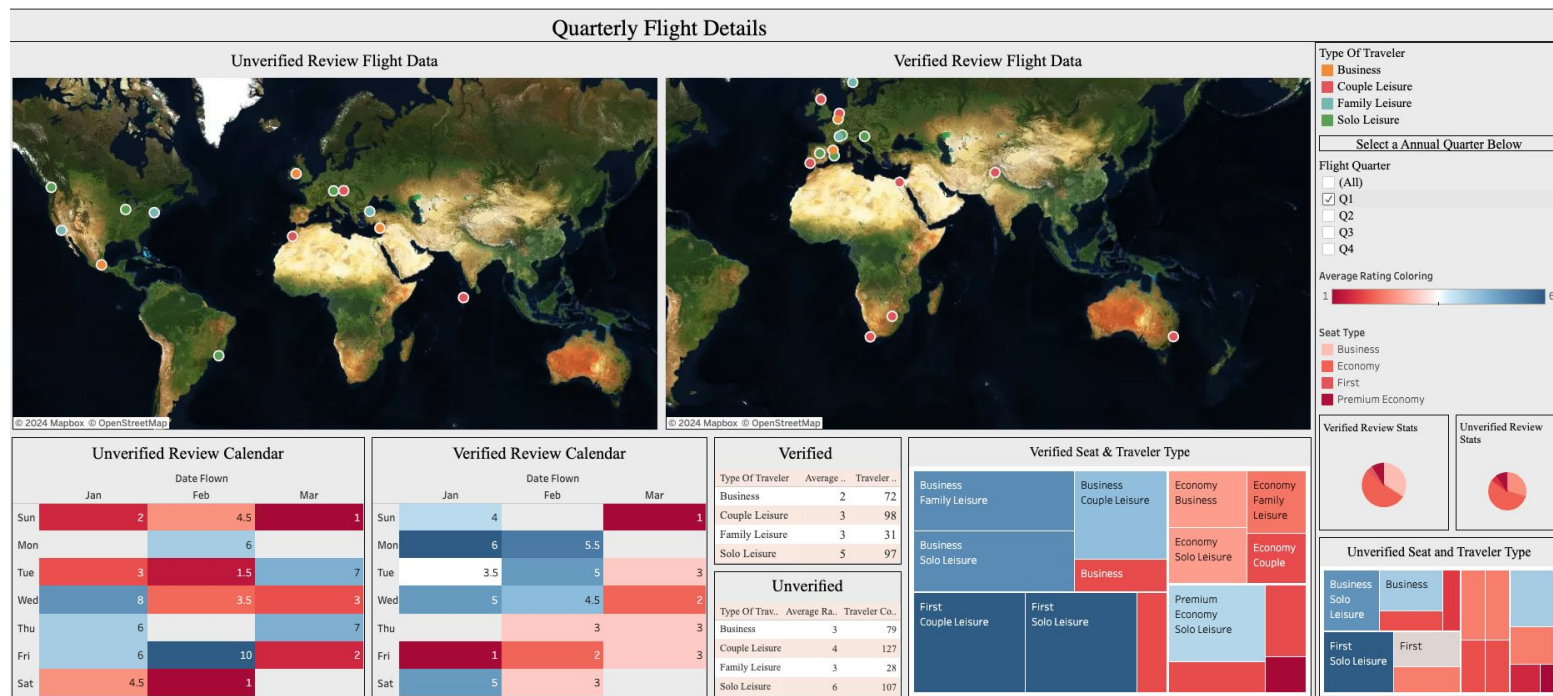
About the Dataset

- Overall reviews are on a scale of 1-10, this may vary by quarter, view the legend.
- Reviews are separated by those left by unverified or verified users.
- Each slide will present a different quarter.
- There is a map showing where a few of the reviewers flew to and from where.
- Link to follow along on [Tableau](#)

What are we looking for?

- **Best and worst reviewed flight quarters.**
- **What seat class should be further investigated?**
- **What days tend to be well reviewed?**
- **Do unverified and verified reviews lean positively or negatively?**

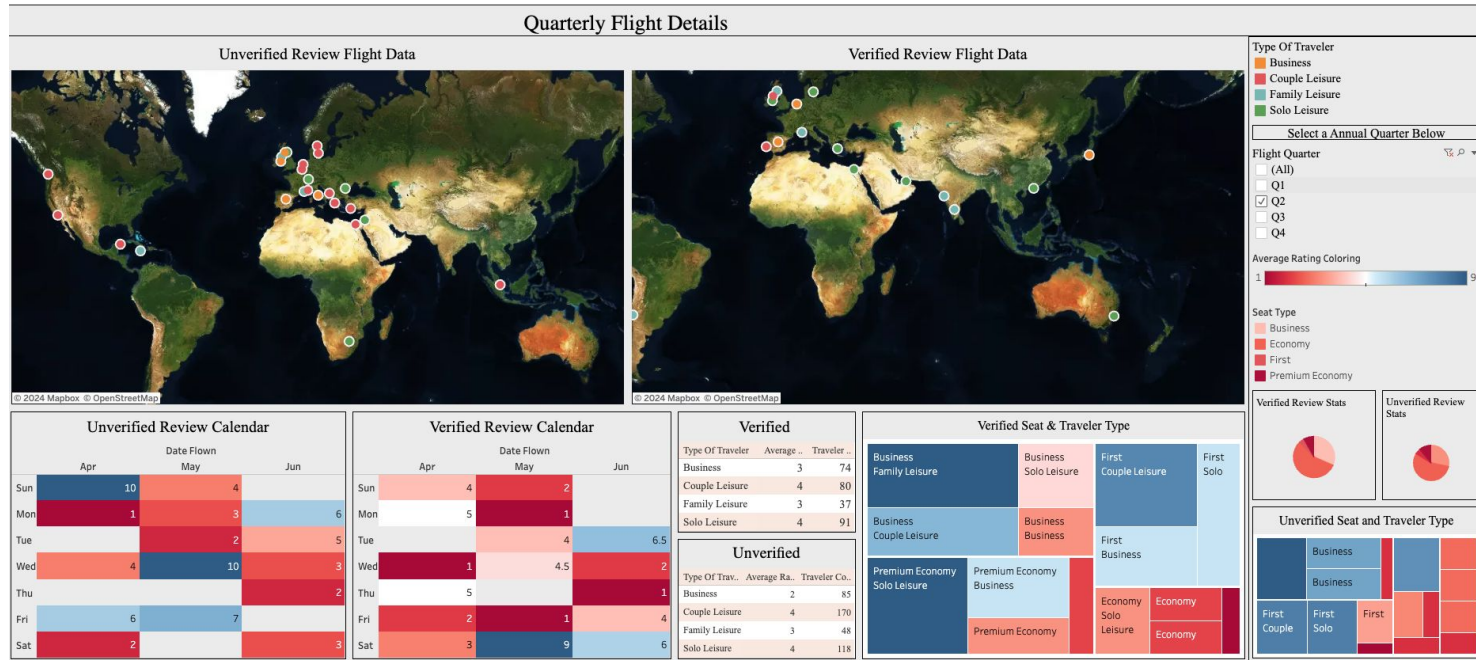
Quarter 1 Glimpse (January, February, March)



Quick Q1 Insights

- Review wise across Q1 the Month of January is the highest performing.
- Most of the reviews came from Couples traveling for leisure. (127 Unverified/98 Verified)
- The average rating for economy class is 3 which makes up 189 Unverified Reviews and 155 Verified
- Reviews from first class passengers fell into the 7.5 - 10 range.

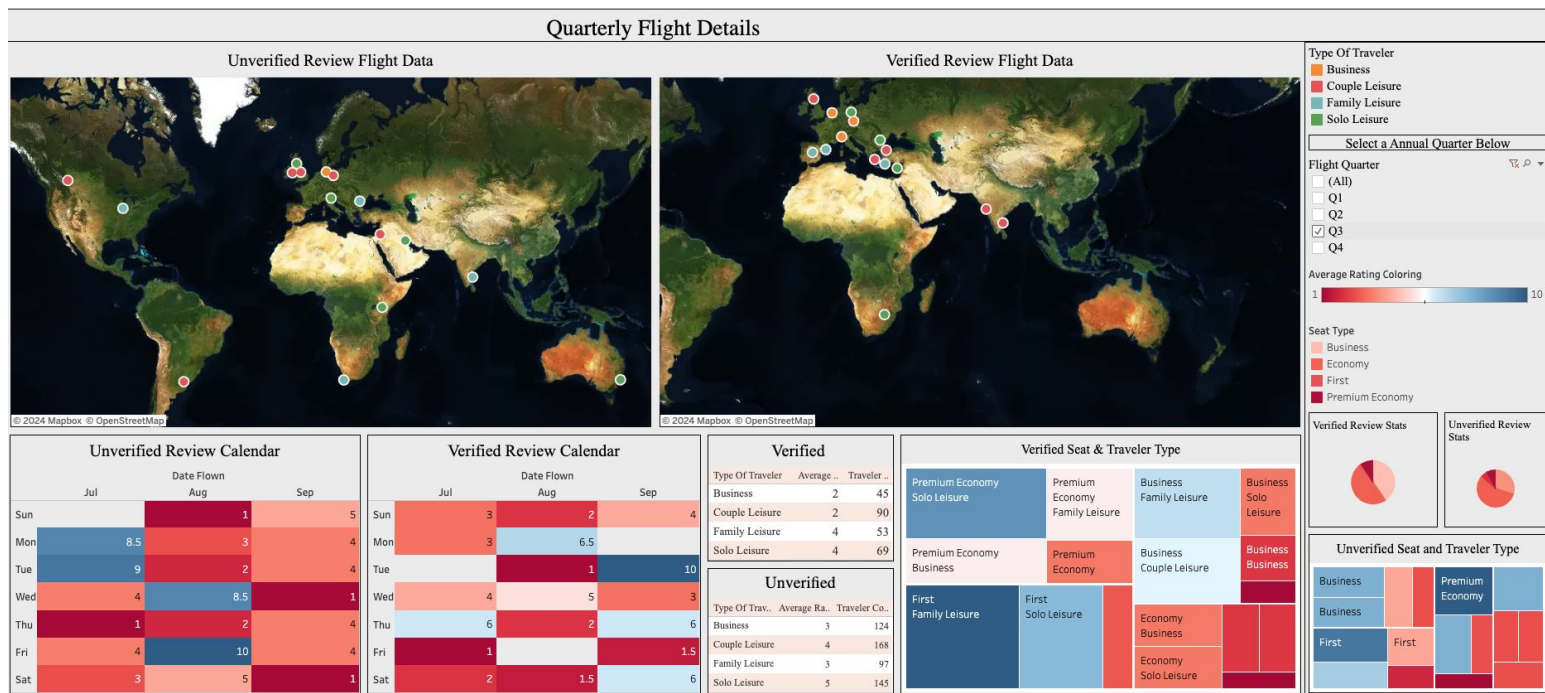
Quarter 2 Glimpse (April, May, June)



Quick Q2 Insights

- Review wise across Q2 the Month of May is the highest performing.
- Most of the reviews came from leisure travelers. (Couple Leisure 170 Unverified/Solo Leisure 91 Verified)
- The average rating for economy class is 3 for unverified which makes up 223 Unverified Reviews and a 2 average for verified which makes up 158 reviews.
- Reviews from first class passengers fell into the 6 - 8 range.

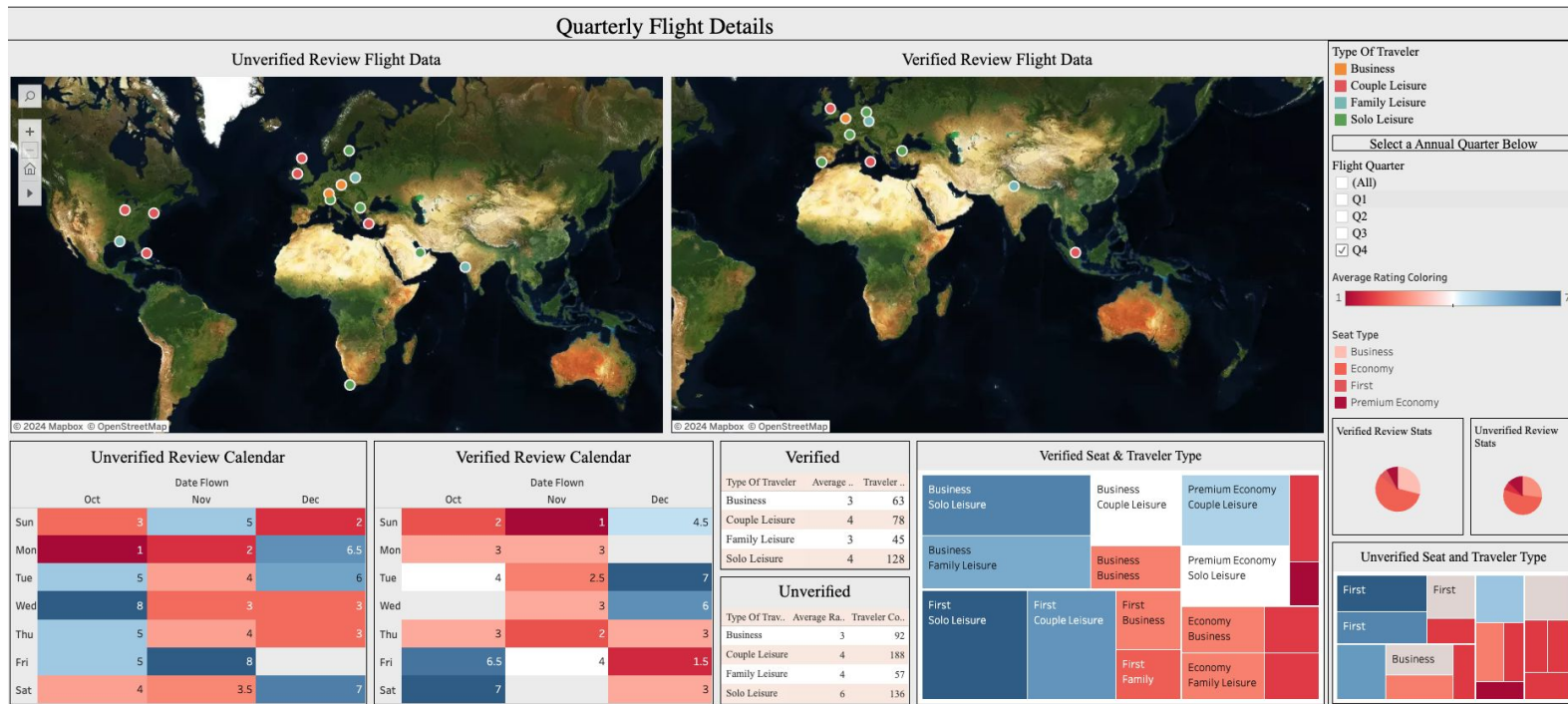
Quarter 3 Glimpse (July, August, September)



Quick Q3 Insights

- Review wise across Q3 the Month of August is the highest performing.
- Most of the reviews came from Couple Leisure 168 Unverified & 90 Verified.
- The average rating for economy class is 3 for unverified which makes up 302 Unverified Reviews and a 2 average for verified which makes up 125 reviews.
- Reviews from first class passengers fell into the 3 - 9.5 range.

Quarter 4 Glimpse (October, November, December)



Quick Q4 Insights

- Review wise across Q4 the Months of October and December are the highest performing.
- Most of the reviews came from leisure travelers. (Couple Leisure 188 Unverified/Solo Leisure 128 Verified)
- The average rating for economy class is 3 for unverified which makes up 252 Unverified Reviews and a 2 average for verified which makes up 178 reviews.
- Reviews from first class passengers fell into the 6.5 - 9 range.

Final Insights

- Quarter 4 had the highest average flight reviews but Quarter 3 had the most flights and reviews submitted.
- Due to the lower average ratings for economy class their experience should be further investigated and the reviews can be looked at more specifically to see what flyers had to say.
- The day with the highest average reviews was wednesday.
- Unverified Reviews tend to lean positively.