Airlines Review Performance Report - Executive Summary

This analysis evaluates approximately 12,000 airline reviews across 422 airlines using

Bayesian-adjusted ratings to correct for unequal review volumes.

Overall Market Performance:

Average Overall Rating: 2.80 / 10

Recommendation Rate: 30%

Standard Deviation: 2.74

Trend Analysis:

Ratings peaked in 2018 at 3.38 and declined steadily to 2.58 by 2022.

Sentiment Distribution:

44.22% Negative

33.07% Neutral

22.69% Positive

Strategic Platform Actions:

1. Increase Transparency:

Display Bayesian-adjusted airline ratings and route-level performance directly in search results.

2. Value-Based Ranking:

Introduce a "Value for Money" score combining price and airline rating.

3. Expectation Management:

Add service quality alerts for low-rated airlines to reduce post-booking dissatisfaction.

4. Post-Booking Support:

Provide disruption alerts, rebooking guidance, and proactive communication support.

5. Personalization & Retention:

Use traveler type, previous behavior, and sentiment signals to recommend better-fit airlines and trigger retention campaigns.

Conclusion:

Although airline service quality is outside the platform's operational control, improving transparency, expectation setting, and post-booking assistance can significantly reduce churn and improve customer retention and satisfaction.