

Qantas Airways Review

Data Analyst: Lam

Client/Sponsor:

Purpose:

The project aims to report aspects that most of Qantas's customers complained about and recommend how the company can improve. This includes identifying routes that have the most complaints and low ratings, and the average rating for several aspects such as seat comfort according to seat type and staff service over the period from Jan 2015 to August 2025. Then the project focuses on the most recent reviews from 2022 to 2025 (after Covid). The project will categorize themes for each review such as delay, food, and staff issues, then identify the most complained-about problems. Finally, the project will identify and rank recommendations.

Scope / Major Project Activities:

What are the major parts of this project? List out the high-level steps, activities, or stages of the project, and give a brief description for each.

Activity	Description
Understand Data	Look at skytrax review to understand what is provided
Decide questions	Develop more detailed SMART questions that can transform to insights
Analyze data to answer questions	This can involve theme analysis in Python (investigate more)
Build Power BI dashboard	Connect Snowflake with Power BI to build dashboard
Create and rank recommendations	Identify recommendations and rank them based on importance and ease of implementation

This project does not include:

Specify the things that this project isn't responsible for doing (out of scope). For instance, "this project does not involve a summation of 2019 data analysis"

- This project does not include data before 2015

- Reviews may suffer from self-selection sampling bias, as reviewers may have had extreme experiences or specific motivations for providing feedback

Deliverables:

A specific list of things that your project will deliver.

Deliverable	Description/ Details
Dashboard	Visualization flight ratings and theme analysis result
Recommendations	Based on visualization and analysis, recommend the fields that are feasible and need to improve the most

Schedule Overview / Major Milestones:

The expected schedule for the project. This can be defined by milestones (e.g. "all data is cleaned and processed"), periods of time ("Week 1 / Week 2"), or other ways based on the needs of the project.

Milestone	Expected Completion Date	Description/Details

*Estimated date for completion:

This is my "if all goes well and I have everything I need, this is when I'll be done" date.