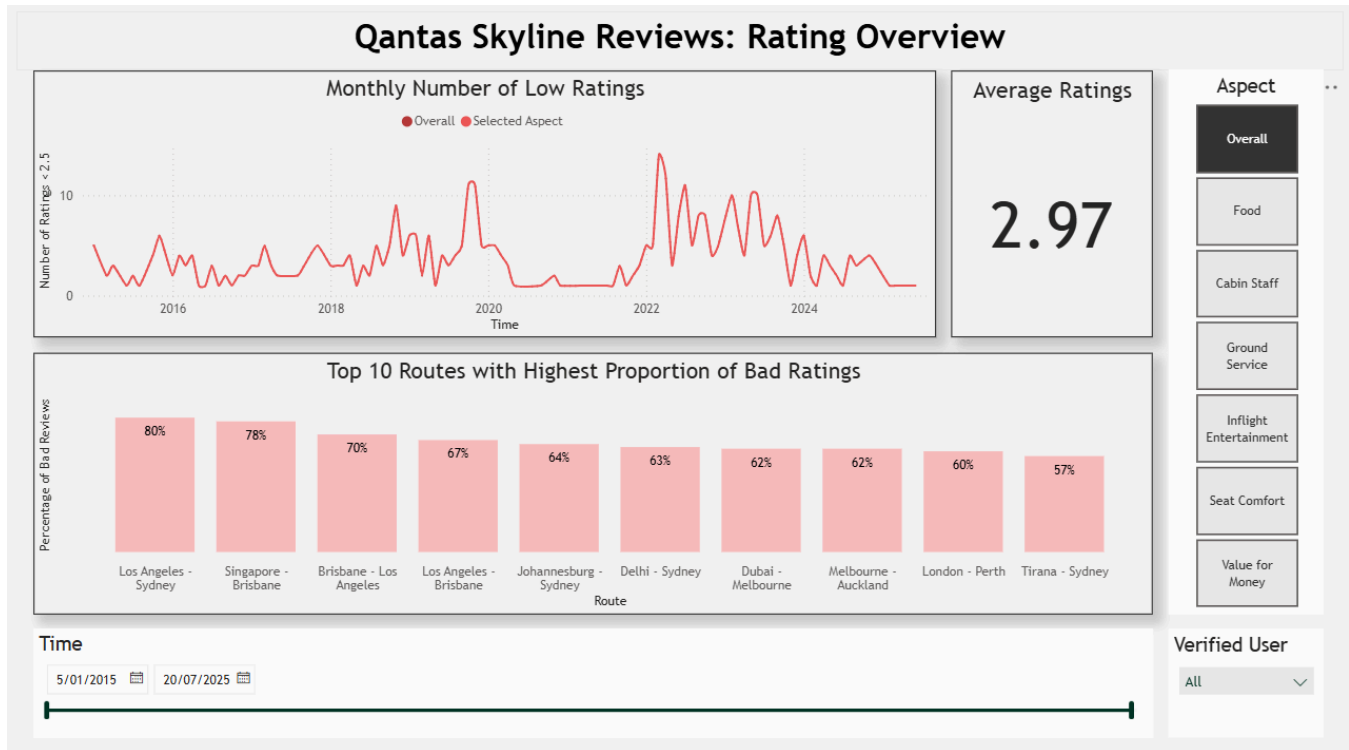


Qantas Review Analysis Insights

1. Insights over all period of time

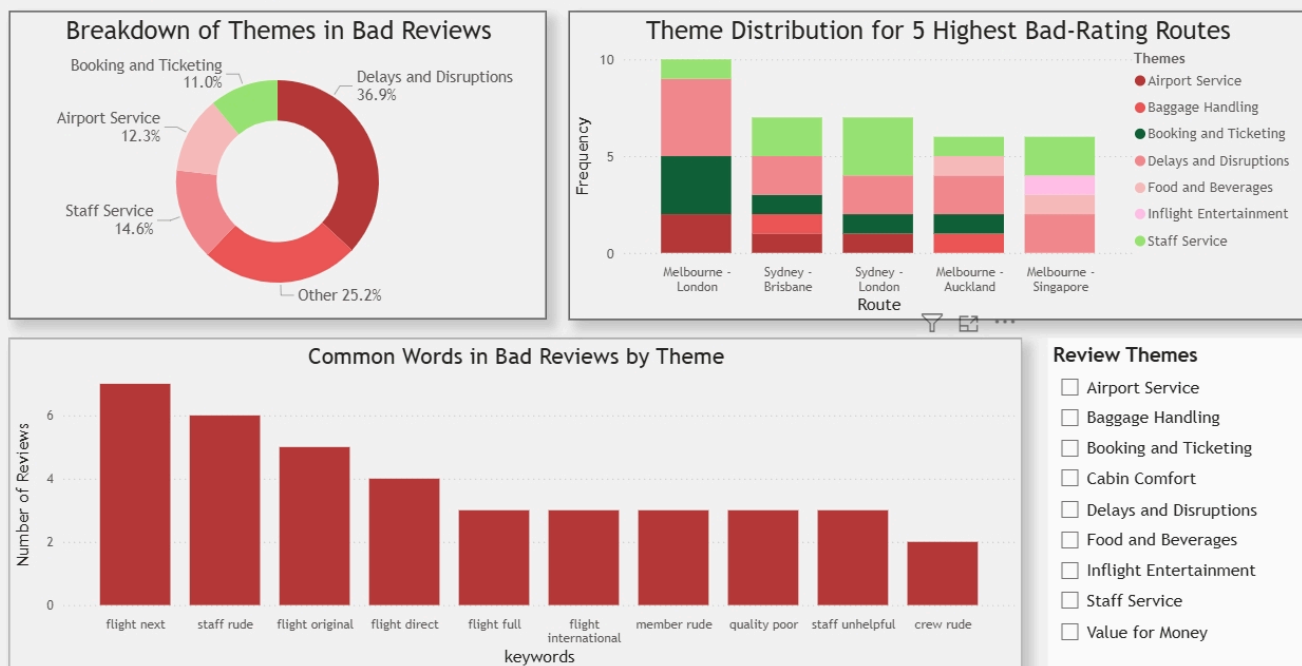


- According to Skytrax review criteria, Qantas has an average rating of 3/5 across most aspects, including Food and Beverages, Cabin Staff, Ground Service, Inflight Entertainment, Seat Comfort and Value for Money.
- The analysis focuses on the number of low ratings because it recognizes that customers with extreme experience are more likely to leave a review. Therefore, average rating or percentage of low ratings might not accurately reflect true customer satisfaction. Instead, a higher number of bad ratings may convey that there was some issue on that day.
- The line chart shows that the number of ratings below 2.5 fluctuated from 2015 to 2020 with an average of 5 reviews per month, reaching its lowest during the Covid-19 pandemic. This can be explained by the fact that most countries closed their borders during the pandemic. After that, the number of bad reviews dramatically increased after 2022, with 88 bad reviews in 2022, but gradually decreased until now. **This may indicate the service has been recovering from the pandemic.**

- **Food and Value for Money** are the two with the lowest average rating score, at 2.95 and 2.8 respectively. The number of bad ratings for these two aspects is often higher than the overall scores, indicating that they may be bringing down the overall rating.
- When analyzing reviews by route and only considering those more popular than the average, most of the top 10 routes with the highest percentage of low ratings involved **Melbourne, Brisbane, Singapore, Sydney, and Los Angeles**.

2. Since 2022 (After Covid-19):

Qantas Skyline Reviews: Themes & Keywords in Reviews Since 2022



- **Value for Money** and **Ground Service** are the two aspects with the lowest average rating score, at 1.99 and 2.36 respectively
- To analyze the review text, 9 themes were created to cover most of the review content, including Airport Service, Baggage Handling, Booking and Ticketing, Delays and Disruptions, Food and Beverages, Inflight Entertainment, Staff Service, Cabin Comfort and Value for Money
- According to the donut chart, the most common themes are **Delays and Disruptions (36.9%)**, **Staff Service (14.6%)**, **Airport Service** and **Booking and Ticketing**.

- Looking at the top 5 routes with the most complaints since 2022, routes from **Sydney had higher Staff Service issues**, while in **Melbourne, the delays were the main issue**.
- By looking at the common words in reviews about Staff Service, people might have bad impressions of the staff in both airport and cabin. **The staff was often described as rude, unhelpful and arrogant.**

3. Recommendations

Based on these insights, Qantas should focus on the following recommendations:

- **Address Delays:** Investigate the root causes of flight delays, especially on routes from Melbourne, to improve on-time performance.
- **Review Staff Conduct:** Examine how staff behave at both the airport and in the cabin, particularly on Sydney routes, to understand the reasons behind customer complaints.
- **Enhance Digital Experience:** Conduct a comprehensive survey to evaluate the customer experience with the website, app, and booking systems.