**British Airways Traveller Satisfaction Analysis**

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**Analyst:** Camilla Bakelmun

**Executive Summary**

This analysis evaluates British Airways (BA) customer reviews from March 2016 to October 2023 to determine **which traveller type rates British Airways the highest overall and why**. This report accompanies an interactive Tableau dashboard. The study focuses on key traveller segments—**business, solo leisure, couple leisure, and family leisure**—and explores satisfaction metrics, including **overall rating, cabin staff service, entertainment, food and beverages, ground service, seat comfort, and value for money**.

The findings reveal **solo leisure travellers** consistently rate British Airways the highest, with an average overall rating of **5.1**, significantly exceeding other traveller types. However, their satisfaction is highly specific to certain aircraft and seat types. The analysis identifies critical areas of strength, such as **cabin staff service for business travellers**, and areas for improvement, notably **entertainment and premium economy satisfaction**.

**Key Insights**

**1. Solo Leisure Travellers Lead in Satisfaction**

* **Overall Rating:** Solo leisure travellers rated BA **5.1**, surpassing business travellers (**3.2**), couple leisure travellers (**4.2**), and family leisure travellers (**4.1**).
* **Seat Type Preferences:** Solo leisure travellers highly value **First Class** (**4.8**) and **Economy** (**4.2**), while **Premium Economy** received a lower score (**3.6**).

**2. Aircraft Impact on Ratings**

* **Top Aircraft for Solo Travellers:**
  + **Boeing 747**: 5.0 rating.
  + **Boeing 747-400**: 4.7 rating.
* **Underperformers:**
  + **A321** and **A380** rated at 3.7, highlighting areas for improvement.
* **All Traveller Types:** Boeing 747-400 and A320 are consistently high performers across all segments, with ratings of **4.7** and **4.3**, respectively.

**3. Entertainment and Food Consistently Underperform**

* Entertainment scores were universally low, with **0.3 for solo leisure travellers** and a maximum of **2.1 for business travellers**.
* Food and beverages received middling ratings across all segments, peaking at **3.3 for business travellers**.

**Recommendations**

**1. Prioritise Improvements in Entertainment**

* Invest in **in-flight entertainment systems** across all aircraft. Focus particularly on newer aircraft like the **A321** and **A380**, which scored poorly for both solo and general traveller satisfaction.
* Explore partnerships with streaming services or develop exclusive content to appeal to leisure travellers.

**2. Enhance Premium Economy Experience**

* Redesign premium economy cabins to align with higher customer expectations, particularly for solo and couple leisure travellers.
* Offer targeted benefits like enhanced meal options and more personalised service in premium economy cabins.

**3. Maintain Strengths in Cabin Staff Service**

* Continue prioritising training and resources for cabin staff, particularly for **business-class services**, which scored consistently high.
* Recognise high-performing teams on aircraft like the **Boeing 747-400** and use these as a model for training across the fleet.

**4. Focus on High-Performing Aircraft**

* Use the **Boeing 747-400 and A320** as benchmarks for operational and customer service improvements.
* Consider retiring or reconfiguring poorly rated aircraft, such as the **A321**, to improve satisfaction.

**Opportunities for Further Analysis**

**1. Regional Satisfaction Trends**

* Analyse review data by **continent or region** to understand whether satisfaction levels differ based on flight destinations.

**2. Pricing and Value Analysis**

* Investigate the correlation between ticket price and value ratings to refine pricing strategies and perceived value across traveller segments.

**3. Temporal Trends**

* Perform a deeper time-series analysis of satisfaction metrics to identify patterns related to seasonality or operational changes.

**4. Text Analysis of Reviews**

* Conduct a sentiment analysis of written customer reviews to uncover qualitative insights that may not be reflected in numerical scores.

**Conclusion**

This analysis highlights **solo leisure travellers** as British Airways’ most satisfied customer segment, particularly in **First Class and on the Boeing 747 series**. The findings underscore the importance of maintaining strengths while addressing critical weaknesses in **entertainment** and **premium economy experiences**. By implementing these recommendations, British Airways can enhance overall customer satisfaction, retain loyal customers, and drive long-term growth.