



British Airways

Customer ratings analysis and insights

Task: scraping and collecting customer feedback and reviewing data from a third-party source and analysing this data to present any insights you may uncover.

Lint to python code: [Link](#)

Data provided: www.airlinequality.com

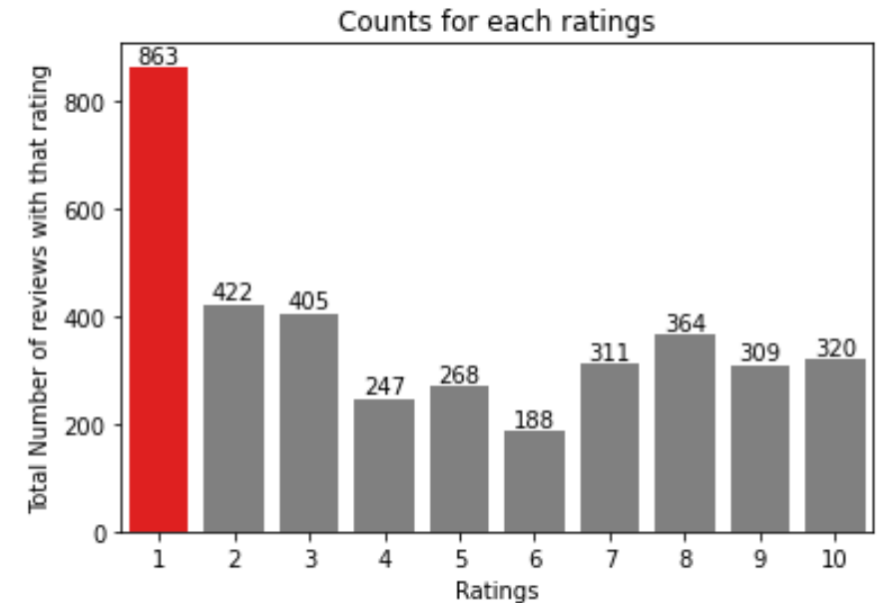
Purpose of the Analysis

- Collect as much data as you can in order to improve the output of your analysis.
- Perform data cleaning in order to prepare the data for analysis.
- Perform your own analysis to uncover some insights.

Rating Total Count

- What is the total counts for each ratings?

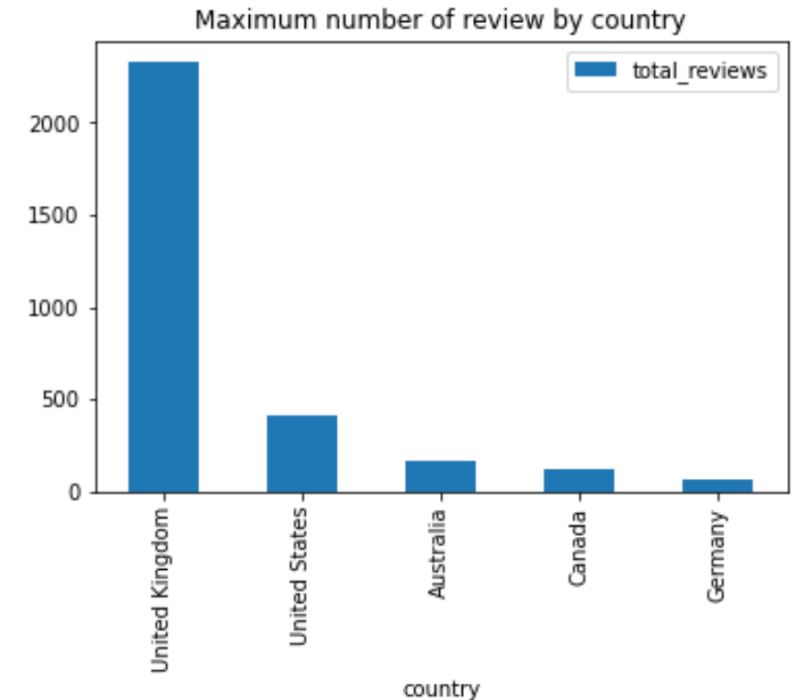
After data cleaning, 3697 reviews were analyzed. From the analysis it is clear that the most common rating is [one](#). The average rating is [4.7](#).



Review by Countries

- Which country most review comes from?

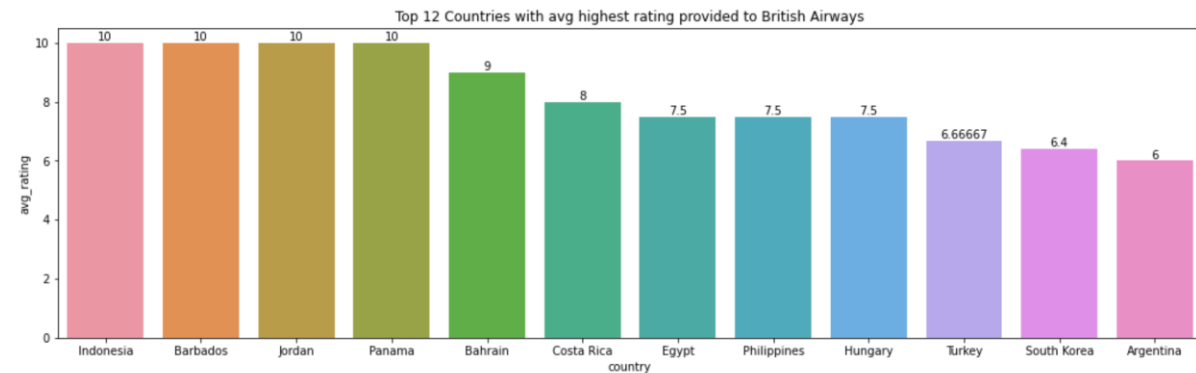
From the graph we see the top 5 countries by number of reviews. Oddly enough, the absolute leader is United Kingdom (about 2500 reviews). The USA is second by a large margin from the leader (about 500 reviews).



Highest Rating by Countries

- Which country provided on average highest ratings?

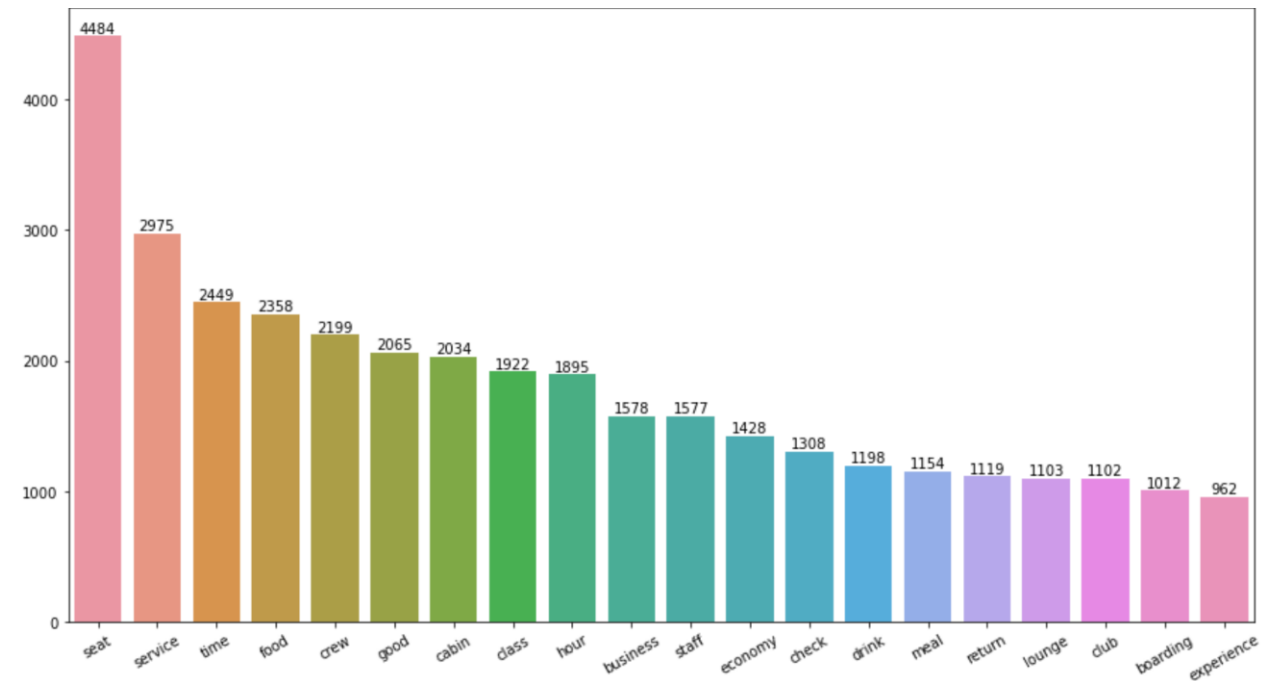
The graph shows that passengers from four countries ([Indonesia](#), [Barbados](#), [Jordan](#), [Panama](#)) are completely satisfied with the British Airways service. From this we can conclude that passengers from these countries use British Airways services less often than passengers from Europe. Among European countries, only [Hungary](#) is in the top 12 ([7.5](#)).



Time Series Analysis

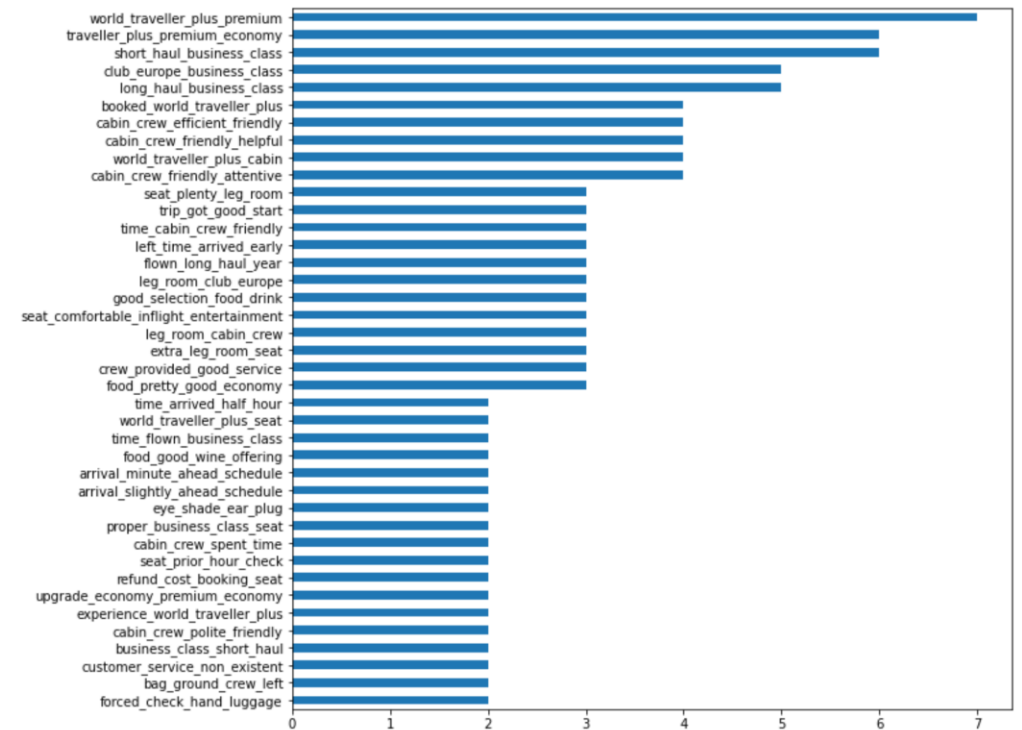
All Customers liked Cabin **crew service** and **staff**, general economy seats. Many travelled in Business class.
Focus on – Economy class service, seats, enhance inflight entertainment experience and importantly Delays.

Enhance the experience of business class, it seems customers want value for money. Improve **Customer service** on refund requests and process.



Word Frequency

- What customers are happy and unsatisfied about for different ratings class?
- 7-10 ratings wrote about comfortable seats, good inflight entertainment, descent food quality.
- 4-6 ratings faced problem with small entertainment screen, long passport check queue, bad business class experience.
- 1-3 ratings wrote dissatisfaction on congested middle seat and small screen while they liked the seats and the food.



Thank you for your attention

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