British Airways Data Visualization

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Our Team

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Our Team

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Ranking Comfortability of Airlines for Monetary Benefit

We will assess several of elements that contribute to the overall experience of flying:

- Seat Comfort
- Caliber of Cabin Staff Service
- Price of Seat vs. Value
- Overall Feeling of Satisfaction

In each of the four seating classes:

- Economy
- Premium Economy
- Business
- First Class

Histogram Data Comparisons

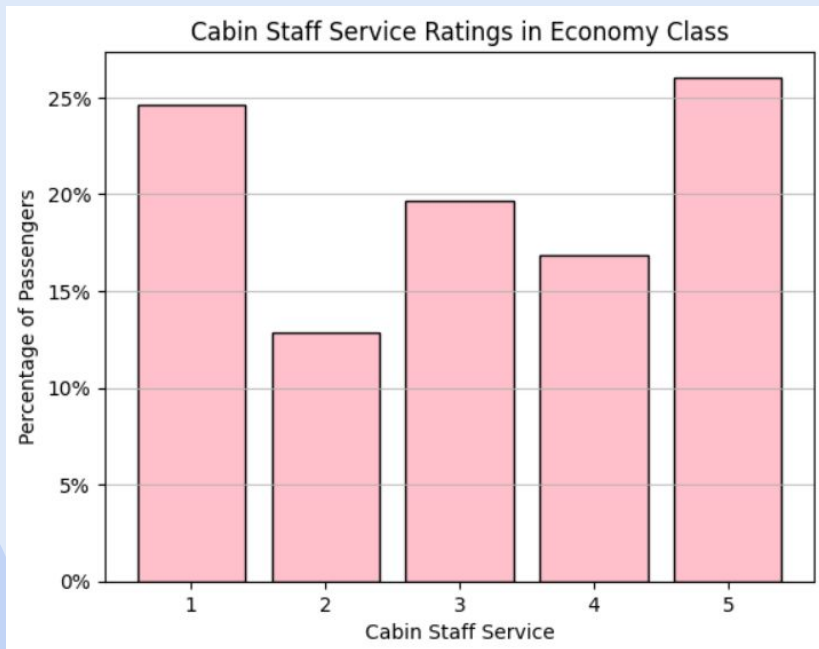## 01

Cabin Staff service for different seat classes:
- Economy Class
- Premium Economy
- Business Class
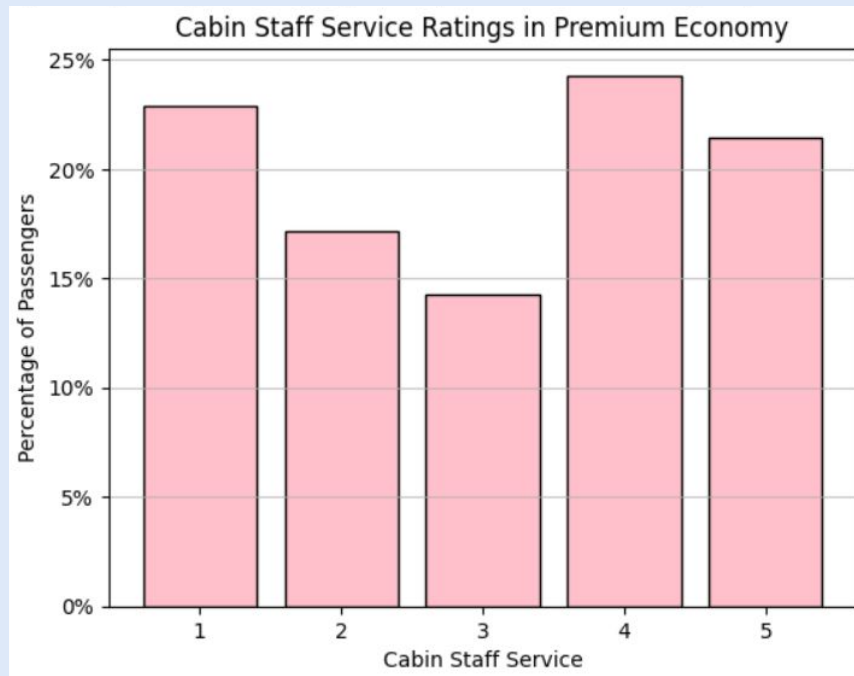- First Class

02

Seat Comfort of the different seat classes:
- Economy Class
- Premium Economy
- Business Class
- First Class

Cabin Staff Service vs. Seat Class

Economy

Cabin Staff Service vs. Seat Class

Cabin Staff Service Ratings in Premium Economy

Premium Economy

Cabin Staff Service vs. Seat Class

Business Class

Cabin Staff Service vs. Seat Class
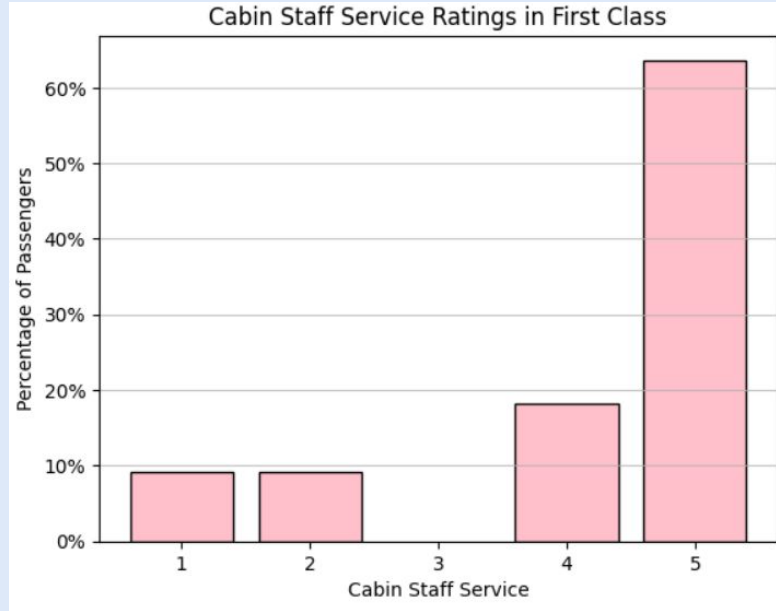
First Class

Seat Comfort vs. Seat Class

Seat Comfort Ratings: Economy Class

Percentage of Passengers vs. Seat Comfortability (Ranked 1-5)
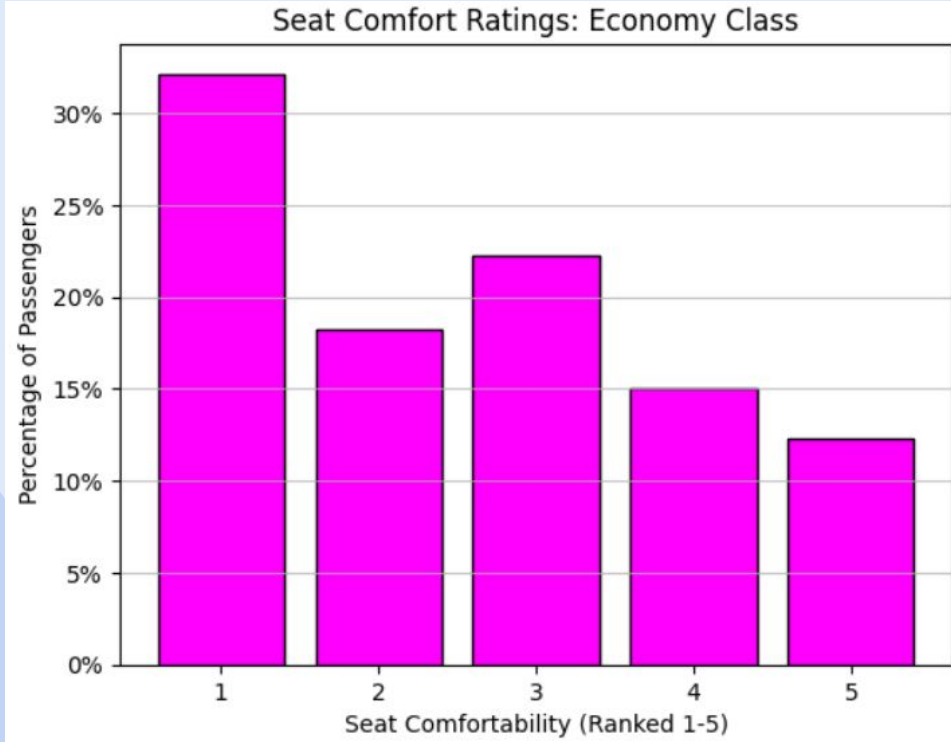
★ Seat Comfortability on a scale of 1(least comfortable) to 5(highest most comfortable)

★ Most popular vote within economy was the lowest ranking of 1 with close to 160 votes

★ the least popular being the rating of 5, which was about 60 people

★ the largest outlier being about 500 people voting their experience for the economy class.
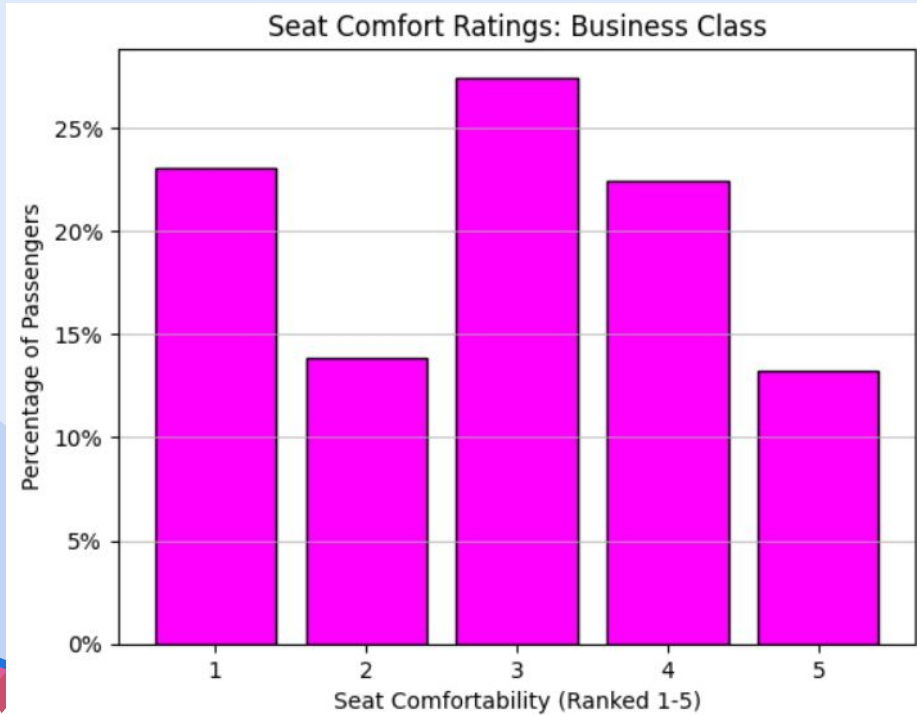
Seat Comfort vs. Seat Class

★ Premium Economy has a maximum amount of votes being about 20.

★ Most of the votes lean more towards the right indicating that the type of class flown may have influence on seat comfortability

Seat Comfort vs. Seat Class(cont.)
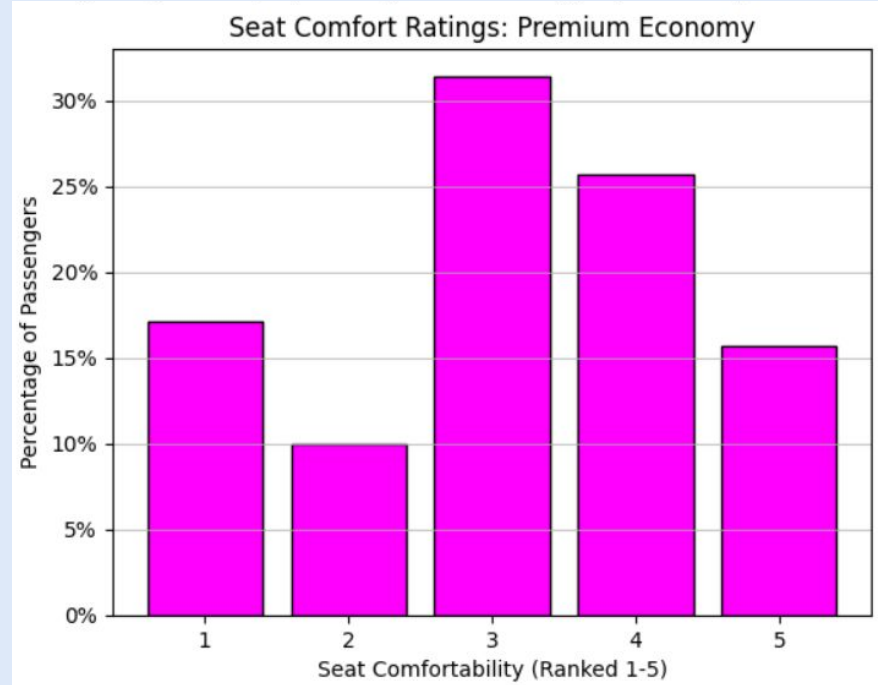
Seat Comfort Ratings: Business Class

★ Business class seemed to have an equivalent amount of people voting 1 and 4, as well as 3 being the maximum value of about 80 votes.

★ Somewhat contradicted our original analysis of class having an impact on seat comfortability, but more of the votes leaned more towards the right showing that the the comfortability was about average.

Seat Comfort vs. Seat Class(cont.)

★ First Classes data's maximum was about 9, and leaning towards the right with an above average experience of 68%.

★ The outlier amount of data being first class with the total amount being 22 people

★ Our interpretation of this data is more people are able to afford the economy class, compared to those affording first class, which impacts the amount of passengers per class.

Seat Comfort Ratings: First Class
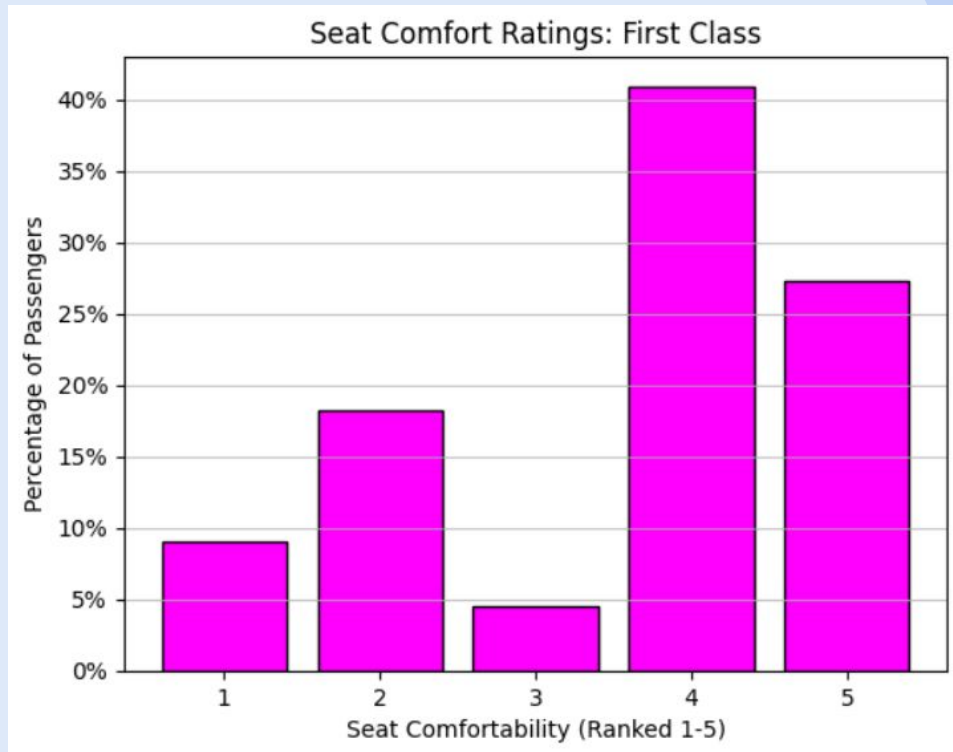
Pie Chart Data Comparisons

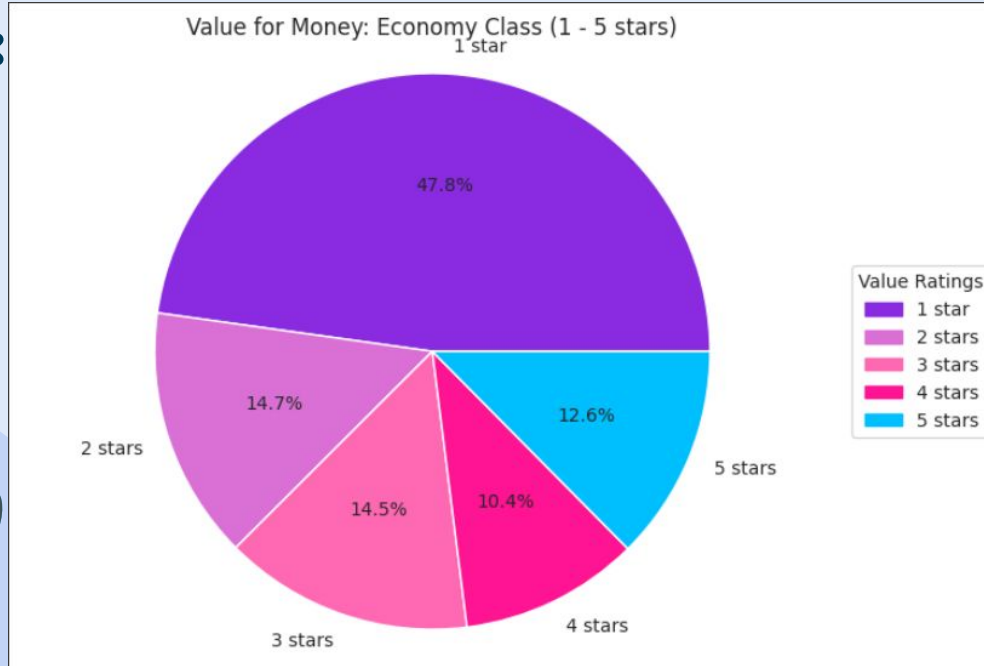## 03

Perceived Value of money for different seat types:
- Economy Class
- Premium Economy
- Business Class
- First Class

04

Overall Rating of the:
- Economy Class
- Premium Economy
- Business Class
- First Class

Price for Value vs. Seat Class

Value for Money: Economy Class (1 - 5 stars)

1 star — 47.8%
2 stars — 14.7%
3 stars — 14.5%
4 stars — 10.4%
5 stars — 12.6%

Value Ratings
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

- High amount (~36%) of people across all categories gave a 1 star ratings.
- Least amount of 5 star ratings.
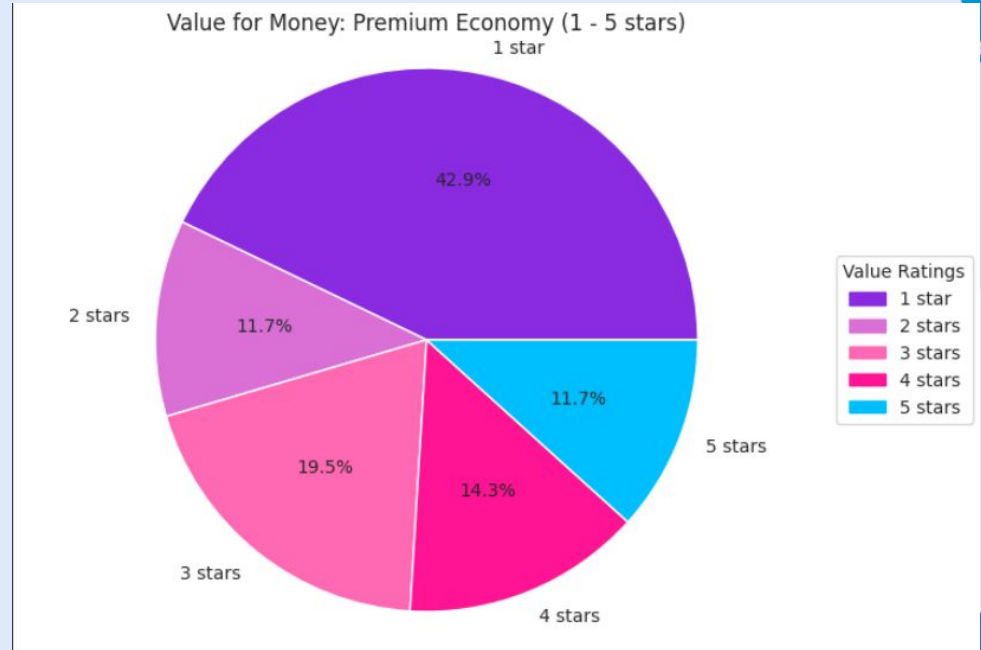- Highest amount of 1 star ratings.

Price for Value vs. Seat Class

- Majority of one star ratings are in the Economy and Premium Economy class.
- Both Economy and Premium economy have similar amounts of 4 + 5 star ratings.
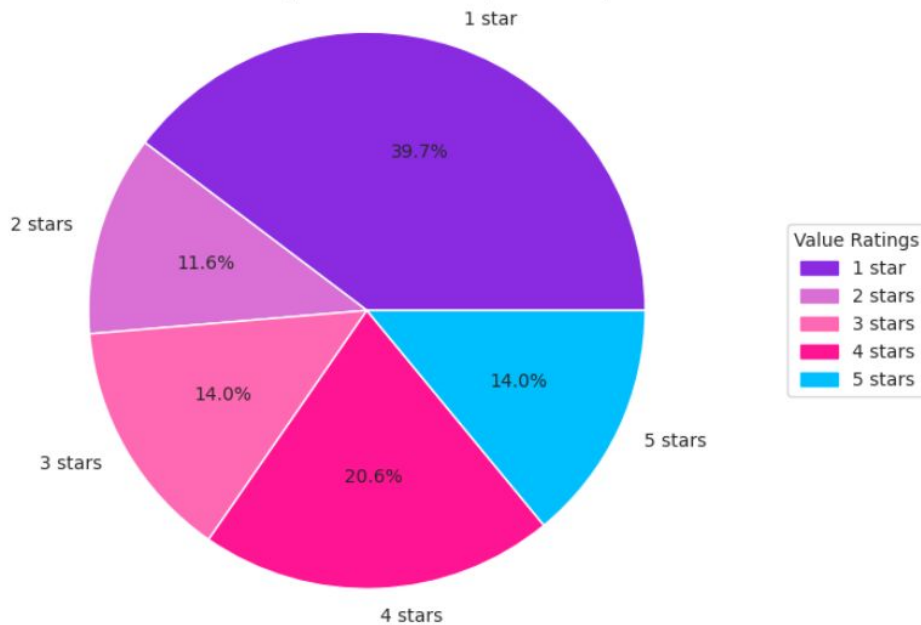
Indication:
- Flight prices are too high for people's liking.
- People are flying based on need, not want.

Value for Money: Premium Economy (1 - 5 stars)

1 star — 42.9%
2 stars — 11.7%
3 stars — 19.5%
4 stars — 14.3%
5 stars — 11.7%

Value Ratings
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

Price for Value vs. Seat Class

Value for Money: Business Class (1 - 5 stars)

1 star — 39.7%
2 stars — 11.6%
3 stars — 14.0%
4 stars — 20.6%
5 stars — 14.0%

Value Ratings
- 1 star
- 2 stars
- 3 stars
- 4 stars
- 5 stars

- Small difference between premium class and business class values
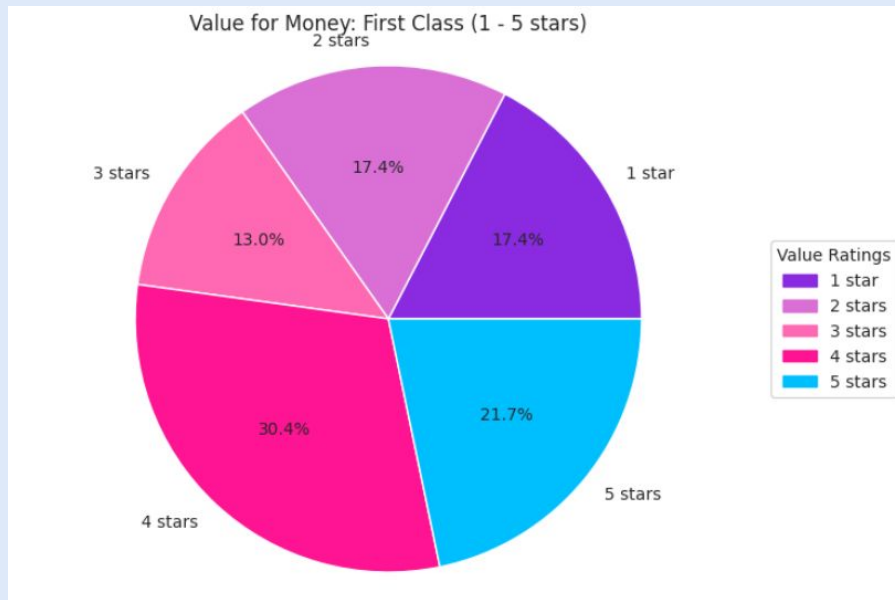- A shocking amount of 1 star ratings

Indication:
- Premium Economy class is a better value for money when being compared to Business Class.
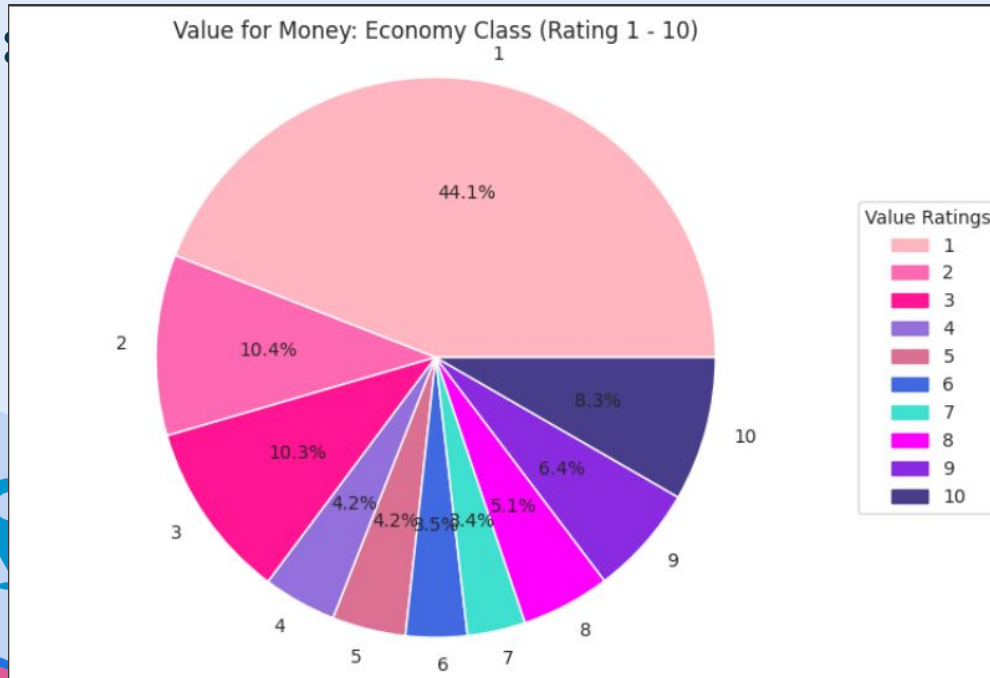
Price for Value vs. Seat Class

- First class is perceived as the best value for your money.
- As class type increases, 1 star ratings decrease.

If given more time and an additional dataset, it would be interesting to see if this problem is reflective of British Airways or a trend throughout all airlines. Inferring that flying is not worth the amount of money, on any airline, in our current economy.

Value for Money: First Class (1 - 5 stars)

2 stars — 17.4%
1 star — 17.4%
3 stars — 13.0%
4 stars — 30.4%
5 stars — 21.7%

Value Ratings
1 star
2 stars
3 stars
4 stars
5 stars

Customers Overall Rating

Value for Money: Economy Class (Rating 1 - 10)

Value Ratings: 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

★ Customer were able to rank their experience ranging from 1-10 stars

★ One being the worst experience and 10 being the best

★ Favored with ratings of 1 star with almost 75% of data being ranked below average

★ This attitude seems to be in line with the economy classes poorly recommended result from the previous data
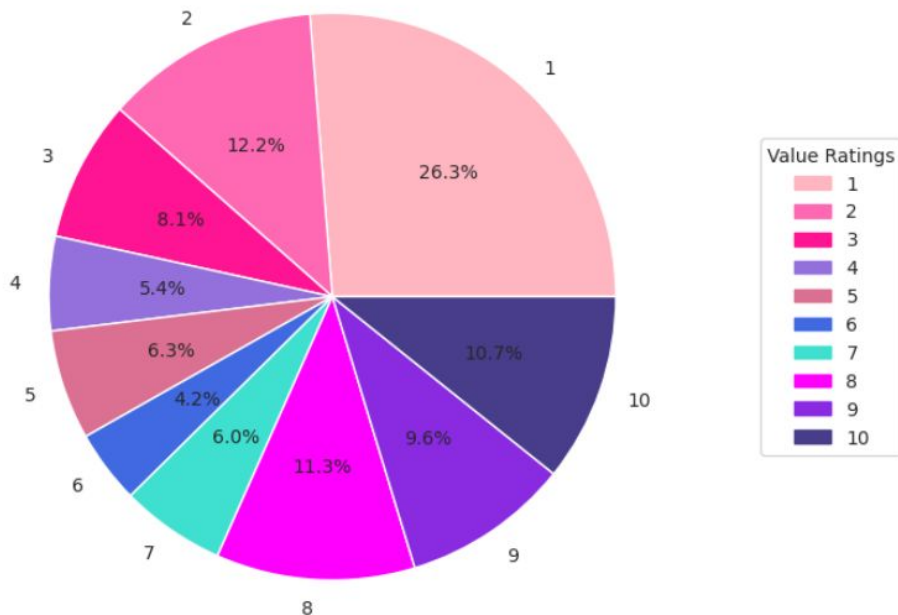
Customers Overall Rating

- ★ Premium economy favored with ratings of 1 star with almost 75% of their data being ranked below average
- ★ Differs from the previous more positive correlations seen for premium economy
- ★ Premium economies was out of 77 votes

Value for Money: Premium Economy (Rating 1 - 10)
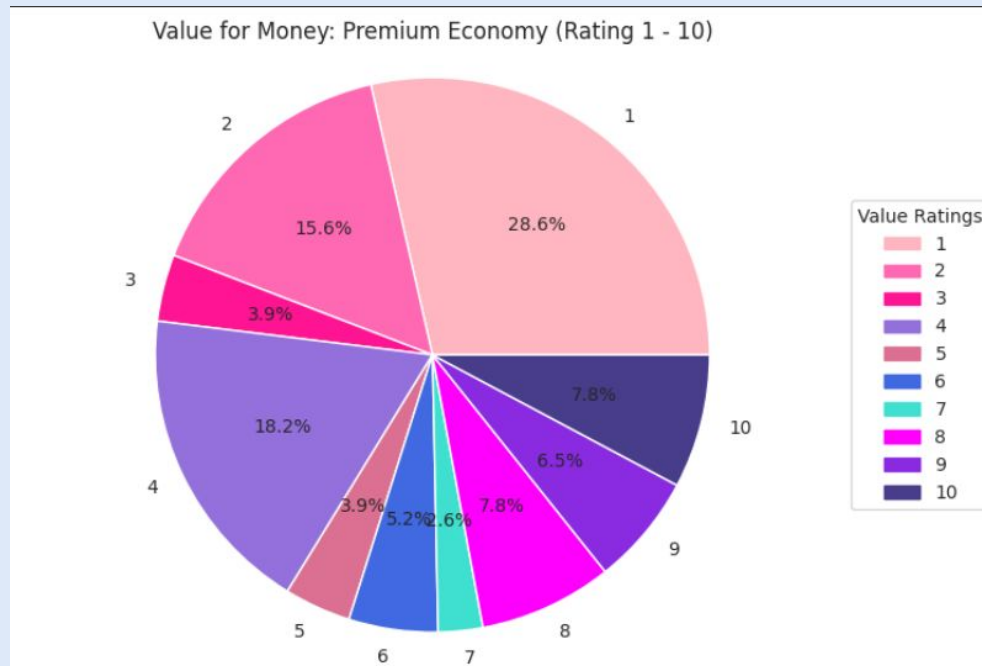
Customers Overall Rating

Value for Money: Business Class (Rating 1 - 10)

Value Ratings
1
2
3
4
5
6
7
8
9
10

★ Business Class total of 335 voters in comparison

★ had about a 58% dislike in below average ratings

★ With 42% of above average rating indicating a better experience compared to the past two seats

Customers Overall Rating

★ Exclusivity of the 23 voters total for First Class

★ Less than 50% dislike from the First class.

★ Almost 60% of customers voted above average, which the most positive vote compared to than the other classes

★ furthers the effect of money impacting comfortability

Value for Money: First Class (Rating 1 - 10)
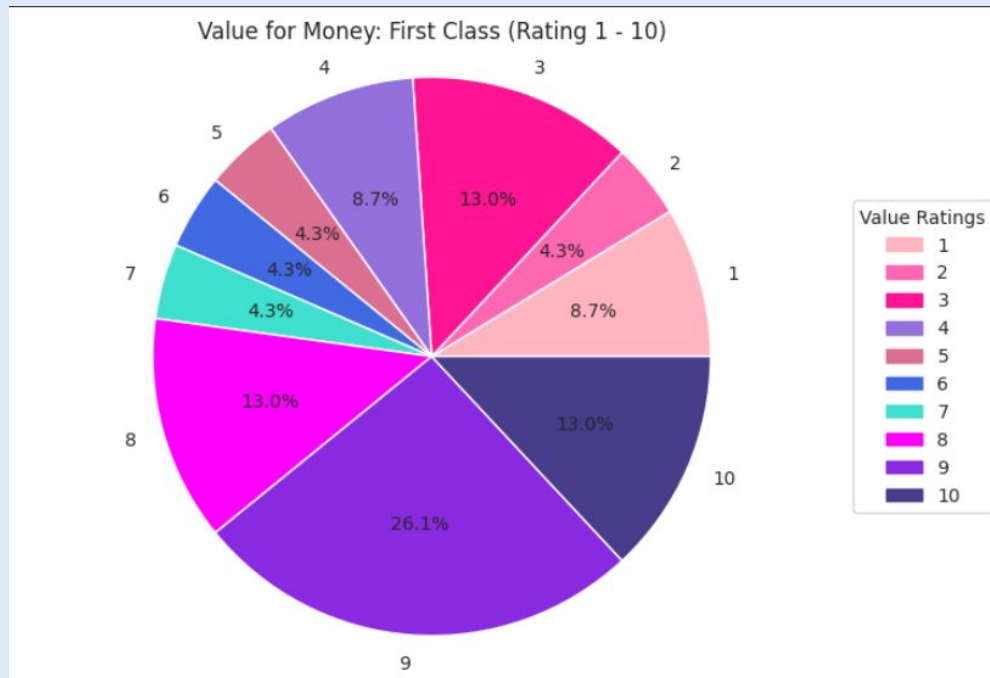
Double Bar Chart Comparison

Would the customer recommend their experience?

Responses for Different Ticket Status
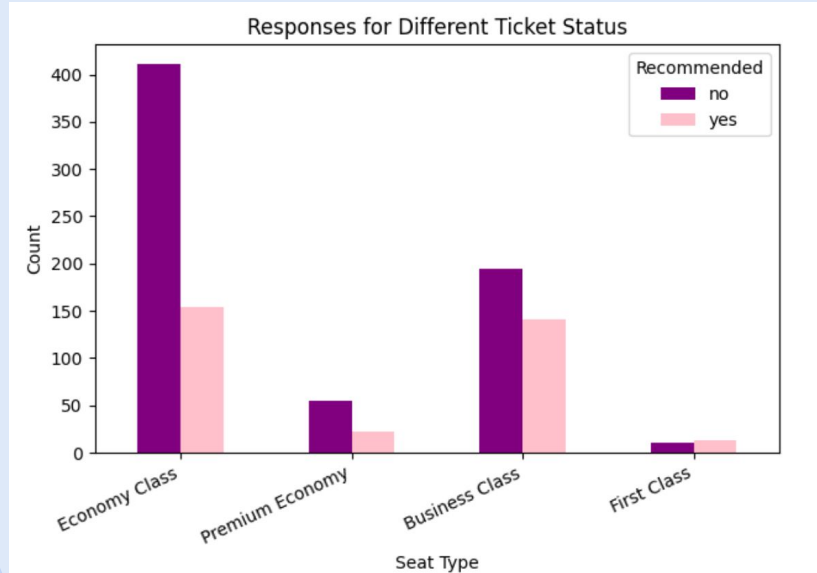
- Economy Class was most satisfied
- Based on service satisfaction and overall booking numbers
- People are more likely to fly economy because it's what they are able to afford
- Even if they didn't find their flight to be comfortable or weren't satisfied with the price

Our Interpretation:

Ticket Status

Customers' likelihood of recommending BA correlated positively with their ticket status. Thus, the company could benefit from focused marketing efforts on higher classes, and improve their lower classes.

Price For Value

A customer is more likely to feel they received a good value for their money as their seat type increases. However It is likely that customers do not believe flying is worth the amount of money that tickets are costing in our current economy.

Cabin Staff Service

A customer is inclined to have a better experience with the cabin staff service as the value in money goes up.

Customers Overall Rating

The overall ratings indicate that the outliers of this information dictated the discrepancies seen visually. Customers overall ratings seemed to improved as the class seat type improved.

Our Recommendation:
Premium Economy Class

Relative Price

More data points to reference

High # of 4 and 5 star cabin staff service

High Seat Comfortability Rating