Creating British Airways Review Tableau Visualisation

When I started this project, the data was already clean. It details reviews of British airways flights over a period. The fields I am interested in are the geographical ones, the aircraft involved, the number of actual reviews and the actual review scores. Firstly, I uploaded the data to tableau. It was in 2 C.S.V. files so this was easy. I then linked these two files by the ‘Place’ column in in the Reviews table and the ‘Countries’ column in the Countries table. I will be using this link to be able to filter by country and continent on my final dashboard.

For the first visual I created a map. When I went to do this, I noticed the place field was a string, so I changed this to Geographical and country/region. This allowed me to drag the field on to the sheet and generate a map. I then wanted to create the filters. I started this by creating a parameter I called ‘Pick a Metric’. I then selected the metrics I wished to filter using a case statement. The metrics I chose were, Overall Rating, Cabin Service, Entertainment, Food, Ground Service, Seat Comfort, and Value. Dragging this parameter into colour section colourised the map. I then changed the title to make it interactive, changing with the metric selected. I then formatted everything. I chose a dark green for the map. I then added filters for the date (month), seat type (economy, first class etc.), traveller type (business, solo etc.). I also wanted to add the aircraft. However, this list was far too long to be useful. So, to shorten it, I grouped every aircraft type with under 50 reviews into one group, Various. This made the list much more useable. The final filter I added was continent. I then made sure these filters applied to all the data in the tables. I then formatted these filters till they looked how I wanted. I then changed the tooltip, so it made sense. On the next visual I wanted a summary. So, I created a one row table with the metrics I selected earlier. I formatted this so it was easy to see and understand. The third visual I created was a line graph the plots the selected metric against the month. I formatted this so it was in line with the visuals already created. Again, I made the title interactive to display the metric in view. The final visual I created was to show the aircraft and the number of reviews involved. I then formatted this to be in line with the other visuals including the interactive title. As there were two tables in this graphic, I decided to make one a contrasting colour. With the visuals created I moved on to the dashboard. I added all the visuals choosing a floating format as I think it is easier to get things to align while using the layout number position feature. I moved the visuals till the made a pleasing dashboard and formatted it till I was happy. I used vertical containers for the filters and help position the visuals. I then went through the dashboard altering all the tool tips to provide relevant information and tidied up everything before publishing it to Tableau Public.

I like this dashboard because I think it displays a lot of information in a very clear way. Using this you could easily identify anything that was letting down the customer satisfaction. You could find the better aircraft or services on these aircraft and could pinpoint where improvements need to be made to the poorer scoring aircraft. It is also good to see the number of reviews so you can see the sample size to get a truer representation.