

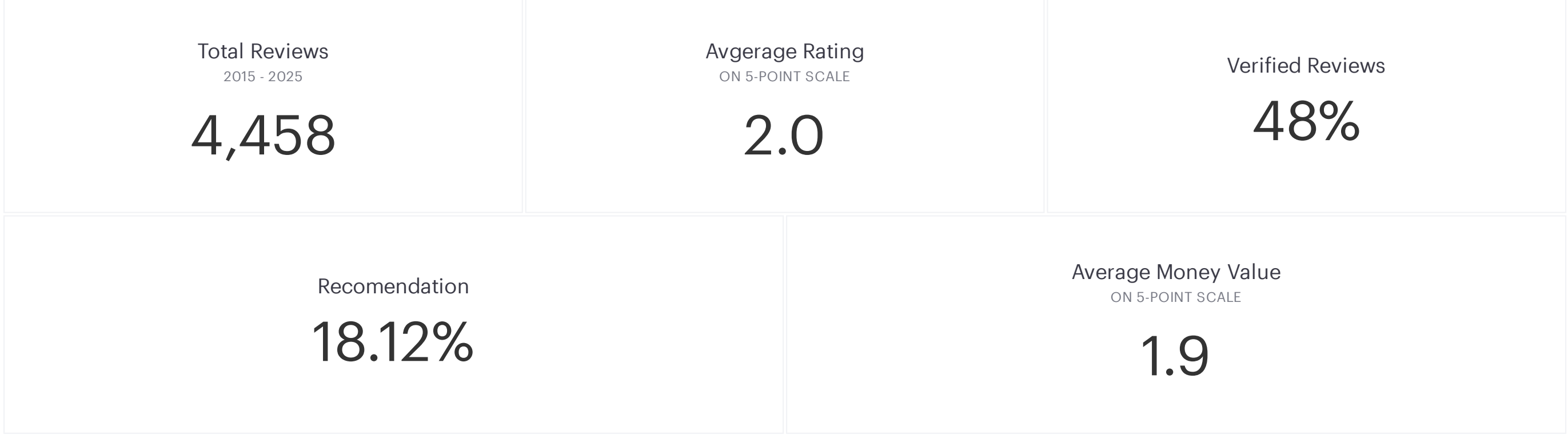
United Airlines Review Dashboard

This dashboard analyzes customer reviews for **United Airlines**. It explores overall satisfaction, service quality, customer demographics, aircraft performance, and route insights. By examining both **trends and underlying drivers**, the analysis highlights where United meets expectations and where it consistently falls short.

By: Uyen (Jenny) Tran

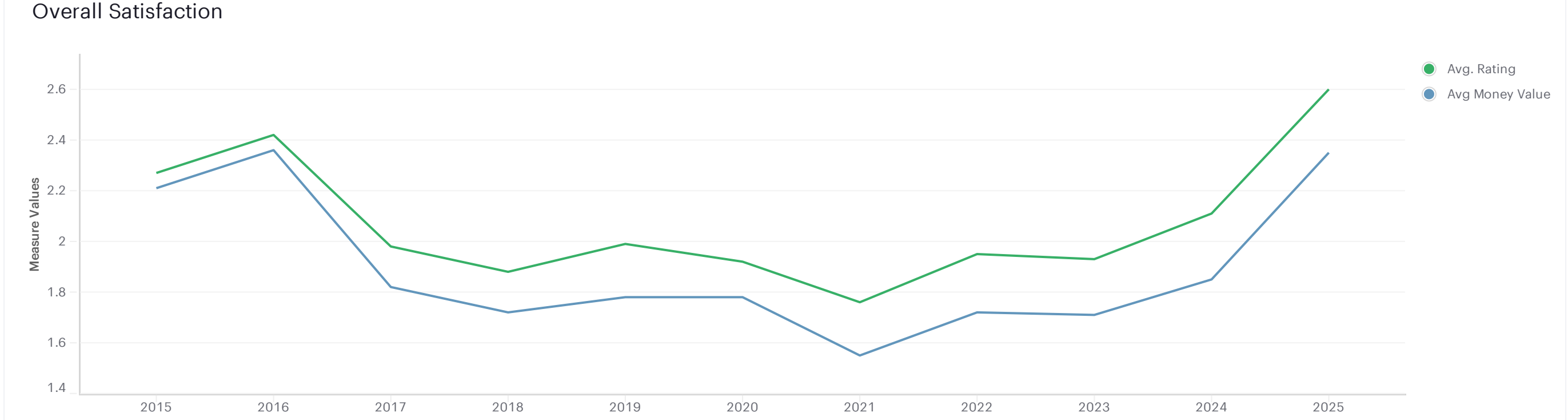
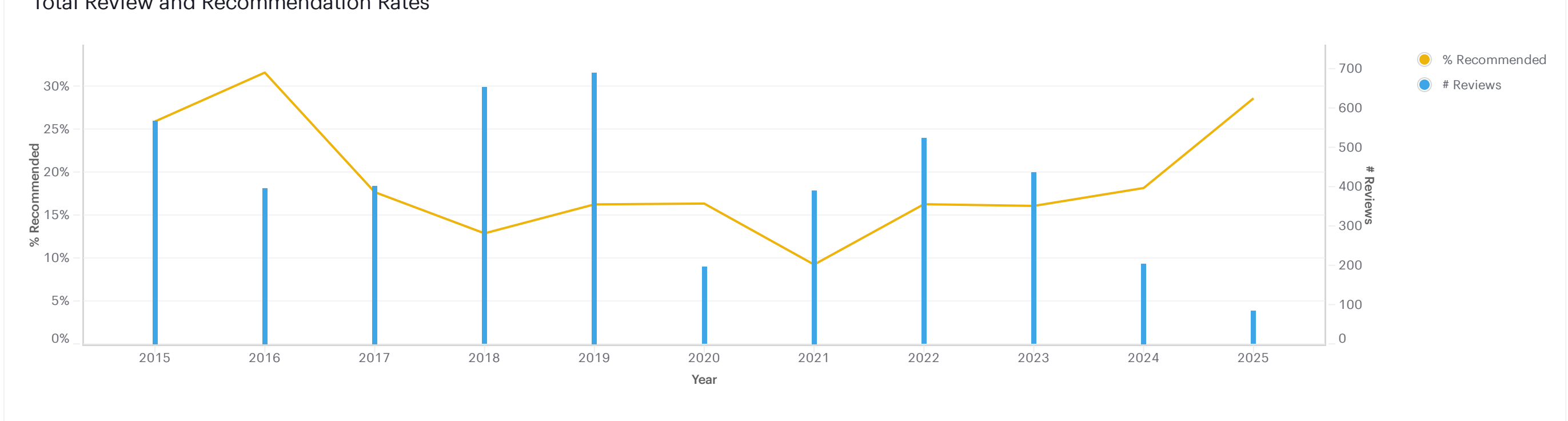
Overall Snapshot

United Airlines receives **4,458 reviews (2015–2025)**, but customer sentiment is weak: an **average rating of 2.0/5** (the combined average across 6 satisfaction metrics), only **18% recommendation rate**, and **1.9/5 value for money**. Less than half of reviews are verified, reflecting both **credibility concerns** and **low satisfaction levels**.



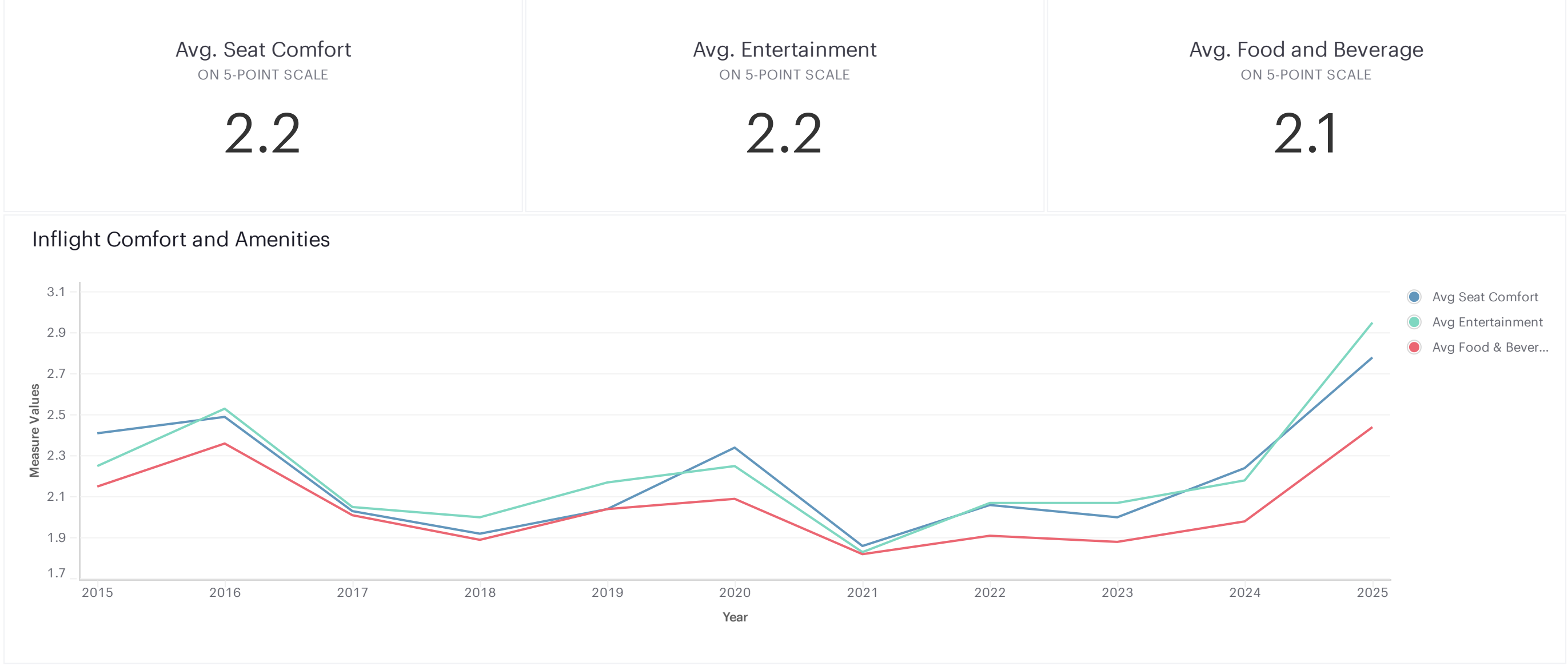
Overall Trends

Customer satisfaction shows **no significant improvement over time**. Review counts fluctuate, but the **recommendation rate remains consistently low**. Ratings for both overall experience and value for money are stuck around **2/5**, signaling persistent dissatisfaction.

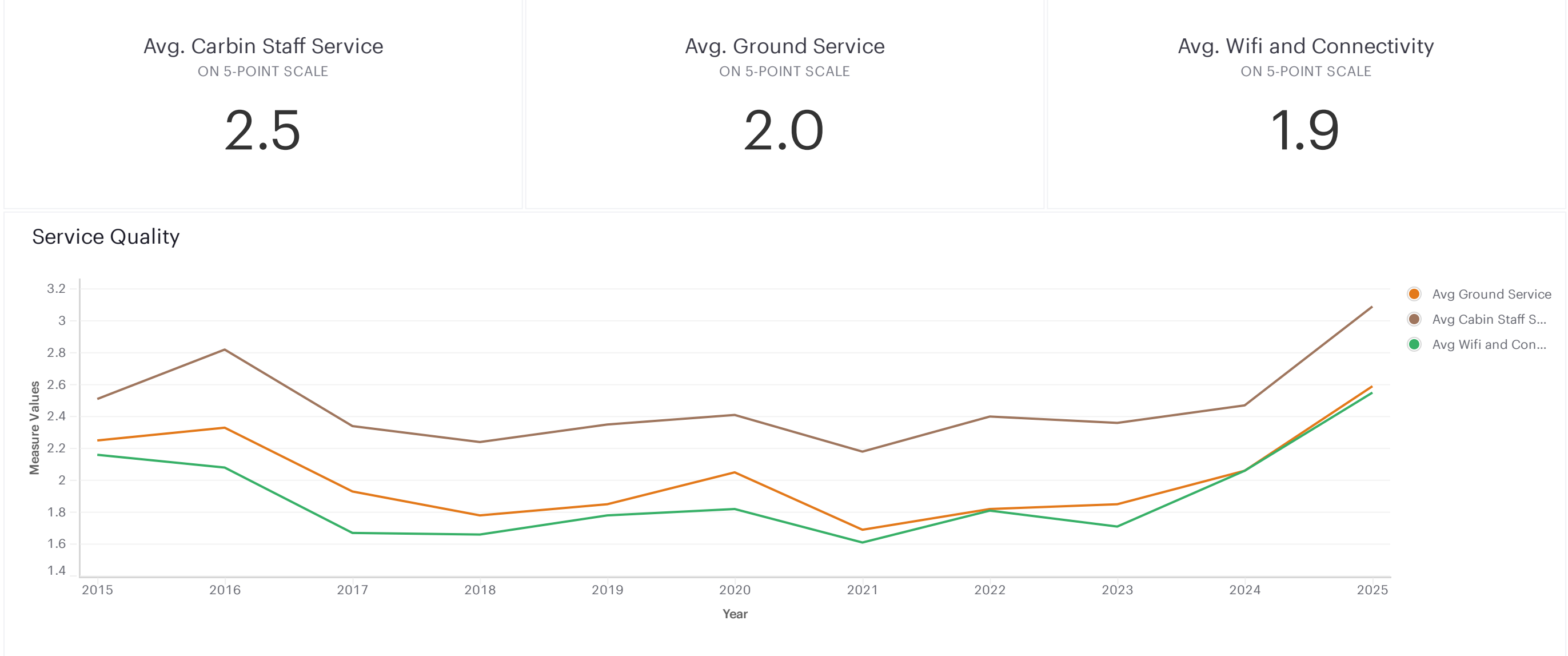


Satisfaction Breakdown

Core product experiences: **seat comfort (2.2)**, **entertainment (2.2)**, and **food (2.1)** are all score poorly. These low and stagnant ratings highlight **enduring issues with comfort and in-flight offerings**.

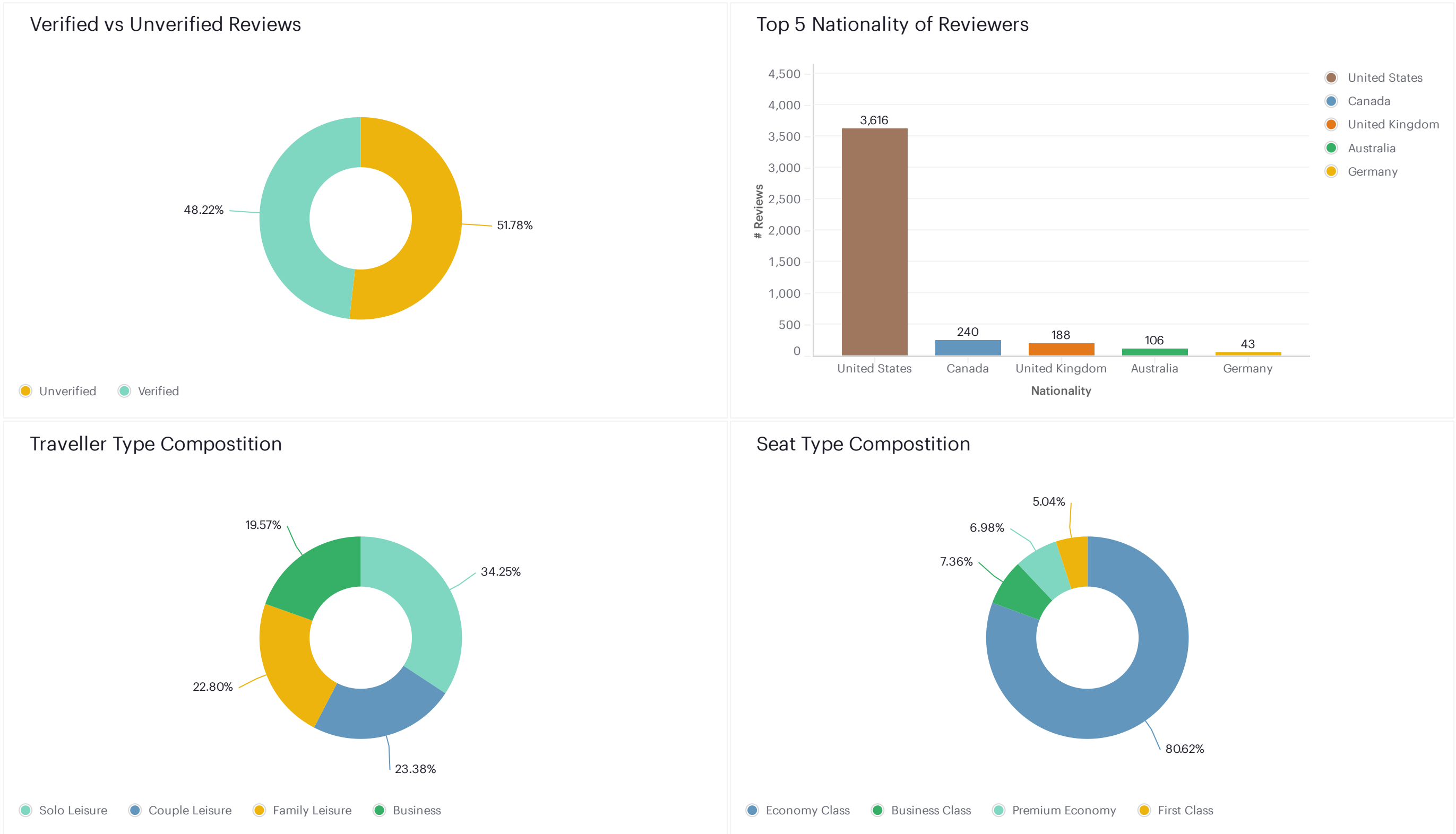


Cabin staff service performs slightly better (2.5/5), but still falls short of expectations. **Ground service (2.0)** and **WiFi/connectivity (1.9)** are among the lowest ratings, underlining **service inconsistency and digital pain points**.



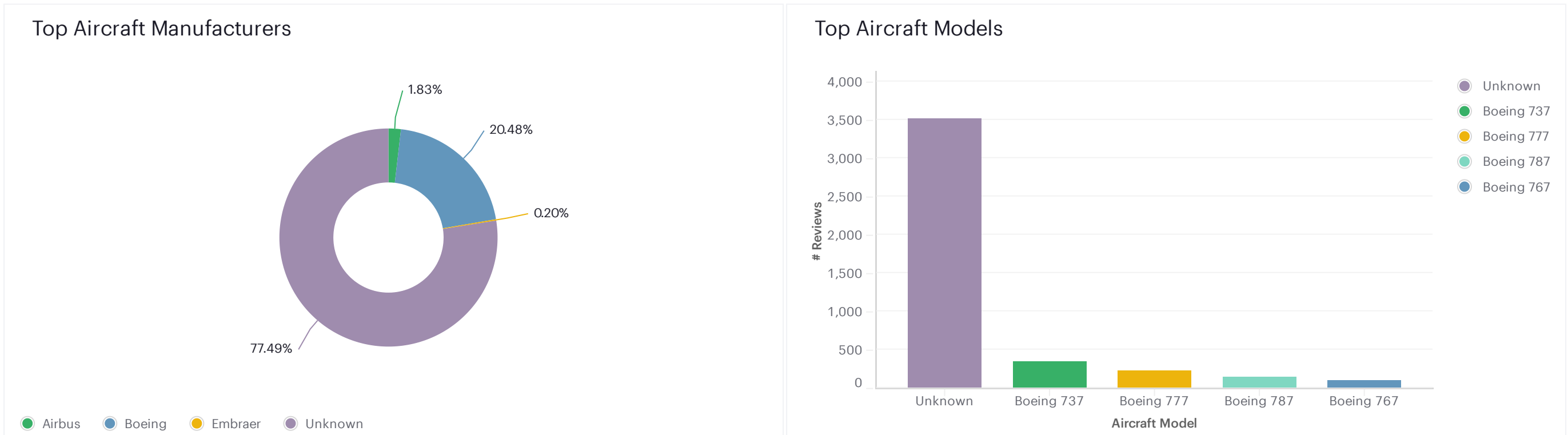
Customer Profiles

Reviews are evenly split between verified and unverified. Most reviewers are from the **U.S., Canada, U.K., Australia, and Germany**. Traveller mix is primarily **leisure (solo/couple/family, about 80%)**, with business travelers representing only around 20%. A striking **80% of reviews come from Economy passengers**, making it clear that feedback largely reflects **price-sensitive leisure travel**.



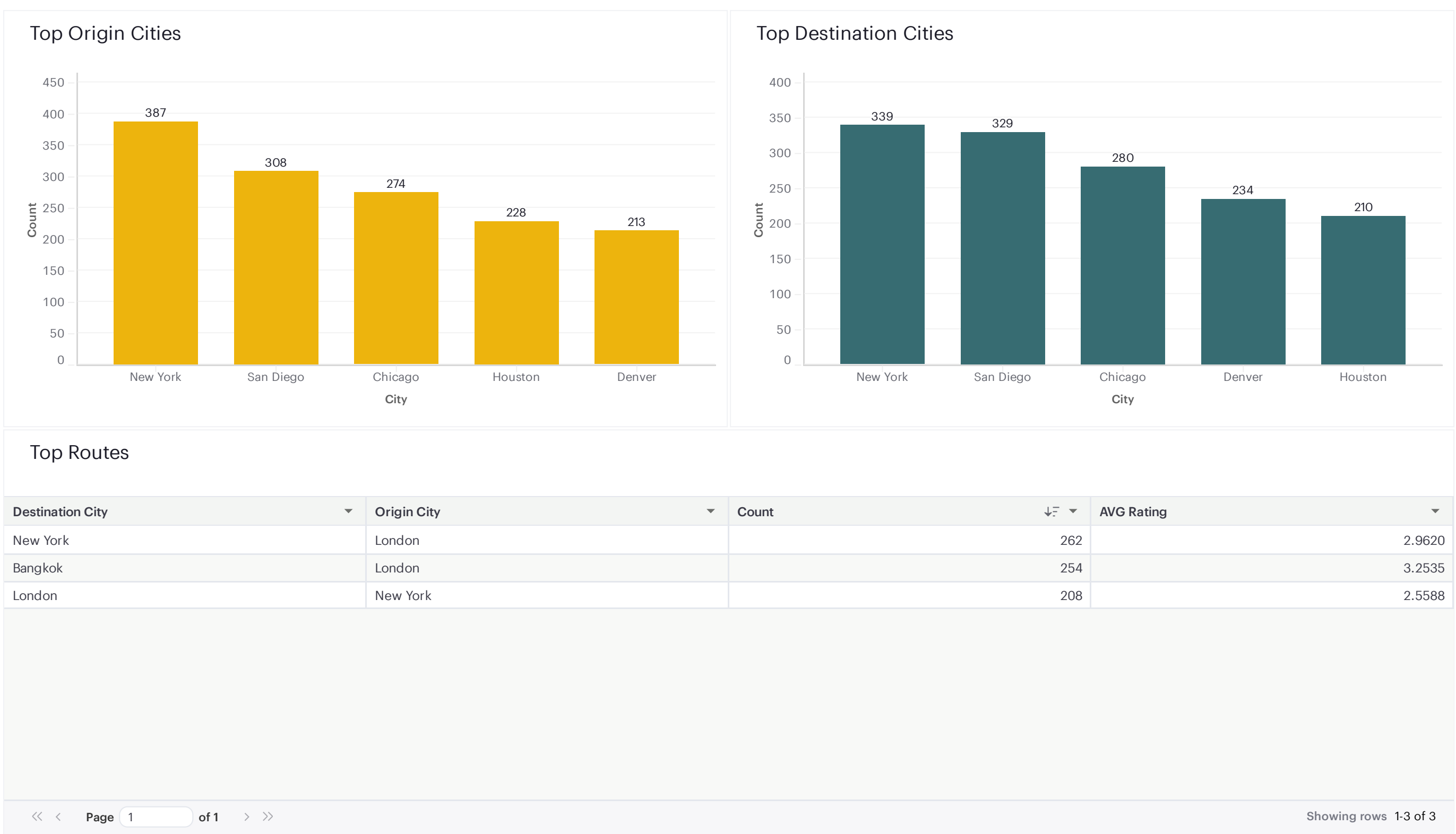
Aircraft Insights

United's reviews are shaped mainly by its **Boeing fleet (77%)**, followed by Airbus (20%). Feedback centers on common models such as the **Boeing 737, 777, 787, and 767**, showing that **customer experience issues are tied to both short-haul and long-haul aircraft**.



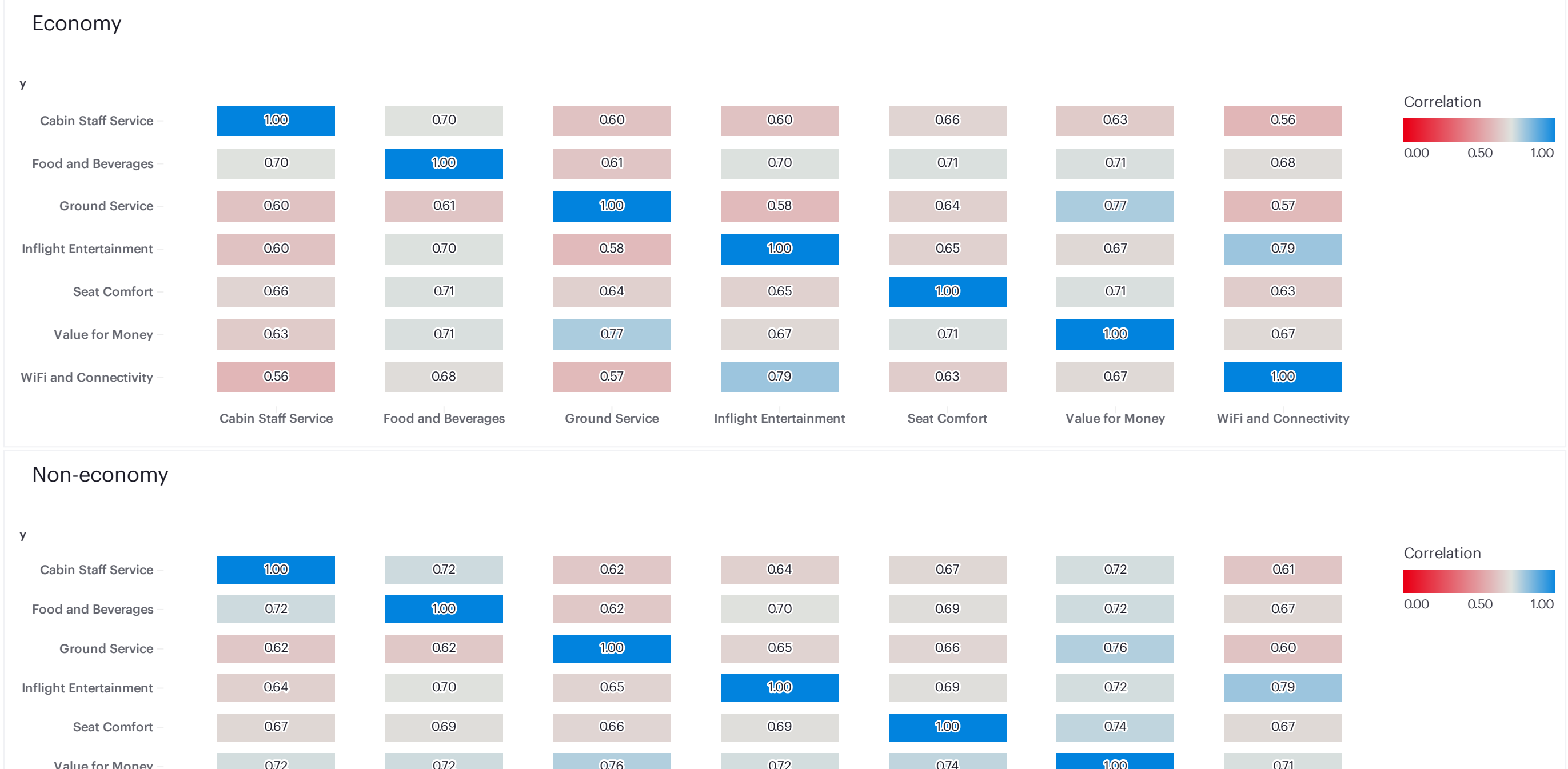
Route Insights

United's hubs dominate review activity, with **Denver, Houston, Chicago, San Diego, and New York** as top origin cities, and similar destinations. Flagship routes like **New York–London** receive heavy scrutiny. **High-traffic corridors concentrate negative sentiment**, amplifying the reputational impact.



Satisfaction Drivers and Class Comparison

Correlation analysis shows **seat comfort, value for money, and staff service** are the strongest drivers of overall satisfaction. In **Economy**, low scores for **food, WiFi, and ground service** drag down ratings. In **premium cabins**, customer ratings depend more heavily on **staff, comfort, and dining quality**, making service consistency critical for high-value passengers.



Key Takeaway

United Airlines struggles with **low customer satisfaction**: only **2/5 average ratings** and **18% recommendations**. Feedback is driven mainly by **Economy leisure travelers**, who consistently flag **seat comfort, food, and WiFi** as weak points. To improve loyalty and brand perception, United must **prioritize fixing core Economy pain points** while ensuring **premium cabins deliver consistent service**.