**Objective**

The objective of the visualizations in Tableau was to tell a story about customer satisfaction with airlines. The information was obtained from various ratings that users assigned to the services provided by the airlines. This allows us to observe the relationship between the ratings, the type of seat, and how they have changed over the years. In this way, we can identify which airlines offer the best services and whether customers would recommend them or not.

**Description of the Graphs and Their Content**

In general, filters were applied that interact with the graphs, allowing for the analysis of different concepts within the dataset. Next, some of the most objective graphs from the presentation will be presented, and an overview of the two dashboards created alongside other graphs will be provided.

A "Lollipop" chart was created to observe the changes in overall customer ratings, which range from 1 to 10, with 1 being the worst rating and 10 the best. This chart shows how ratings have varied from 2012 to 2023. It appears that the ratings have worsened over time, likely because more people began to travel and, consequently, their expectations of airlines increased.

A graph of numbers and circles

Description automatically generated with medium confidence

All the graphs are relevant for telling this information story, but together they form an important set of insights for the viewer. First, they can observe how customers categorize the different services. Despite the seat quality, everyone agrees that In-flight Media (internet, TV) is very poor.

**First Dashboard: General Airline Satisfaction Rating**

At the top of the graphs, a brief description has been added explaining how customer ratings are considered and how to use the filters to obtain specific values.

Additionally, in all cases, customers believe that the type of traveler is expensive compared to the service. However, if we look more closely, we see that the Solo Leisure and Business traveler types rate the cost lower (notably highlighting the difference), meaning they expect more from the airline's service.

In conjunction with the above, the viewer can interact with the graphs by selecting one or several specific airlines to observe changes over the years. It is also important to mention that many of the airlines are small and not very well-known, which may lead to lower ratings in the surveys.

A screenshot of a graph

Description automatically generated

**Second Dashboard: Most Popular Airlines in the US**

To emphasize the airlines that everyone generally knows, which are prevalent across the internet, in street advertisements, and on television, a dashboard was created specifically selecting 13 of the most famous airlines. This provides an opportunity to see whether customers recommend these airlines.

A description was added explaining how the rating information was obtained, indicating that scores range from 1 (the worst) to 5 (the best). To make this more interactive, small images of each service were included, allowing users to click on them to view the overall ratings given. The dashboard features a bubble graph at the top that indicates whether the airline is recommended, along with the percentage of customers who rated it as such.

Various filters are available for users to interact with, helping them determine which airline is better than another.

A screenshot of a computer

Description automatically generated

**Conclusion**

The visualizations created in Tableau effectively illustrate the evolving landscape of customer satisfaction in the airline industry. By analyzing ratings from 2012 to 2023, we can see a clear trend indicating a decline in overall satisfaction, likely influenced by increasing traveler expectations. The interactive dashboards allow viewers to explore specific airlines and their services, providing valuable insights into customer perceptions.

The use of filters and engaging visual elements enhances the user experience, enabling a deeper understanding of how different traveler types perceive value and quality. Importantly, the focus on well-known airlines highlights the broader trends in customer sentiment, while also shedding light on smaller, lesser-known carriers.

Overall, these visualizations not only tell a compelling story about airline customer satisfaction but also serve as a useful tool for both consumers and industry stakeholders seeking to improve service quality and meet evolving customer demands.