

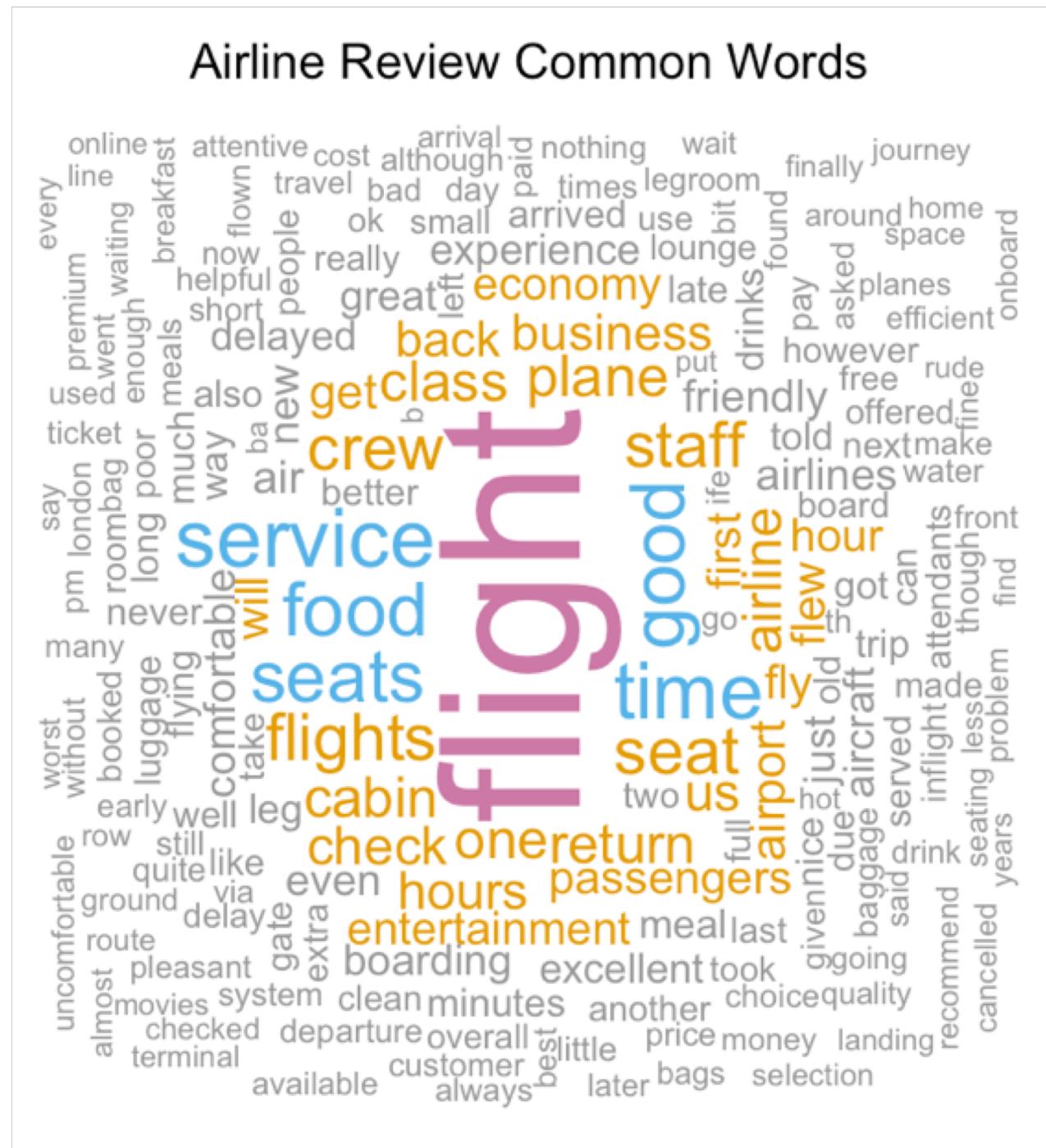
# Analysis of Skytrax Reviews Across the Globe

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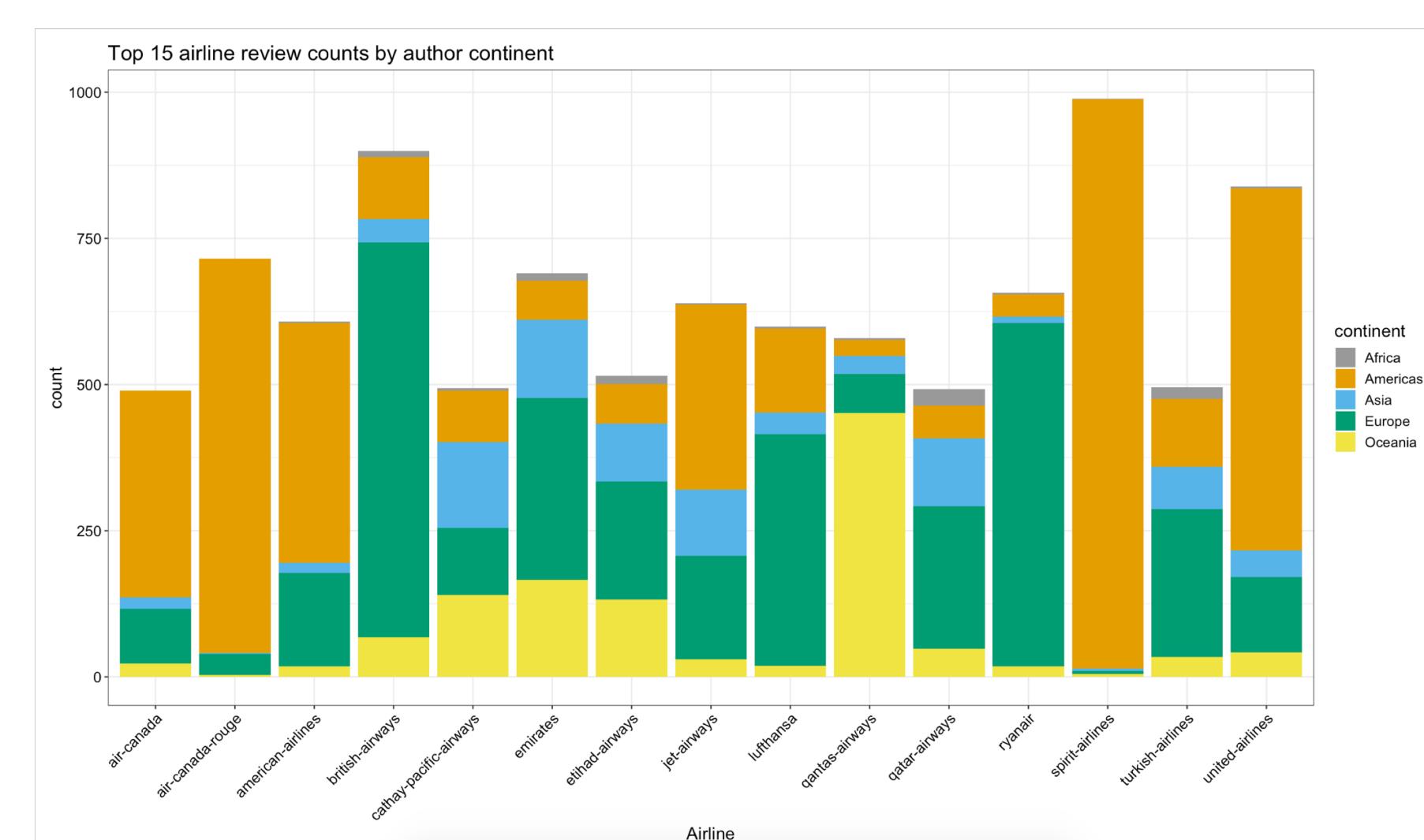
## Background

Skytrax is an international air transport rating organization dedicated to improving quality of the customer experience for airlines and airports across the world. Our dataset contains information about 41,396 Skytrax reviews. Each record includes a reviewer ID; the reviewer country; the date of the review; the airline; the cabin flown; an overall rating; and several sub-ratings for specific aspects of the reviewer's experience, such as cabin staff, seat comfort, and in-flight entertainment.

## Overview of Review Demographics

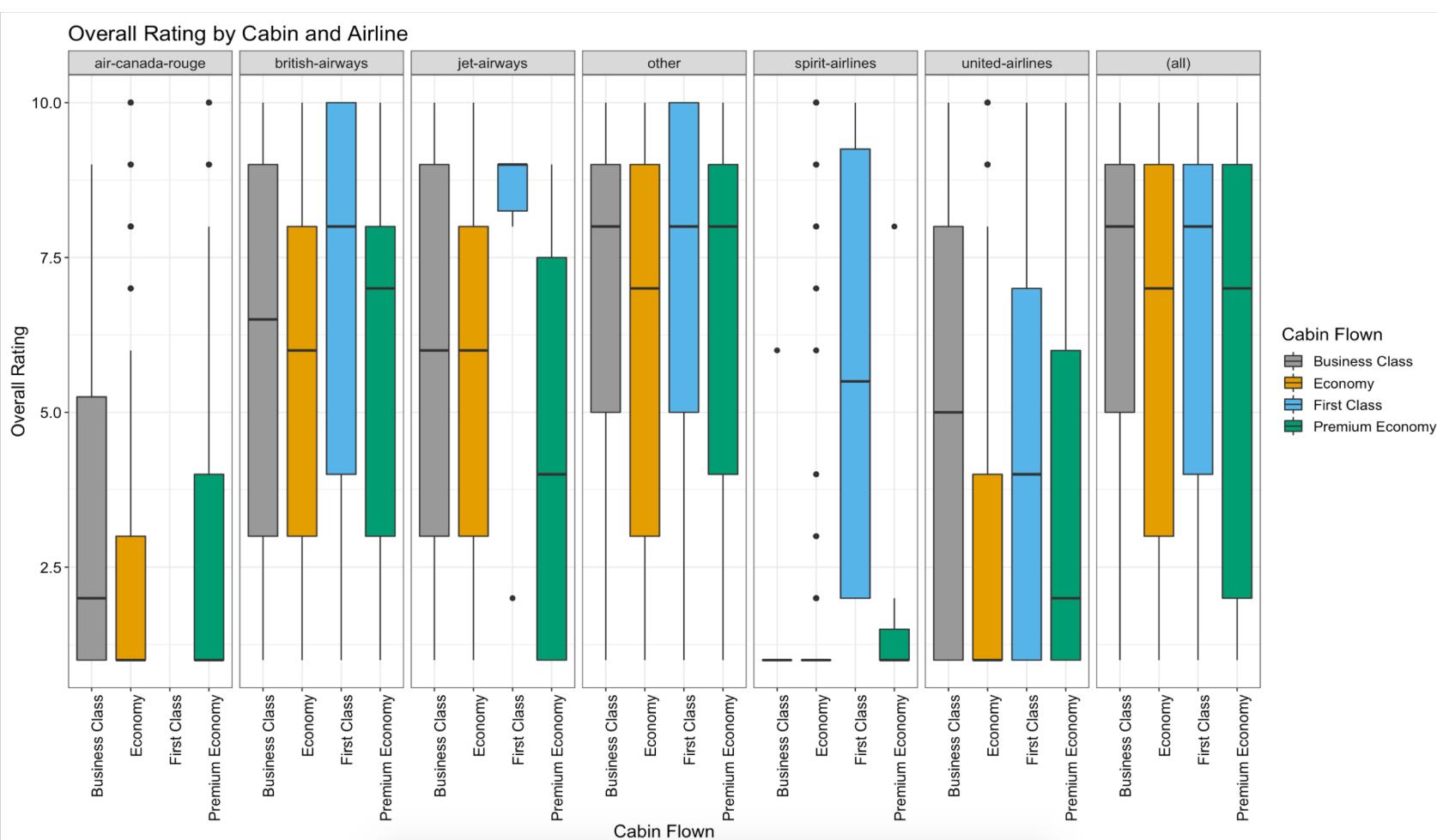


After cleaning, it is no surprise that “flight” is the most common word, followed by “service”, “time”, “food”, and “seats”. The size of the word “good” indicates a skew to positive sentiment.

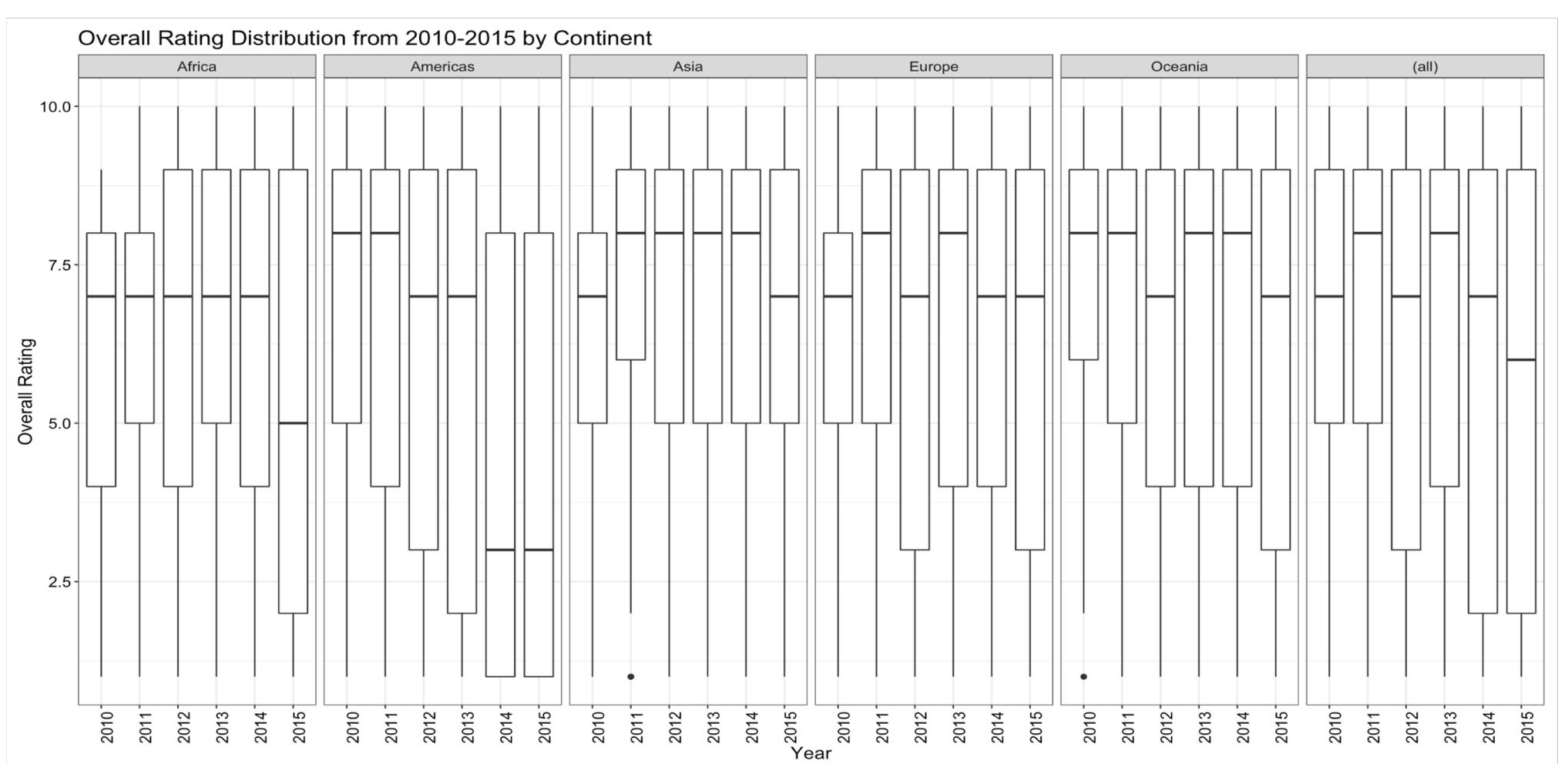


The Americas and Europe are the most common reviewer continent. Africa is the least common with the most occurrences in Qatar Airways. This is followed by Asia which has a small presence in almost all airways. Oceania is similar except for being the large majority in Quantas airways. For many airlines, there is usually a continent that holds a large majority of review counts - very few have a uniform distribution.

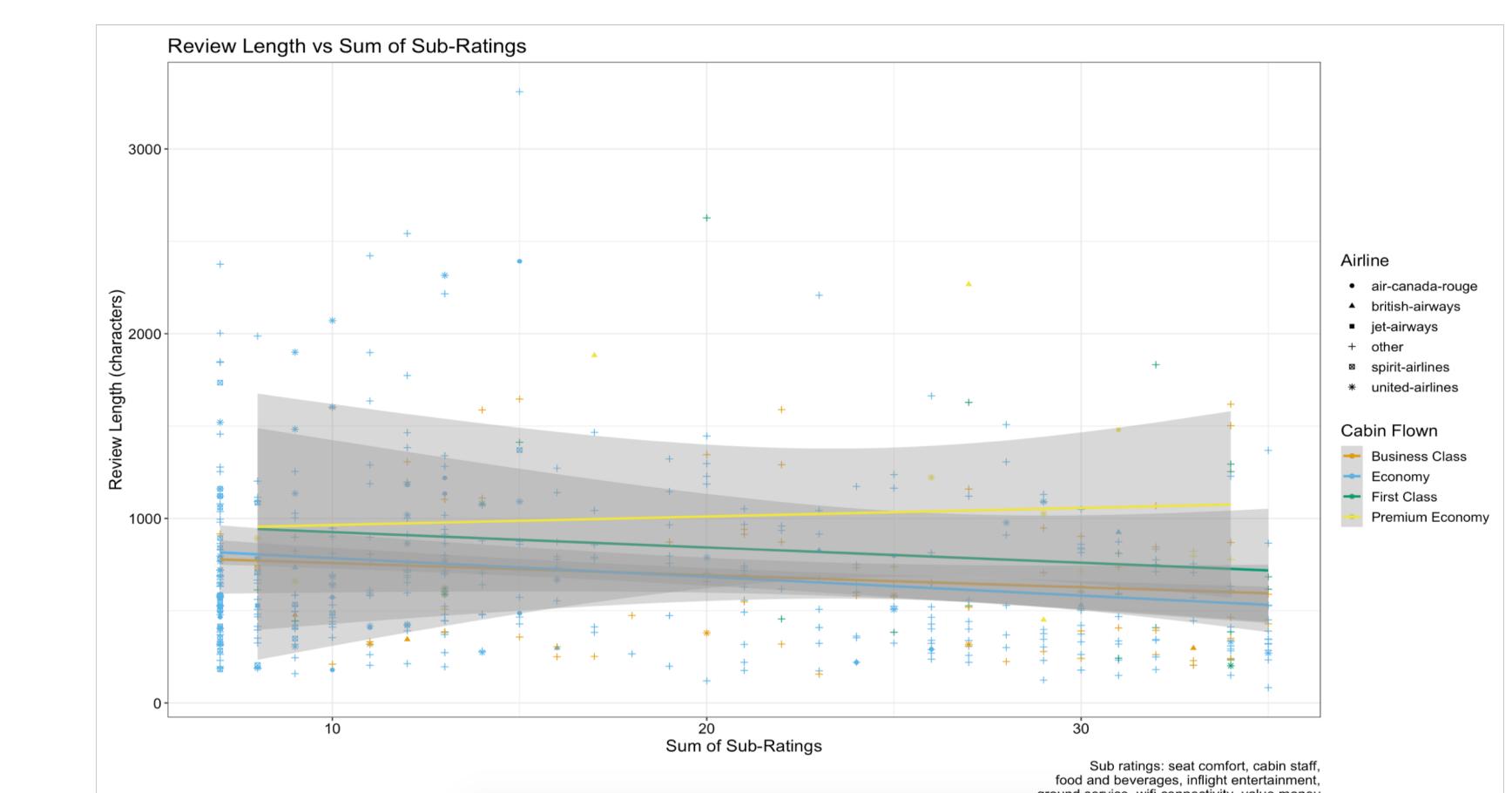
## Distributions of Reviews



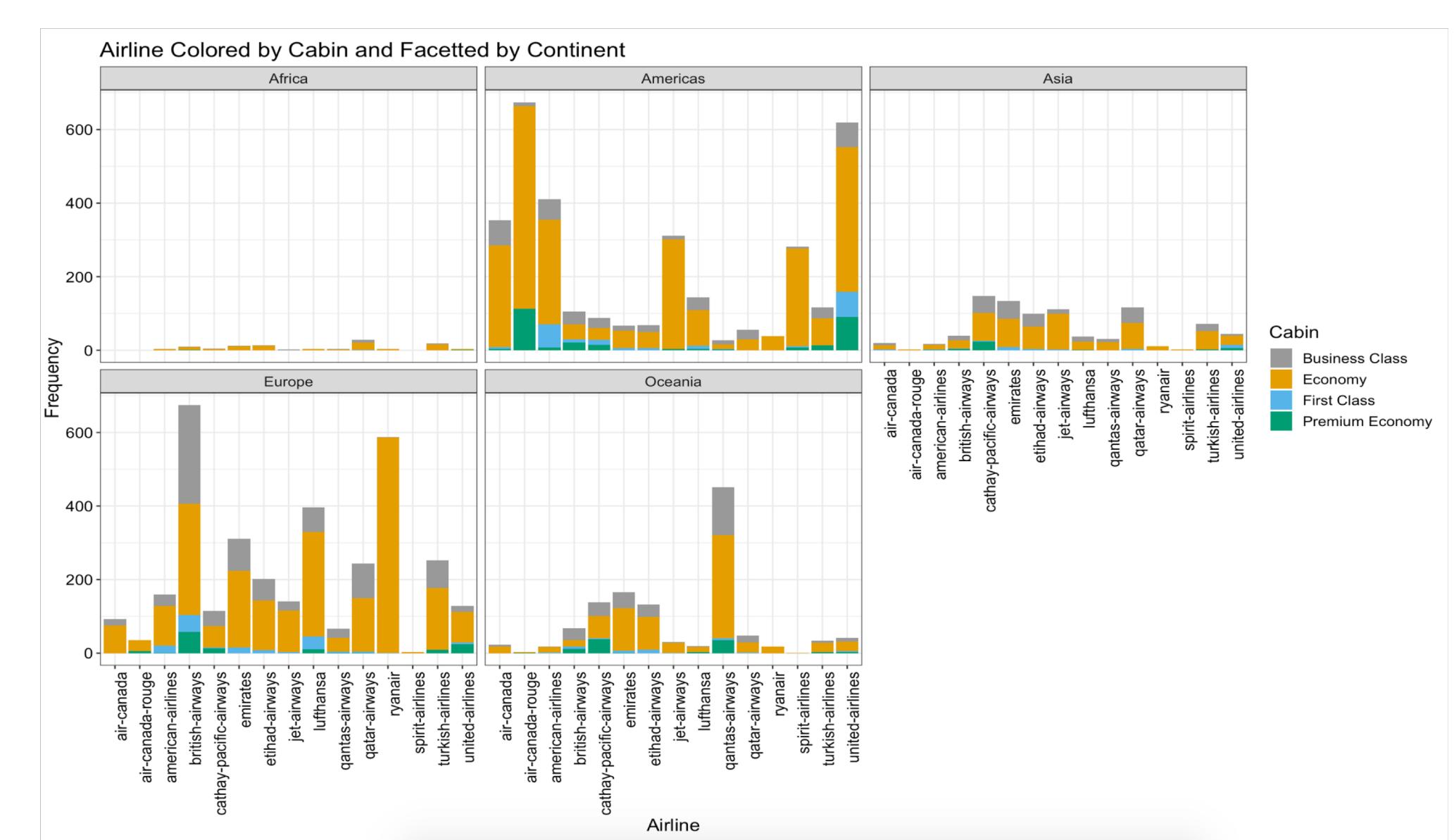
It appears that overall rating changes somewhat with cabin type across all airlines. Some airlines have better ratings on average than others across all cabin types. Spirit Airlines appears to be somewhat of an outlier among the popular airlines.



The Americas in the only continent to consistently decrease in overall ratings over time. Asia and Oceania consistently have the highest ratings throughout the years.



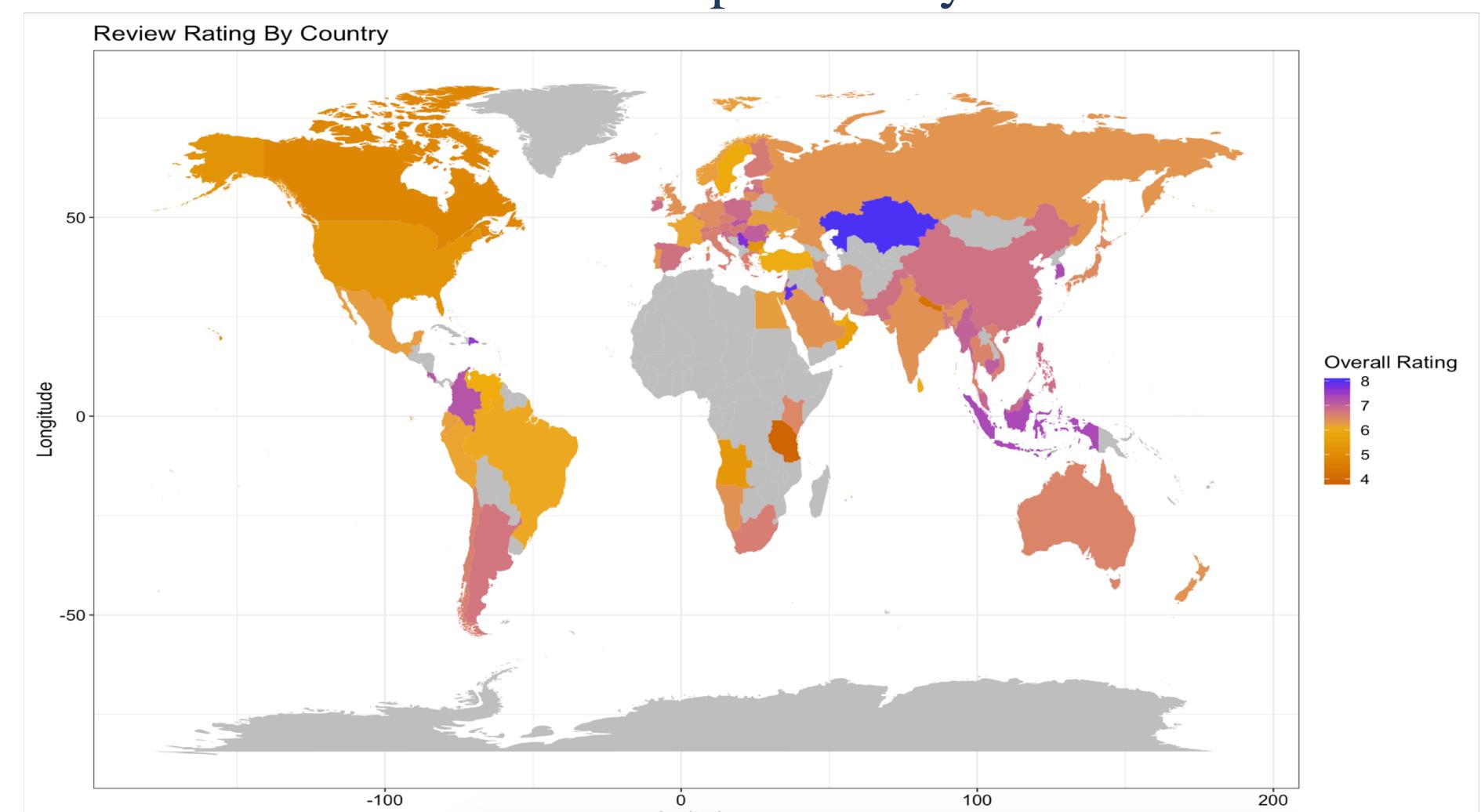
For most cabin types, there appears to be a negative linear relationship between review length and sum of sub-ratings. However, this relationship seems to be a positive one for passengers flying in Premium Economy. With that said, the difference is not statistically significant.



Most reviews come from the Americas and Europe. A higher proportion of people fly Business Class in Europe than in the Americas.

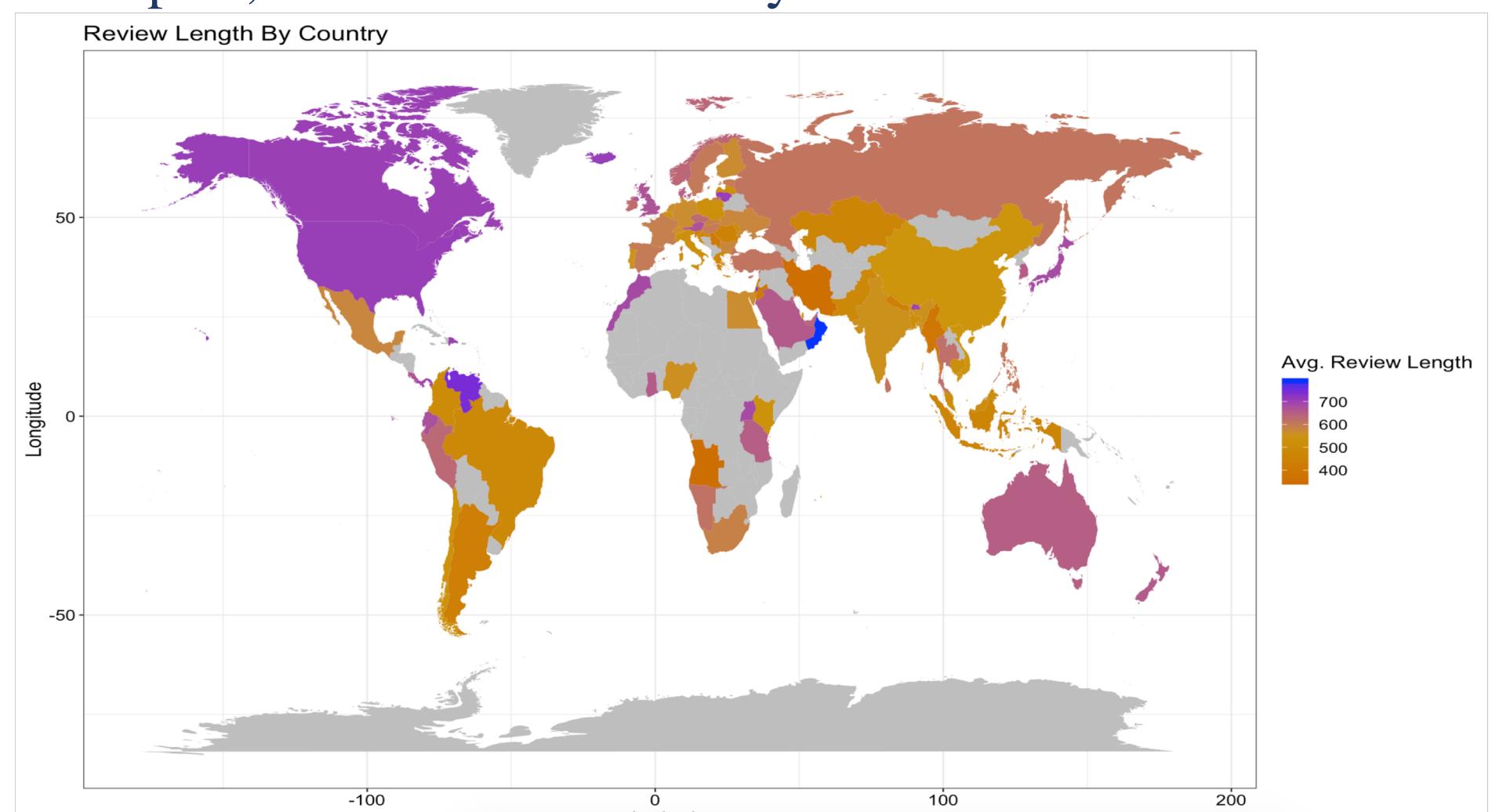
## Around the World (by Country)

Choropleths only include countries with at least 7 samples, to reduce the visibility of outliers.



People from Kazakhstan give the highest average review score - the 56 reviews average exactly 8. Canadians give remarkably low scores compared to the US and Europe.

The lowest scores are from Tanzanians.



In general, people in English-speaking countries give longer reviews than non-English-speaking countries. For example, Britain has significantly longer reviews than the rest of Europe. However, the longest reviews of all come from Oman at 790 words.