British Airways Insight

A Dashboard Summary

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Summary Metrics (Top Section)

Overall Average Rating: 4.2
(Fairly decent but could be improved)

Cabin Staff Service: 3.3
(Indicates room for improvement)

Ground Service: 3.0
(Below average, may need enhancements)

Seat Comfort: 2.9
(Low rating, indicating discomfort for passengers)

Value for Money: 2.8
(Suggests customers don't perceive good value)

Food & Beverages: 2.4
(One of the weakest aspects)

Entertainment: 1.4
(Very poor, likely due to outdated or inadequate in-flight entertainment)

Average Overall Rating Over Time

- The **line chart** shows fluctuations in the ratings from **2016 to 2023**.

- There are noticeable **spikes and drops**, particularly around 2021,where ratings seem to have dropped significantly.

- The downward trend in recent years suggests a decline in customer satisfaction.

Average Overall Rating | Month
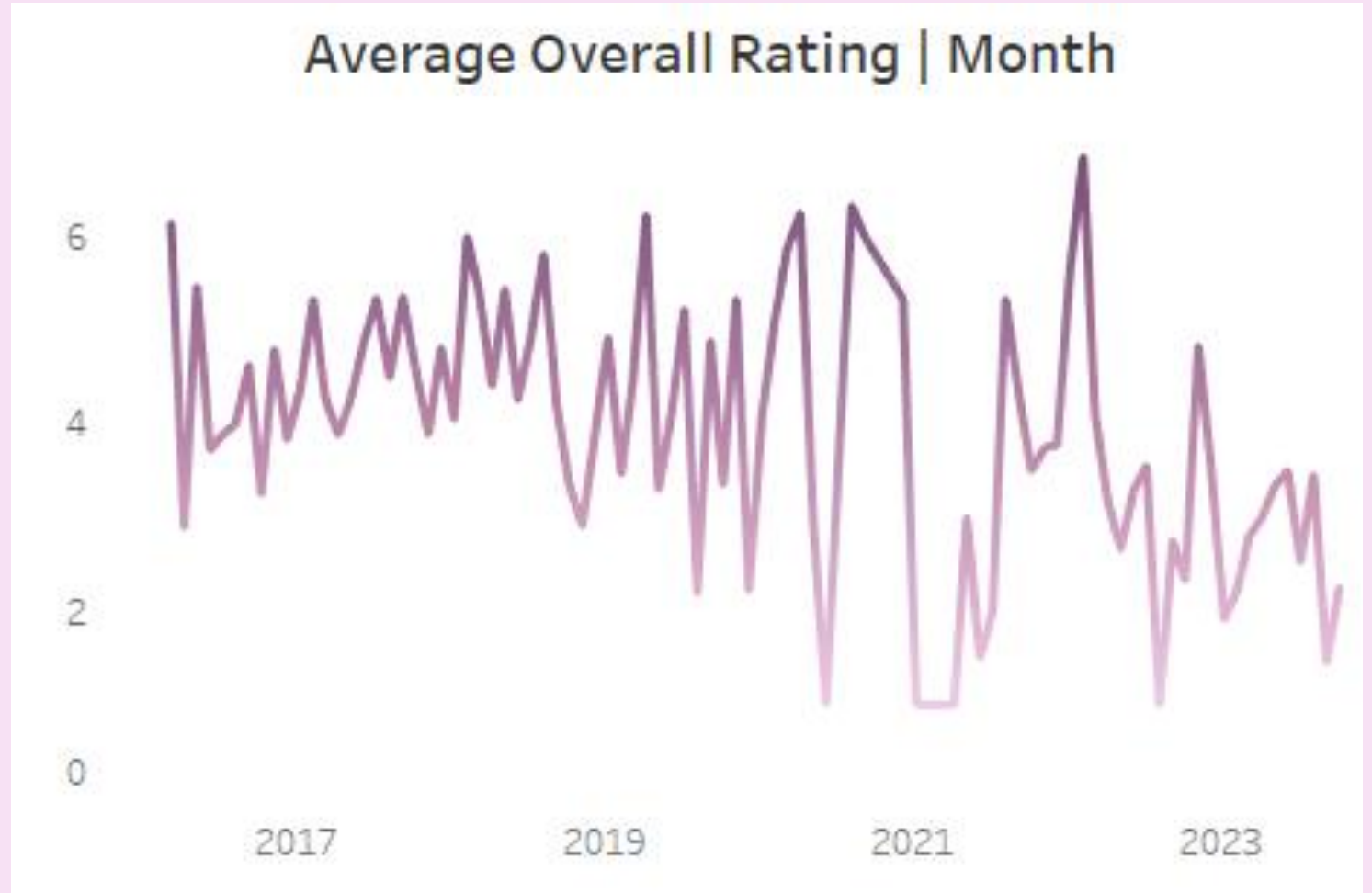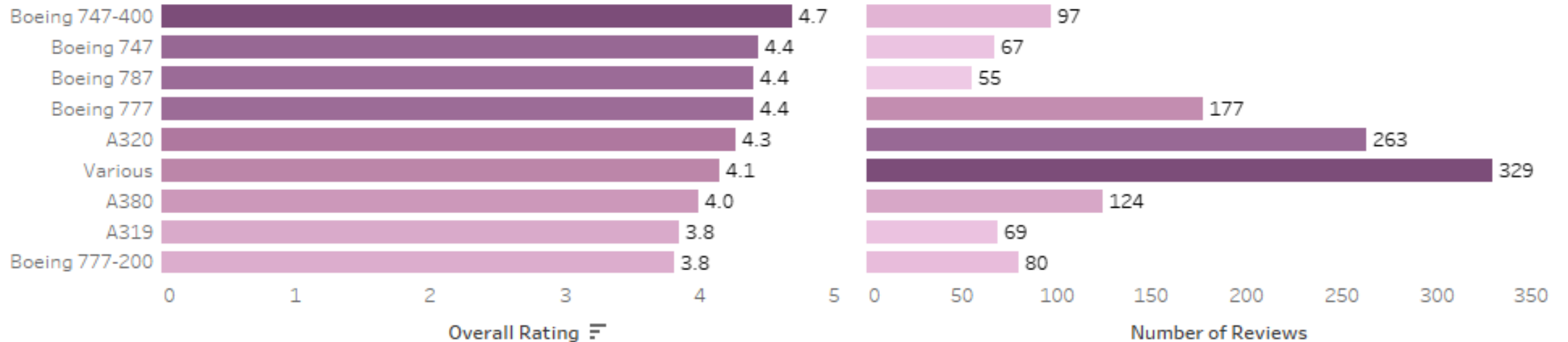
Geographic Analysis (World Map)

- This choropleth map represents overall ratings by country.

- The darker areas likely indicate higher engagement or better ratings.

- British Airways operates globally, but some regions might have lower satisfaction than others.

Average Overall Rating | Country

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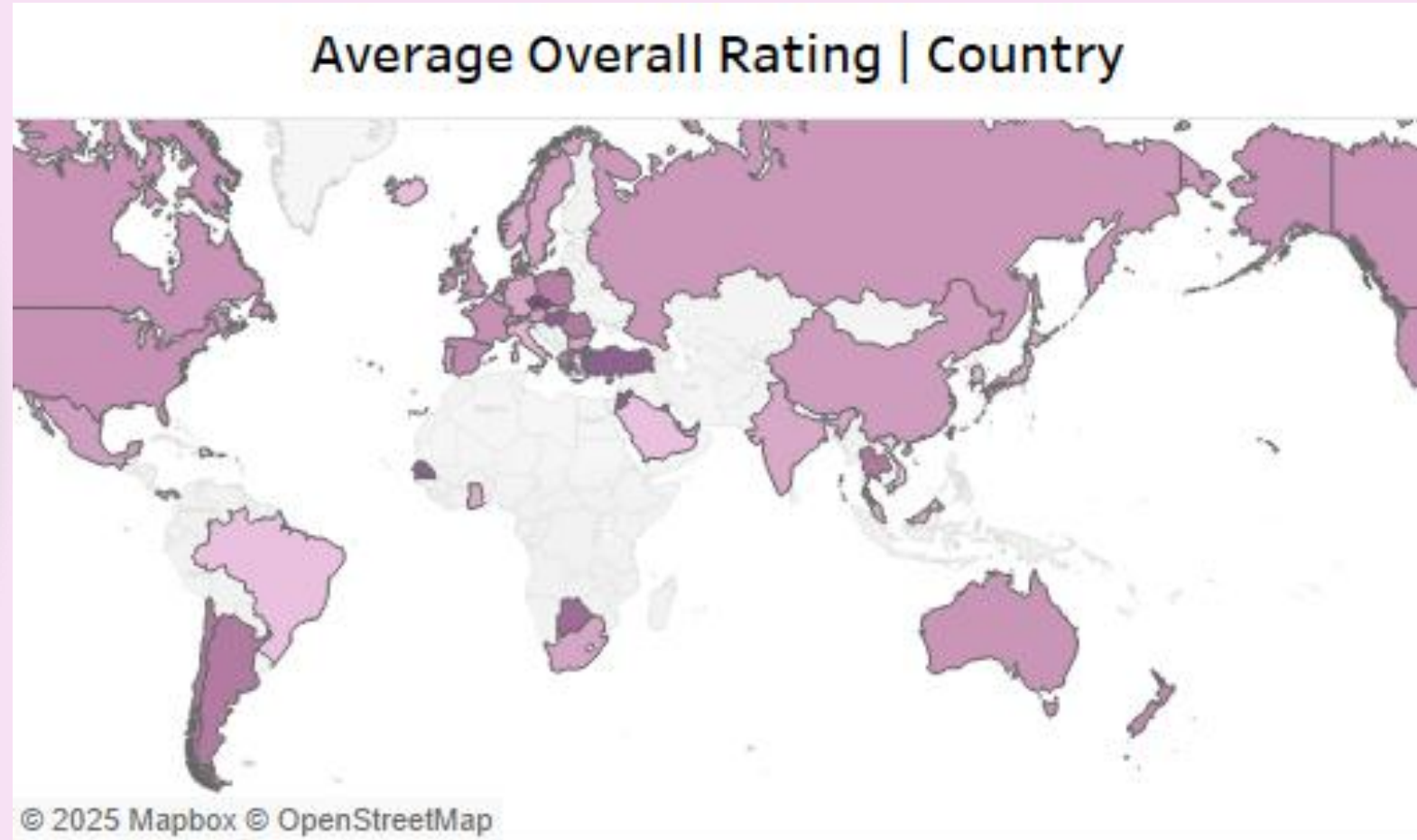
Aircraft-Specific Ratings

- **Boeing 747-400 has the highest rating** at 4.7, followed by other Boeing 747, 787, and 777 models (~4.4).
- **A320 and A380 aircraft have relatively lower ratings** (~3.8-4.1).
- **Boeing 777-200 received the lowest rating** at 3.8, despite having a significant number of reviews (80 reviews).
- The number of reviews for each aircraft varies, with the most reviewed aircraft being Boeing 787 (177), A320 (263), and A380 (329).

Average Overall Rating | Aircraft

Aircraft	Overall Rating	Number of Reviews
Boeing 747-400	4.7	97
Boeing 747	4.4	67
Boeing 787	4.4	55
Boeing 777	4.4	177
A320	4.3	263
Various	4.1	329
A380	4.0	124
A319	3.8	69
Boeing 777-200	3.8	80

Potential Insights & Recommendations

1. **Entertainment System Needs Urgent Improvement**
   - The lowest rating (1.4) indicates dissatisfaction. Upgrading in-flight entertainment could enhance customer experience.

2. **Food and Beverage Quality Needs Enhancement**
   - 2.4 rating suggests customers are unhappy with meal options. Improving variety and quality may improve customer perception.

3. **Seat Comfort & Value for Money Are Key Pain Points**
   - Low ratings (2.9 and 2.8) imply passengers don't find seats comfortable or worth the price.Possible solutions: better seat designs, extra legroom options, competitive pricing.

Potential Insights & Recommendations

4. **Ground & Cabin Staff Service Could Be More Customer-Focused**
   - A 3.0 rating for Ground Service shows room for better airport services (check-in, boarding, baggage handling).
   - Cabin Staff Service (3.3) suggests mixed feedback—training programs could improve service.

5. **Aircraft-Specific Considerations**
   - Older aircraft like Boeing 747-400 seem to have higher satisfaction than A320 and 777-200.
   - British Airways may consider fleet renewal or service enhancements on lower-rated aircraft.