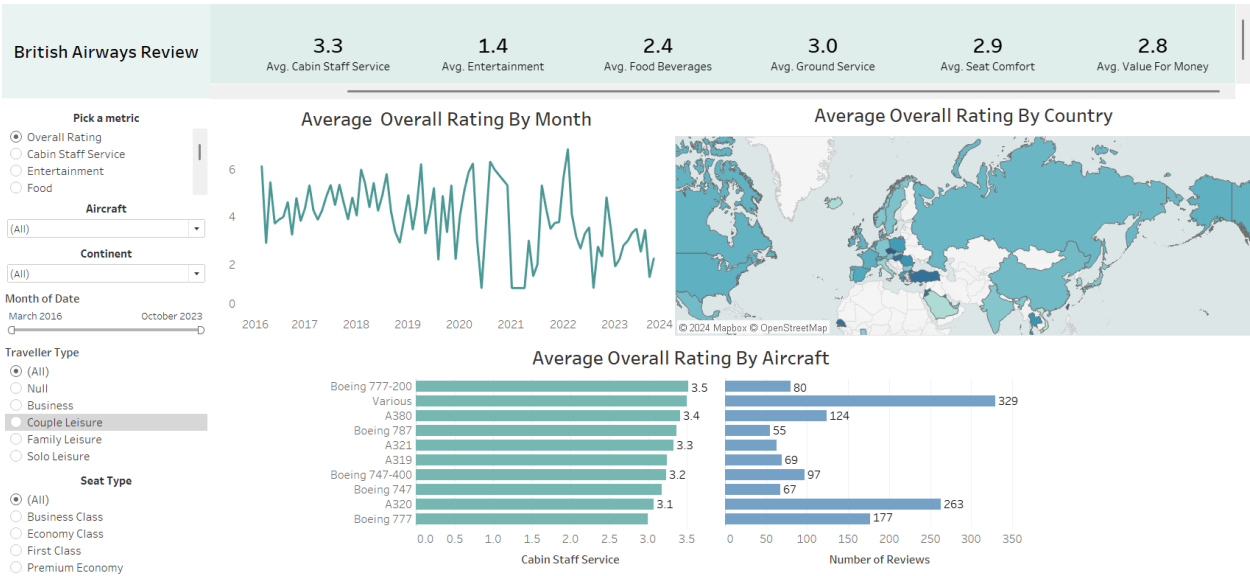


# British Airways Customer Experience Insights Dashboard

## Summary

This comprehensive report details the creation and findings of the "British Airways Customer Experience Insights Dashboard" developed in Tableau. This project harnesses extensive customer review data to analyze and visualize customer satisfaction metrics across various service dimensions and aircraft types. Aimed at enhancing user interaction and customization, the dashboard provides insights that can inform strategic decisions and improve customer service standards at British Airways.



## Project Objectives

The dashboard was designed with the following objectives:

- Interactive Analysis:** Enable dynamic exploration of service quality metrics, allowing users to engage deeply with the data.
- Customizable Views:** Implement user-driven controls to examine specific aspects of service, such as cabin staff service, entertainment, and food beverages.
- Strategic Decision Support:** Provide actionable insights through data visualization to guide improvements in service delivery and customer satisfaction.

## Tools and Technologies

- Tableau Desktop Public:** Primary platform for dashboard design and data visualization.
- Data Integration:** Techniques employed to consolidate multiple data sources into a cohesive dataset ready for analysis.

- **Advanced Visualization Features:** Use of Tableau's capabilities like calculated fields, dynamic parameters, and interactive filters.

## Implementation Process

### Data Acquisition and Cleansing

- **Sourcing:** Data was collected from British Airways customer feedback stored in CSV format.
- **Preparation:** Data cleansing involved standardizing entries and resolving discrepancies to ensure data reliability.

### Dashboard Design and Interaction

- **Parameter Controls:** Designed the 'Pick a Metric' feature to let users select metrics such as cabin staff service, seat comfort, etc., for detailed exploration.
- **Dynamic Filtering:** Enabled filtering by aircraft model, service type, and other relevant dimensions to tailor the analysis.
- **Custom Visuals and Layouts:** Developed a cohesive and aesthetically pleasing visual layout that aligns with British Airways' branding.

## Insights and Analysis

### Service Quality Metrics

- **Overview of Ratings:**
  - **Cabin Staff Service:** Average rating of 3.3, suggesting moderately positive feedback.
  - **Entertainment:** Lowest average rating at 1.4, indicating a potential area for significant improvement.
  - **Food and Beverages:** Scored 2.4, reflecting average customer satisfaction.
  - **Ground Service:** Achieved a higher rating of 3.0, showing relative strength in this area.
  - **Seat Comfort:** Rated at 2.9, close to the overall service satisfaction.
  - **Value for Money:** Held a rating of 2.8, suggesting that price perception aligns closely with service received.

### Customer Satisfaction by Aircraft Type

- **Aircraft-Specific Analysis:**
  - The Boeing 777-200 had the highest number of reviews (329), with a cabin staff service rating forming part of an overall rating of 3.5, the highest among all types, indicating high satisfaction.
  - The A380, despite fewer reviews (124), also shows high satisfaction levels with a similar overall rating, which emphasizes quality service perception on larger aircraft.
  - Variance in satisfaction across different models suggests a need to standardize service quality, especially in entertainment and food services, where ratings generally lag.

## Conclusions

The "British Airways Customer Experience Insights Dashboard" not only facilitates a granular analysis of service aspects but also highlights areas requiring attention and improvement. By focusing on underperforming metrics and leveraging strengths such as ground service, British Airways can strategically enhance its customer service approach. This dashboard serves as a critical tool for identifying trends, benchmarking service quality, and driving strategic initiatives based on customer feedback.

## Recommendations

- **Enhance Entertainment Offerings:** Given the low ratings, investing in better entertainment systems could markedly improve customer experience.
- **Focus on Consistency:** Standardizing service delivery across all aircraft to ensure uniform experiences could help lift lower ratings, particularly in food and beverages.