

# **Introduction**

British Airways (BA) is one of the world's leading airlines, serving millions of passengers across domestic and international routes. In an increasingly competitive airline industry, customer satisfaction has become a critical differentiator influencing brand loyalty, repeat bookings, and overall revenue. With the rapid growth of digital feedback channels such as online reviews and surveys, airlines now have access to large volumes of customer satisfaction (CSAT) data that can be leveraged to improve operational and service performance.

## **Key Attributes**

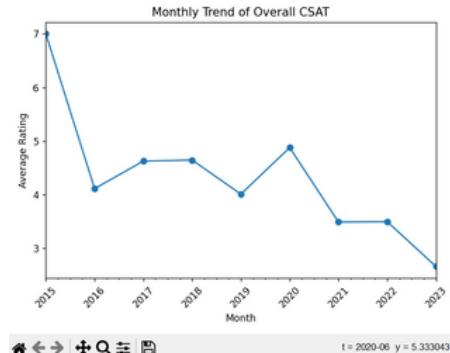
The datasets include information on:

- Aircraft type
- Seat type (Economy, Business, First)
- Traveler type (Business, Leisure, Family, Solo)
- Route and country
- Overall rating and service-level ratings
- Recommendation and trip verification flags

# Insights

- **OVERALL CSAT (Average Rating)**

```
SELECT ROUND(AVG(rating), 2) AS avg_overall_rating,
       COUNT(*) AS total_reviews FROM ba_reviews;
```

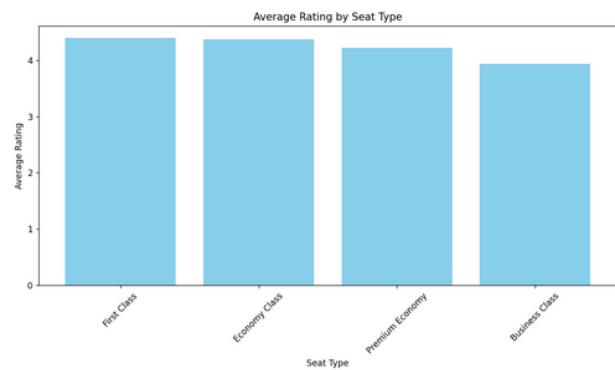


- **AVERAGE RATING BY AIRCRAFT (CORE INSIGHT)**

4.19

- **SEAT TYPE vs SATISFACTION**

seat_type	avg_rating	total_reviews
First Class	4.39	87
Economy Class	4.36	604
Premium Economy	4.22	132
Business Class	3.93	501
seat_type	0.00	1



- **SERVICE-WISE BREAKDOWN (Seat, Crew, Food, Entertainment)**

seat_type	seat_Comf	staff_charge	food_charge	ground_charge	ent_charge
Business Class	2.85	3.41	2.82	3.00	1.31
Economy Class	2.74	3.11	1.89	2.99	1.11
First Class	3.56	3.86	3.05	3.23	2.75
Premium Economy	3.09	3.20	2.52	3.20	2.58
seat_type	0.00	0.00	0.00	0.00	0.00

- **TRAVELLER TYPE ANALYSIS**

traveller_type	avg_rating	total_count
Solo Leisure	4.29	388
Couple Leisure	4.25	446
Business	4.19	316
Family Leisure	3.80	173
	1.00	1
traveller_type	0.00	1

- **VERIFIED vs NOT VERIFIED REVIEWS**

trip_verified	avg_rating	reviews
Not Verified	3.57	109
trip_verified	0.00	1
Verified	4.24	1215

- **RECOMMENDED vs NOT RECOMMENDED**

recommended	avg_rating
	0.00
yes	4.15
no	4.22

- **COUNTRY / REGION ANALYSIS**

Region	avg_rating	total_reviews
Eastern Europe	5.73	15
South-eastern Asia	4.40	25
Northern America	4.38	162
Australia and New Zealand	4.25	44
Western Asia	4.21	24
Northern Europe	4.20	883
South America	4.20	5

this picture is not showing the whole result

- **ROUTE-LEVEL SATISFACTION**

route	avg_rating	reviews
London to Johannesburg	3.47	15
Johannesburg to London	2.00	11

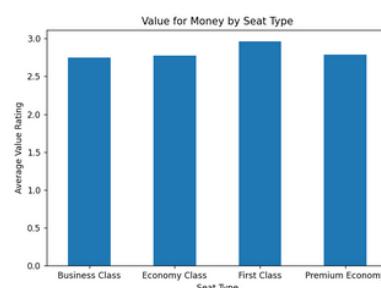
- **GROUND SERVICE IMPACT**

aircraft	avg_rating
Embraer-190	1.00
Boeing 737 800	1.00
Boeing 777 / 747	1.00
A340-300	1.00
Boeing 757	1.00
A320/319	1.00
SAAB 2000	1.00
A380 / A320	1.00
E190	1.00

this picture is not showing the whole result

- **VALUE FOR MONEY ANALYSIS**

seat_type	value_rating
Business Class	2.75
Economy Class	2.77
First Class	2.97
Premium Economy	2.79



# Dashboard

