

# 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

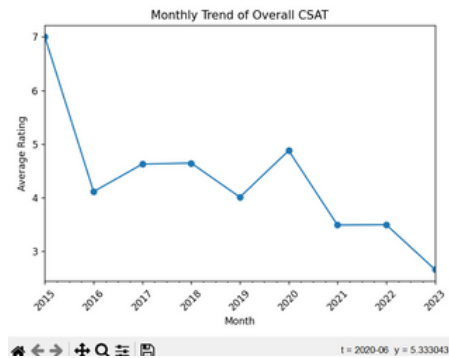
The datasets include information on:

- 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;
```

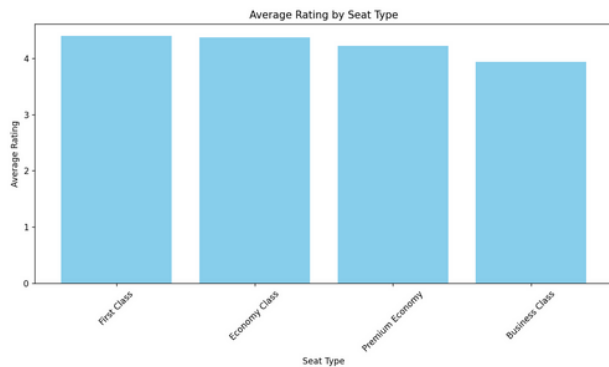


- AVERAGE RATING BY AIRCRAFT (CORE INSIGHT)

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             |

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- **ROUTE-LEVEL SATISFACTION**

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

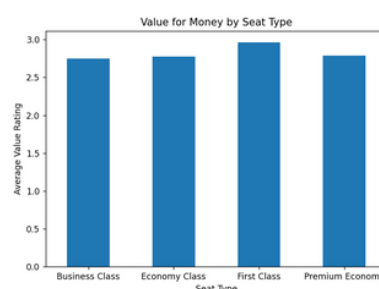
- **GROUND SERVICE IMPACT**

| 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

