British Airways Customer Reviews Dashboard Report

🔍 Objective:

To analyze customer reviews of British Airways using interactive visualizations, with the goal of identifying patterns in passenger sentiment, service performance, and travel trends. The dashboard serves as a strategic tool for understanding customer satisfaction and areas for improvement.

🛠️ Tools Used:

Tool: Tableau

Dataset: British Airways Customer Reviews (source unspecified but likely from public review platforms or a scraped dataset)

📈 Key Performance Indicators (KPIs) Displayed:

- Average Rating (out of 10)
- Percentage of Recommendations
- Traveler Types (Business, Leisure, Solo, etc.)
- Review Volume over time
- Cabin Class sentiment breakdown (Economy, Business, First Class)

📌 Dashboard Features:
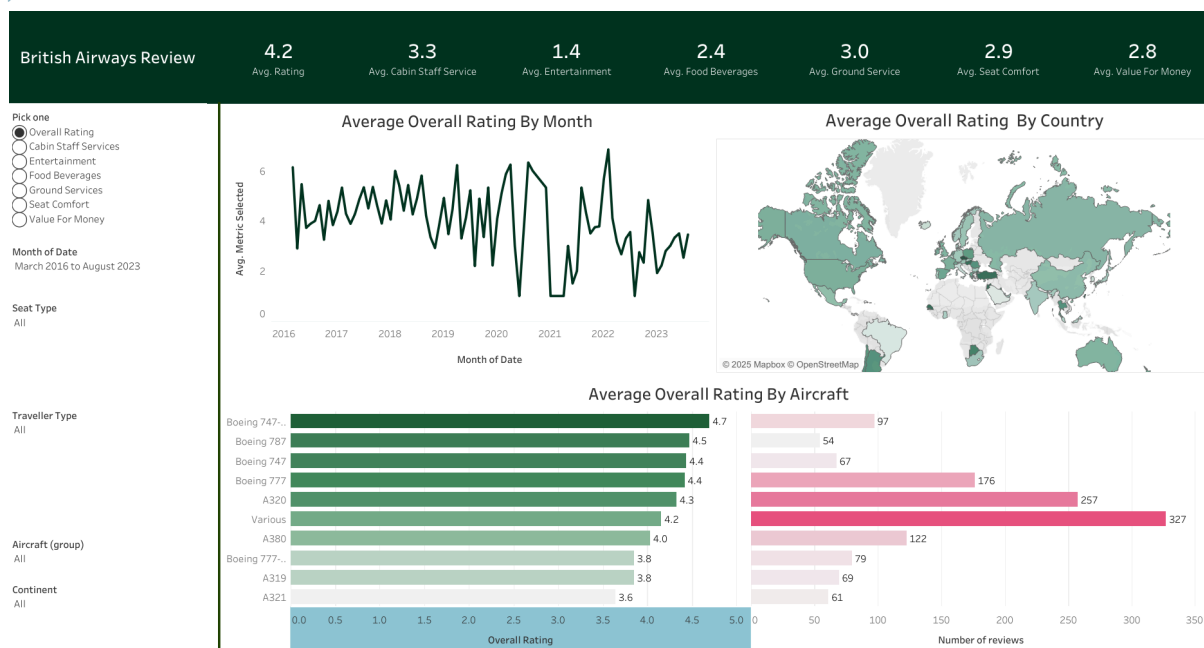
✅ 1. Interactivity

Slicers/Filters included for:

- Traveler Type
- Cabin Class
- Origin Country
- Year of Travel

These filters allow stakeholders to view segmented data for more nuanced insights.

✅ 2. Visual Elements

Bar Charts: Used to show number of reviews and average ratings per cabin class and traveler type.

Line Charts: Show trends in reviews and ratings over time.

Pie Charts: Represent review distribution by country and recommendation percentage.

Cards: Display summary statistics such as total reviews, average rating, and percentage of recommendations.

✅ 3. Color Theme

A consistent blue/white color palette reflecting the British Airways brand identity, ensuring clarity and alignment with company visuals.

🔍 **Insights Derived:**

Customer Satisfaction Trends: Ratings were generally positive in Business and First Class, while Economy class received more mixed feedback.

Traveler Type Sentiment: Business and Leisure travelers had different satisfaction levels, with Business travelers generally reporting higher satisfaction.

Recommendations: A high percentage of reviewers recommend British Airways, though this varies significantly by class and travel purpose.

Geographic Trends: Certain countries displayed stronger satisfaction levels, helping identify target markets or areas needing service improvement.

🎯 Business Recommendations:

Enhance Economy Class Experience – since it shows lower satisfaction, improving seat comfort or service could boost overall rating.

Leverage Positive Business Class Reviews – use them in marketing materials aimed at corporate clients.

Region-Based Targeting – focus advertising in high-satisfaction countries and investigate pain points in regions with low ratings.

📌 Summary:

The British Airways Reviews Dashboard empowers business stakeholders to quickly grasp key patterns in customer sentiment and make data-driven decisions. By combining interactivity with meaningful KPIs, this dashboard serves as both an analytical and strategic tool.