**British Airways Reviews Analysis**

**Development Steps**

**1. Data Loading and Initial Exploration**

* Load the CSV file into Tableau.
* Walk through the data to understand the structure and content.

**2. Data Source Connection**

* Drag the "Country" table into the data source.
* Establish a connection between tables based on the "Location" (country) field.

**3. Map Creation and Parameter Setup**

* Build a map visualization based on the "Place" column.
* Create a parameter named "Pick a Metric" with the datatype set to string. The list of values should include:
  1. Overall Rating
  2. Cabin Staff Service
  3. Entertainment
  4. Food
  5. Ground Service
  6. Seat Comfort
  7. Value for Money
* Display the parameter control.

**4. Calculated Field: Metric Selected**

* Create a calculated field named "Metric Selected" with the following formula:

sql

Copy code

CASE [Pick a Metric]

WHEN "Overall Rating" THEN [Rating]

WHEN "Cabin Staff Service" THEN [Cabin Staff Service]

WHEN "Entertainment" THEN [Entertainment]

WHEN "Food" THEN [Food Beverages]

WHEN "Ground Service" THEN [Ground Service]

WHEN "Seat Comfort" THEN [Seat Comfort]

WHEN "Value" THEN [Value For Money]

END

* Use the average of this calculated field for color filling in the map visualization.

**5. Dynamic Titles and Filters**

* Create dynamic titles for each sheet based on the "Pick a Metric" parameter.
* Apply filters for "Month," "Seat Type," "Traveller Type," "Continent," and "Aircraft" to the map.

**6. Tooltip Customization**

* Customize the tooltip to display relevant information with appropriate alignment.

**7. Summary Metrics Sheet**

* Create a single sheet showing the summary metrics:
  1. Average Overall Rating
  2. Average Cabin Staff Service
  3. Average Entertainment
  4. Average Food Beverages
  5. Average Ground Service
  6. Average Seat Comfort
  7. Average Value for Money

**8. Line Chart**

* Create a line chart titled "Average 'Pick a Metric' by Month," dynamically reflecting the chosen metric.

**9. Bar Chart**

* Create a bar chart with two side-by-side bars: one showing the average metric selected and the other showing the count of aircraft.

**10. Dashboard Design**

* Drag all sheets into a single dashboard.
* Ensure all filters and parameters are functional.
* Enable dashboard interactivity.

**11. Outcome Insight**

* The dashboard provides an overall average review of British Airways based on the selected metric parameter. It enables users to view performance metrics dynamically and interactively, offering insights into various aspects of the airline's services.

**12. Conclusion**

* The analysis provides a comprehensive overview of customer feedback for British Airways, highlighting strengths and areas for improvement across multiple service dimensions. The dynamic nature of the dashboard allows for detailed exploration of the data, aiding in informed decision-making.