

A close-up photograph of the tail section of a British Airways airplane. The aircraft features the iconic red, white, and blue Union Jack livery on its vertical stabilizer. The fuselage is white, and the engine cowling is blue. The background shows a clear blue sky with some white clouds.

BRITISH AIRWAYS

PRESENTED BY :
YOUSIF - MOHAMMED - MALAK

overview :

- British Airways was founded in 1974 and is headquartered in London, United Kingdom, near Heathrow Airport.also, its main competitor is qatar airways and swiss international airlines.

- The top 3 most critical KPIs for British Airways :

1.load factor

measurement of how full the plane is.

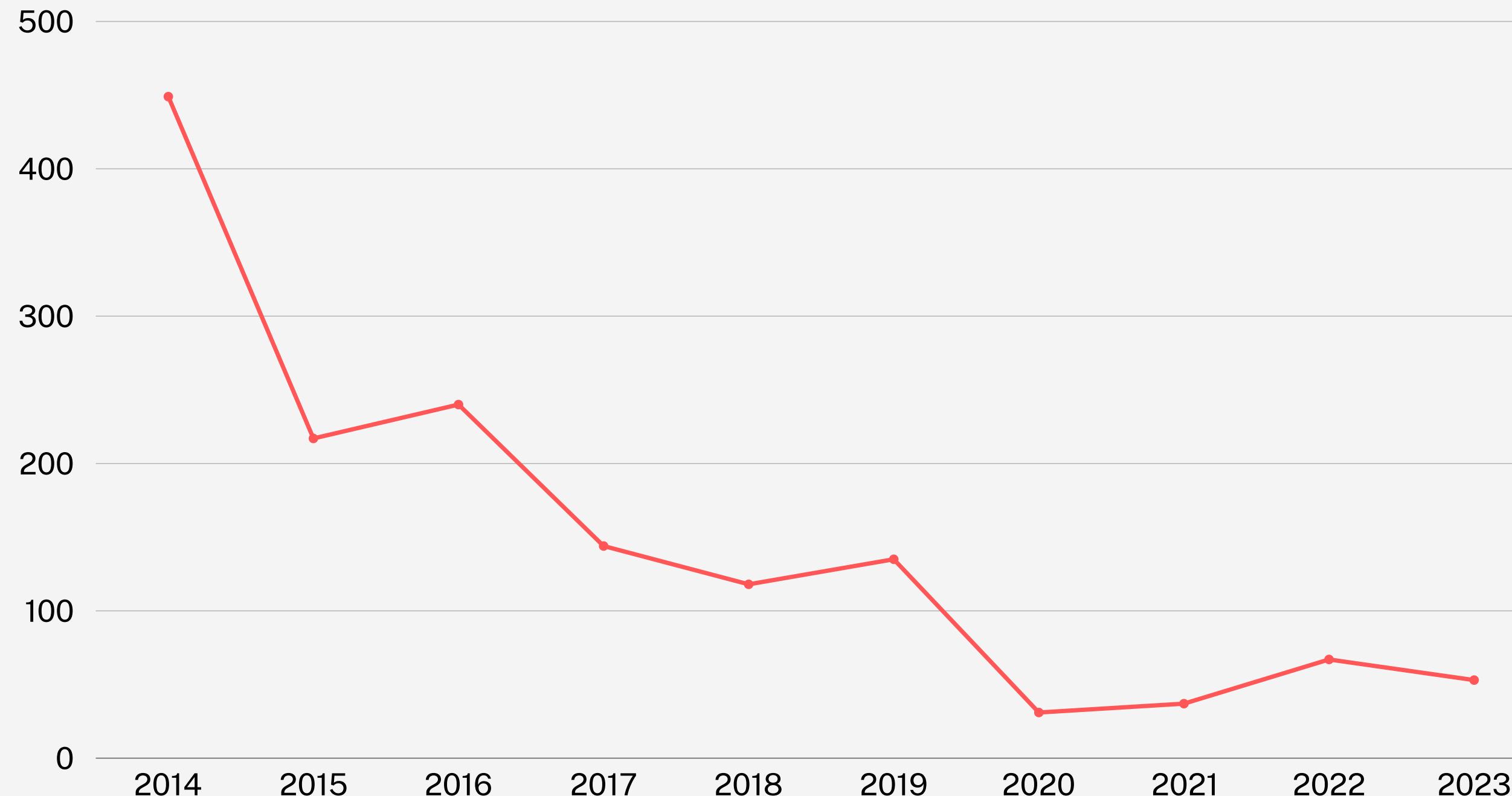
2. NPS (Net Promoter Score)

measures how likely to recommend.

3. On-time performance (%)

The percentage of flights that arrive and depart on time.

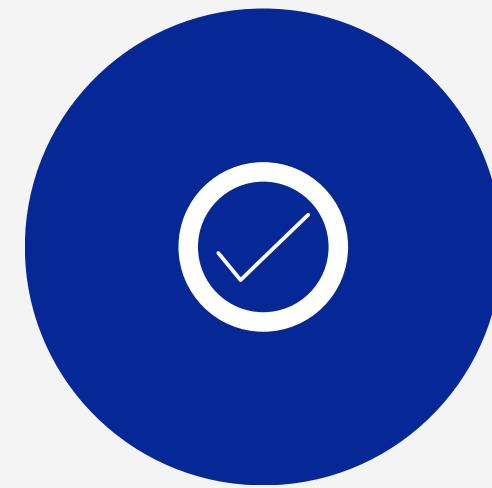
yes recommendations through out the years



problem :

most of BA customers dont recommend to use BA again which effects the company reputation

strategy and goals



Analyze Ratings

Review passenger ratings for key in-flight services to understand current performance.



Identify Impactful Services

Find which services have the strongest influence on passengers Value for Money perception.



Recommend Improvements

Suggest targeted actions to enhance satisfaction and increase passenger loyalty.

analysis approach

01

defining the analysis basis: logical relationship :

Service Quality → Value for Money → Overall Rating → Likelihood to Recommend.

02

Identifying the Most Impactful Service :

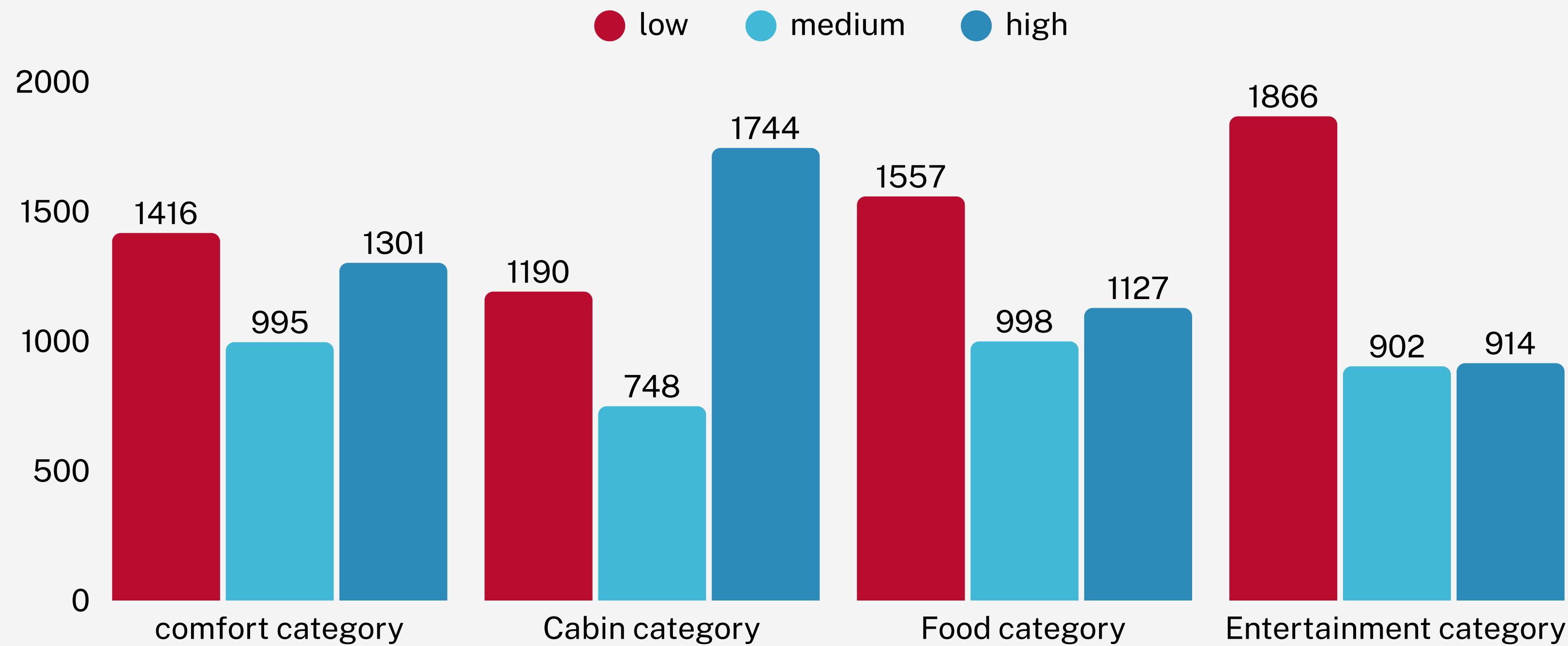
1. correlation analysis to identify which service impact the most on value for money.
2. analyze low ratings in cabin classes to allocate the least satisfied customer.

03

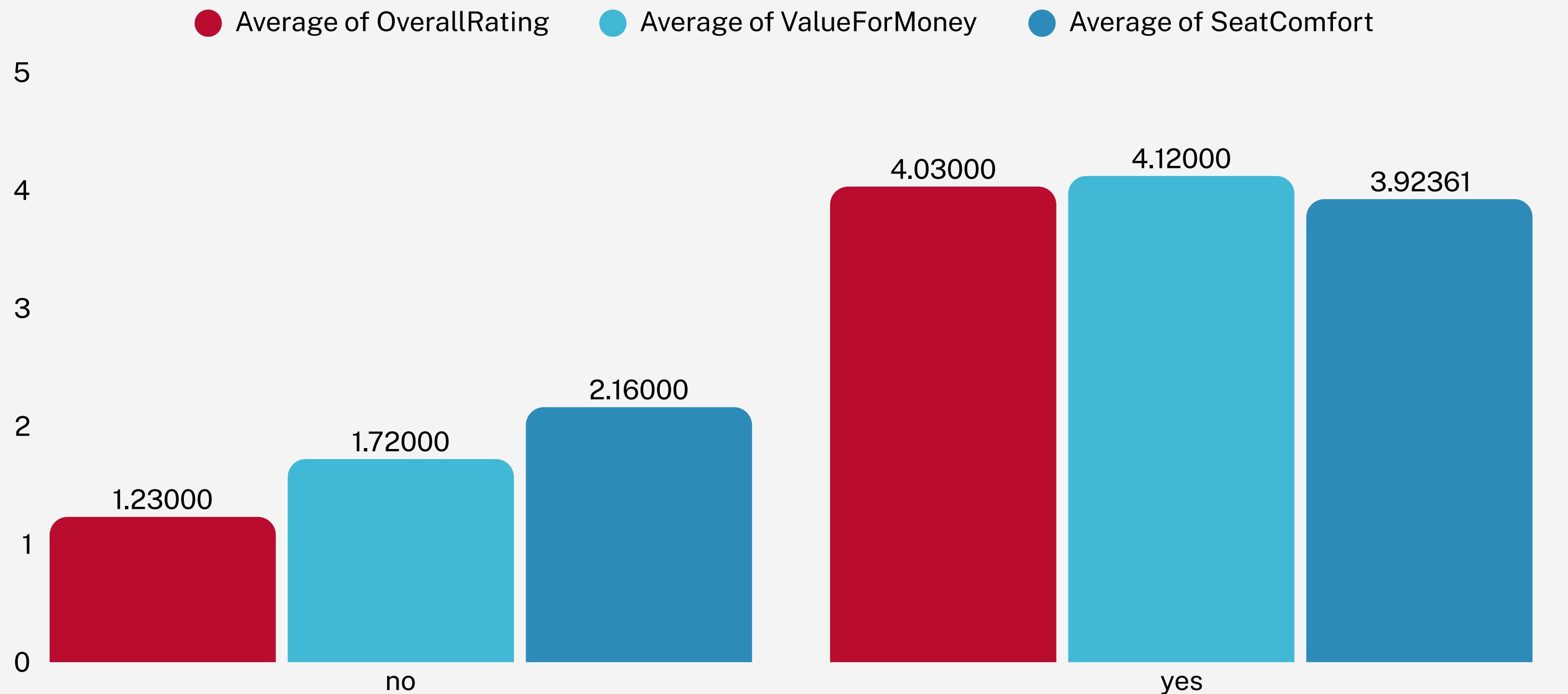
visualizing :

represent the correlation in an understandable form.

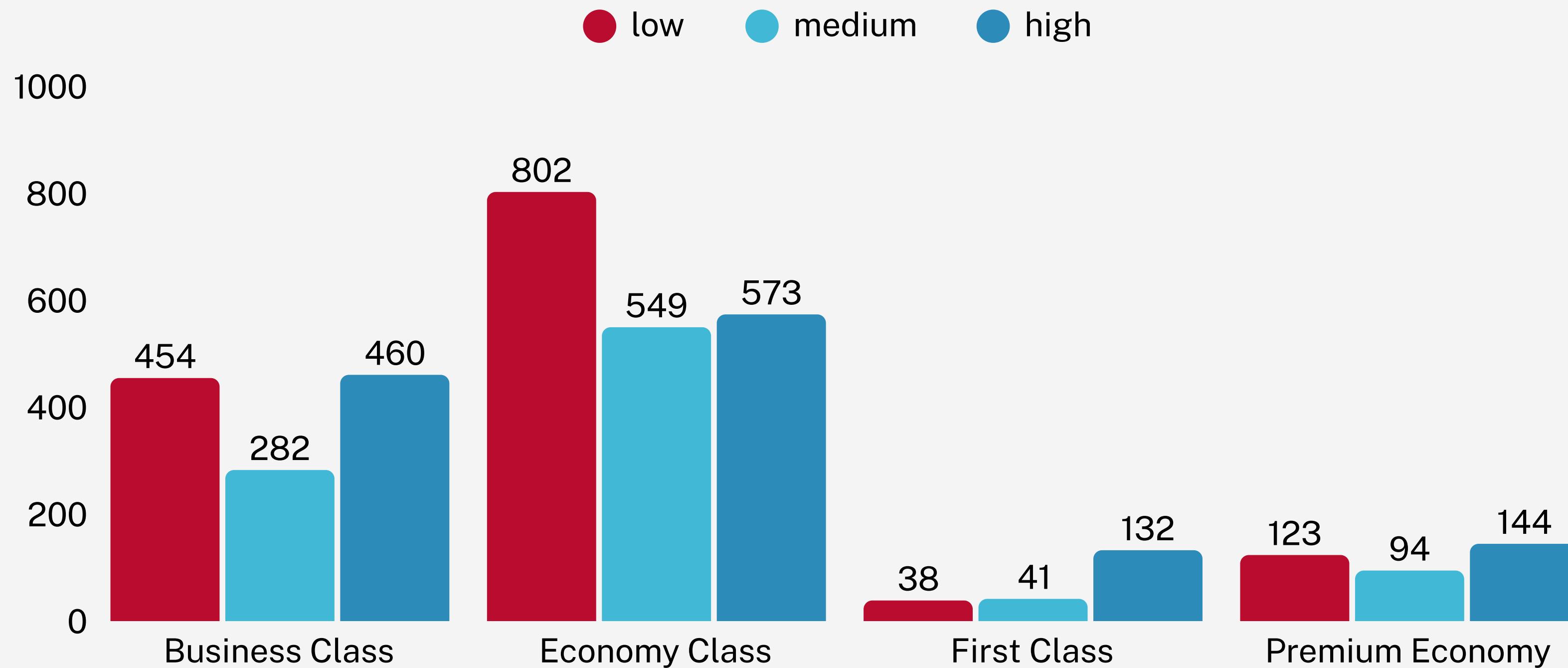
service category rating



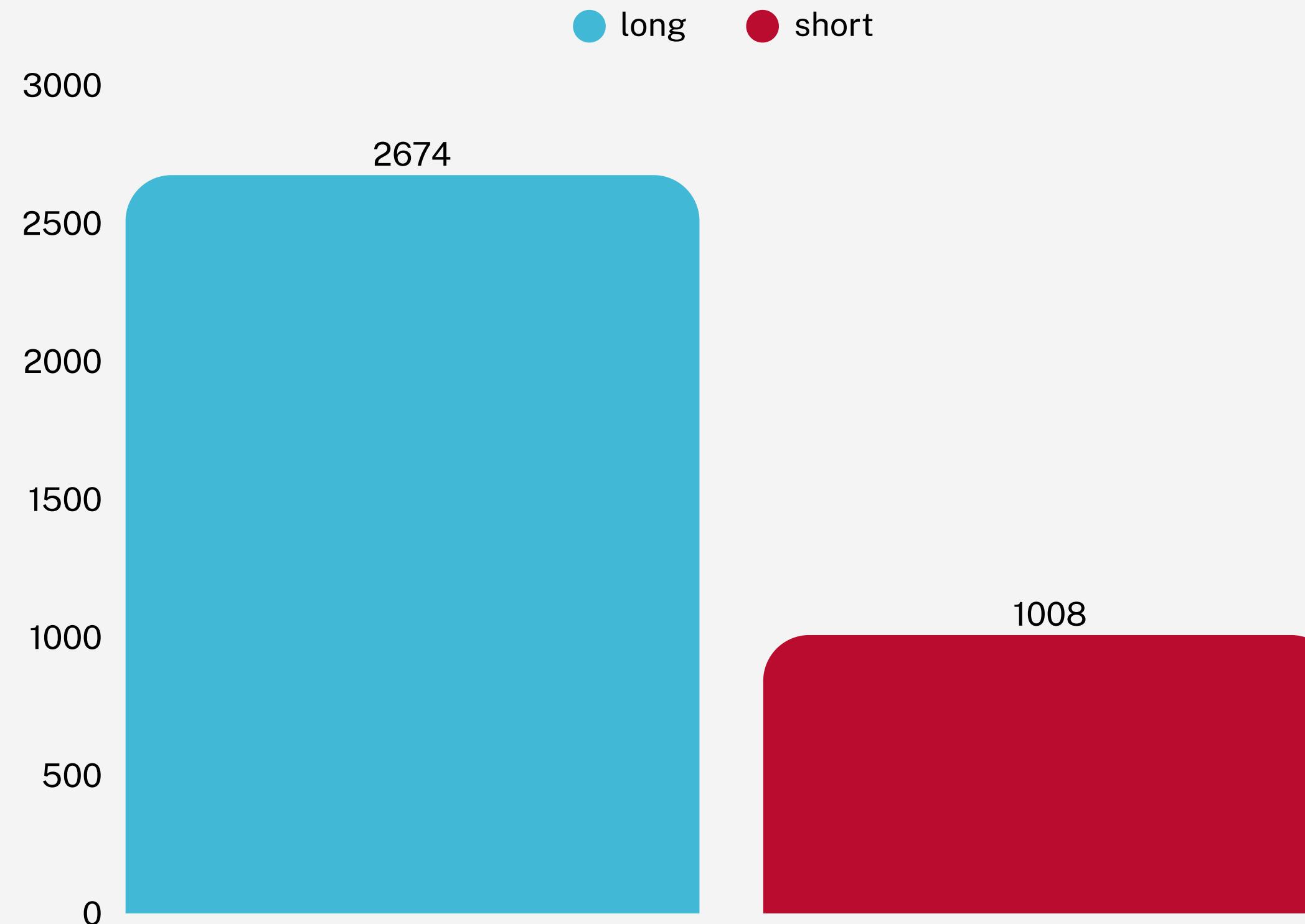
The Averages of Recommendations



The Seat Comfort ratings by cabin class

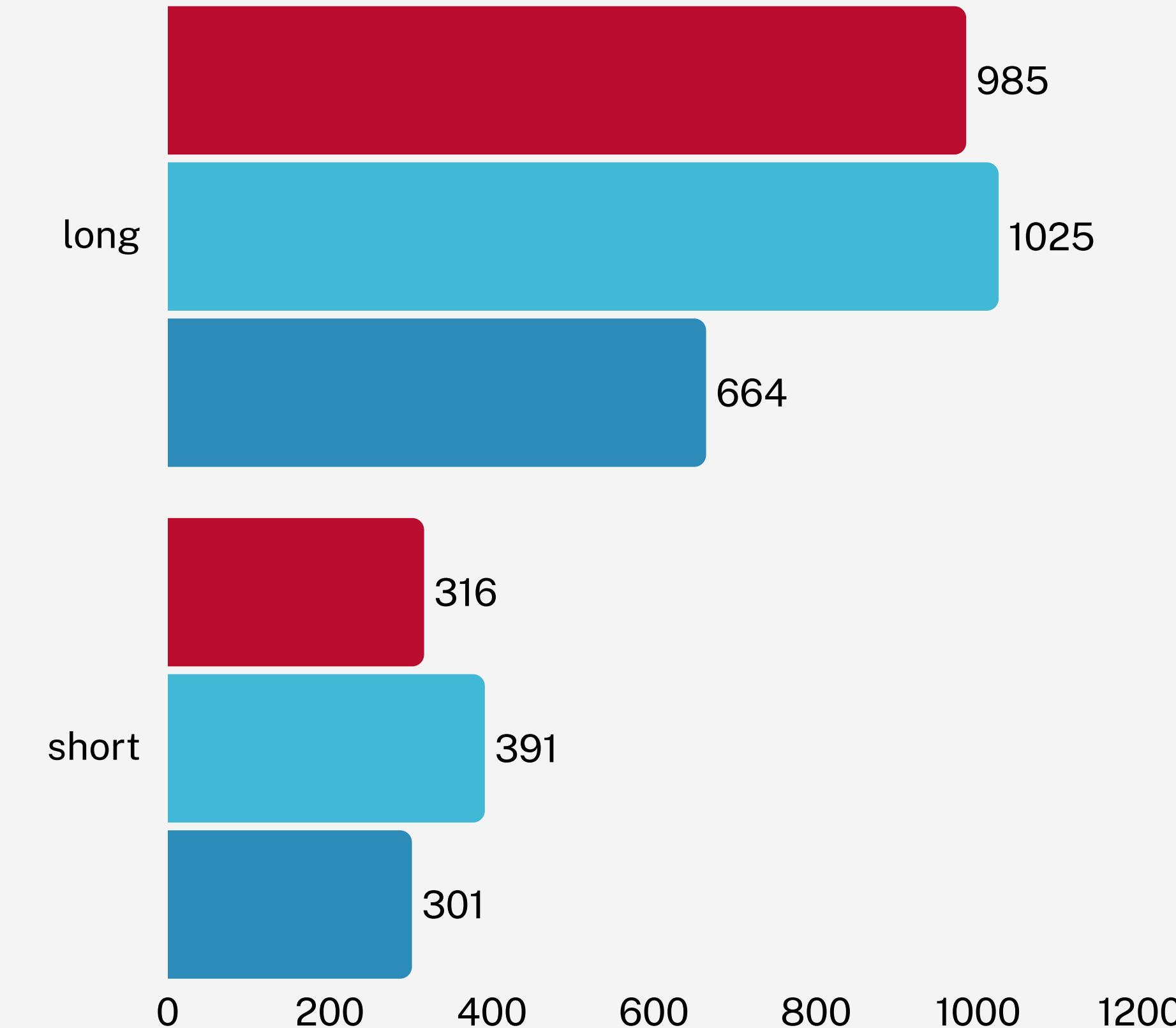


count of routs



Flight Durations

high low medium



KEY INSIGHTS

- 01 Service quality has been **declining** over time
- 02 Seat Comfort was the **biggest** pain point
- 03 Most of the low seat comfort ratings came from **Economy passengers**
- 03 The **problem** isn't about **flight duration**

recommendations:



Improving Seat Comfort

- 01 **Redesign** Economy Class seats with softer, more comfortable materials.
- 02 **Increase** legroom by expanding the seat pitch.
- 03 Add **better** cushions and headrests to enhance comfort.

This doesn't mean ignoring other aspects like food or service, but right now, improving seat comfort will make the biggest positive difference in passenger satisfaction and perceived value.

recommendations:



Improving Budget Efficiency and Service Quality

Qatar Airways and British Airways operate with **similar budgets**. However, Qatar Airways consistently delivers **higher quality services**. This suggests the need to:

- 01 **Improve** how BA uses its **budget** to focus on what really impacts passenger satisfaction
- 02 If **older** aircraft are impacting the quality of service, it might be time to consider **renewing** the fleet

Since national airlines **represent their countries abroad**, their service and fleet quality should reflect the nation's image and pride, **as Qatar Airways exemplifies**