# BRITISH
# AIRWAYS

**Data Analysis**

# TABLE OF CONTENTS

# ABOUT US

British Airways is the UK's flagship carrier, serving over 180 destinations in 80+ countries. The airline offers a range of travel classes and is committed to exceptional customer service. British Airways is a founding member of the oneworld alliance and is focused on sustainability, aiming for net-zero carbon emissions by 2050.

# PROPOSED
# OBJECTIVES

- **Scrape and collect customer feedback data:** This involves identifying relevant sources (skytrax) and extracting relevant information.
- **Analyze customer feedback:** This involves cleaning, processing, and applying statistical techniques to the data.
- **Identify key themes and trends:** What are customers saying about British Airways? What are the most common topics and sentiments?
- **Uncover insights and make recommendations:** What can British Airways learn from the customer feedback? How can they improve customer satisfaction, address concerns, and enhance their services?

# HIGHEST
# **RATINGS**

- This bar chart displays the top 12 countries that gave British Airways the highest average ratings.
- Morocco and the Dominican Republic tied for the highest average rating at 10.
- Ghana provided the lowest average rating among these 12 countries, at approximately 5.86.
- The average ratings for these top 12 countries range from approximately 5.86 to 10.

## REVIEWS FROM 71 COUNTRIES



Top 12 Countries with avg highest rating provided to British Airways
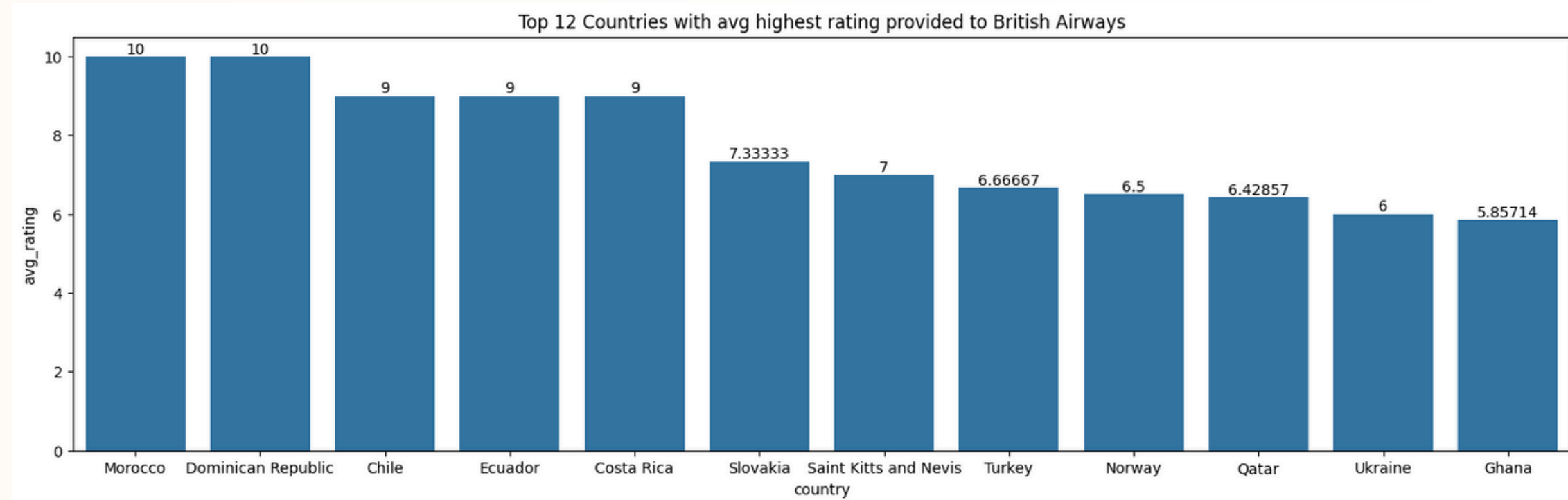
# TOTAL REVIEWS

The graph shows the average rating given to British Airways by passengers from different countries. The top 3 countries with the highest average ratings are Morocco, Dominican Republic and Chile, all with a score of 10. This suggests that passengers from these countries are generally very satisfied with their experience with British Airways. The average rating gradually decreases for other countries, with Ghana having the lowest average rating of 5.86. This data is based on 3499 reviews. This indicates that British Airways is generally well-regarded by passengers from these countries.
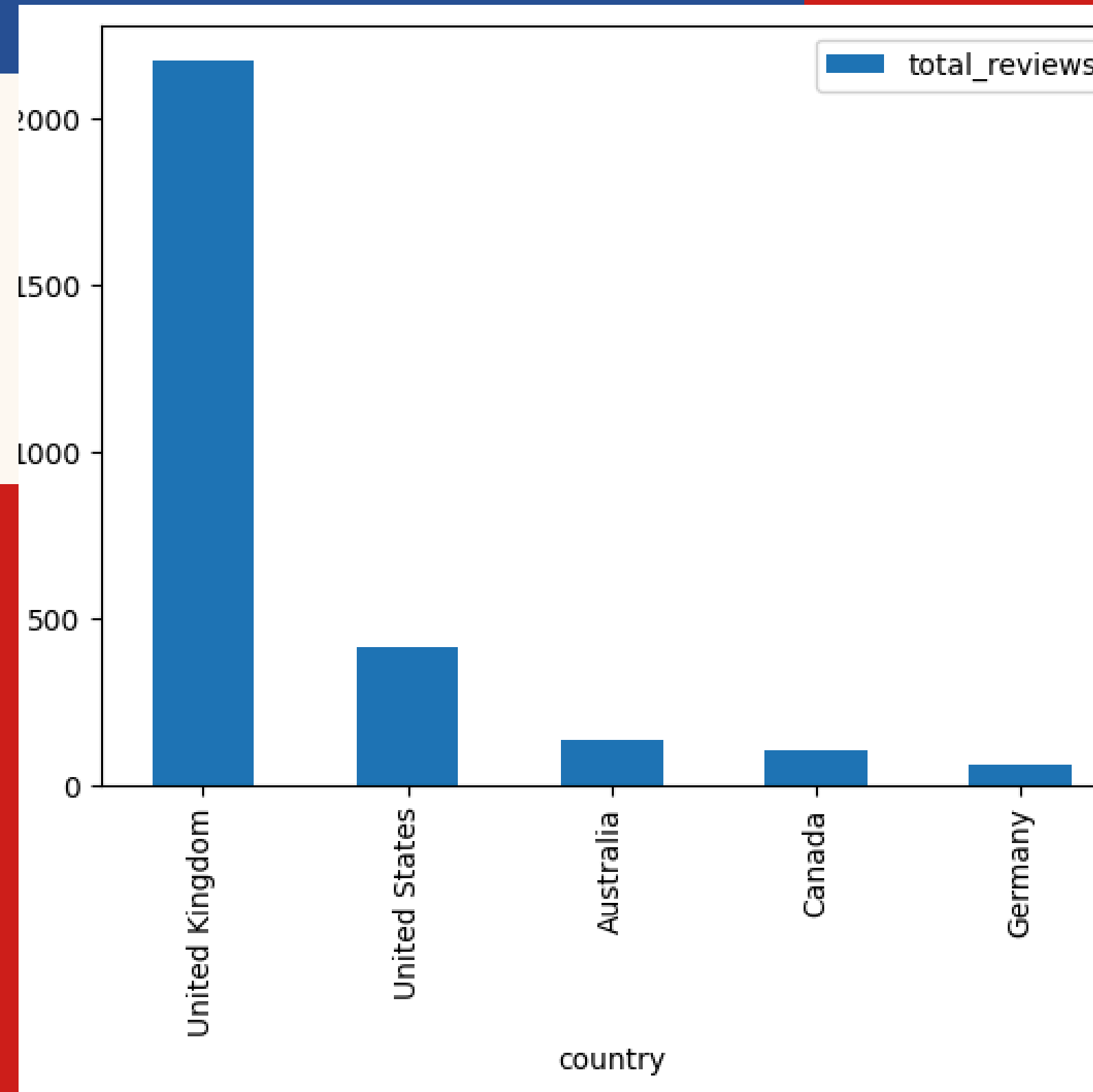
# STAR RATINGS

This bar chart represents the distribution of ratings given by users for reviews. The majority of the ratings are 1.0, accounting for the highest frequency, with over 800 reviews in this category. Ratings of 2.0, 3.0, and 8.0 also have a significant number of reviews, showing a more balanced representation across these values. Ratings of 5.0, 4.0, and 6.0 have the fewest reviews.

**Average overall rating: 4.57**🌟



Counts for each ratings
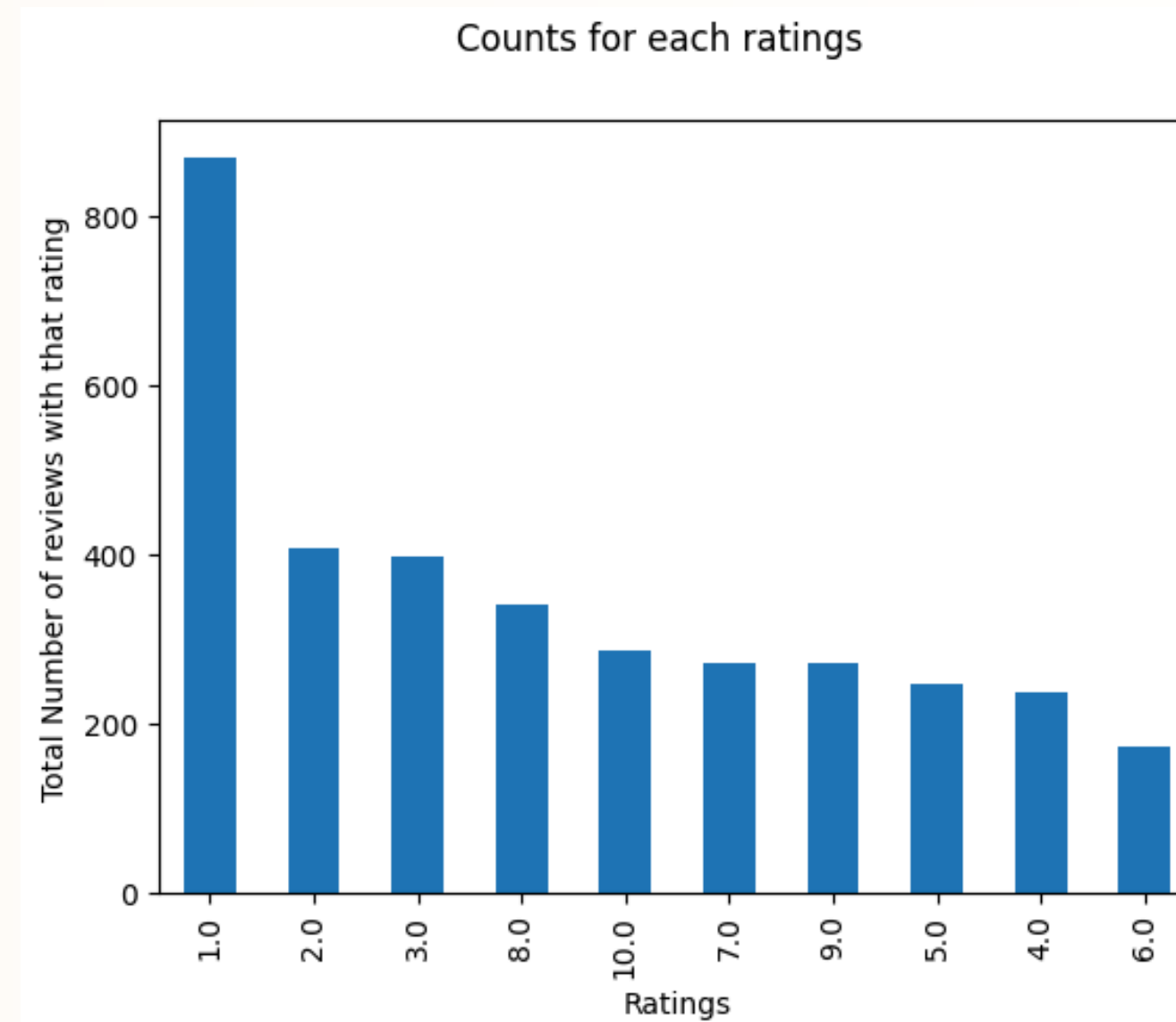
# RATING
# TRENDS

Customers who gave British Airways high ratings (7-10) were generally satisfied with the comfortable seats, good in-flight entertainment, and decent food quality. However, those who gave average ratings (4-6) experienced issues with small entertainment screens, long passport check queues, and poor business class experiences. Those who provided low ratings (1-3) were unhappy with congested middle seats and small screens, but still liked the seats and food.



Word Frequency Bar Plot

# CONCLUSION
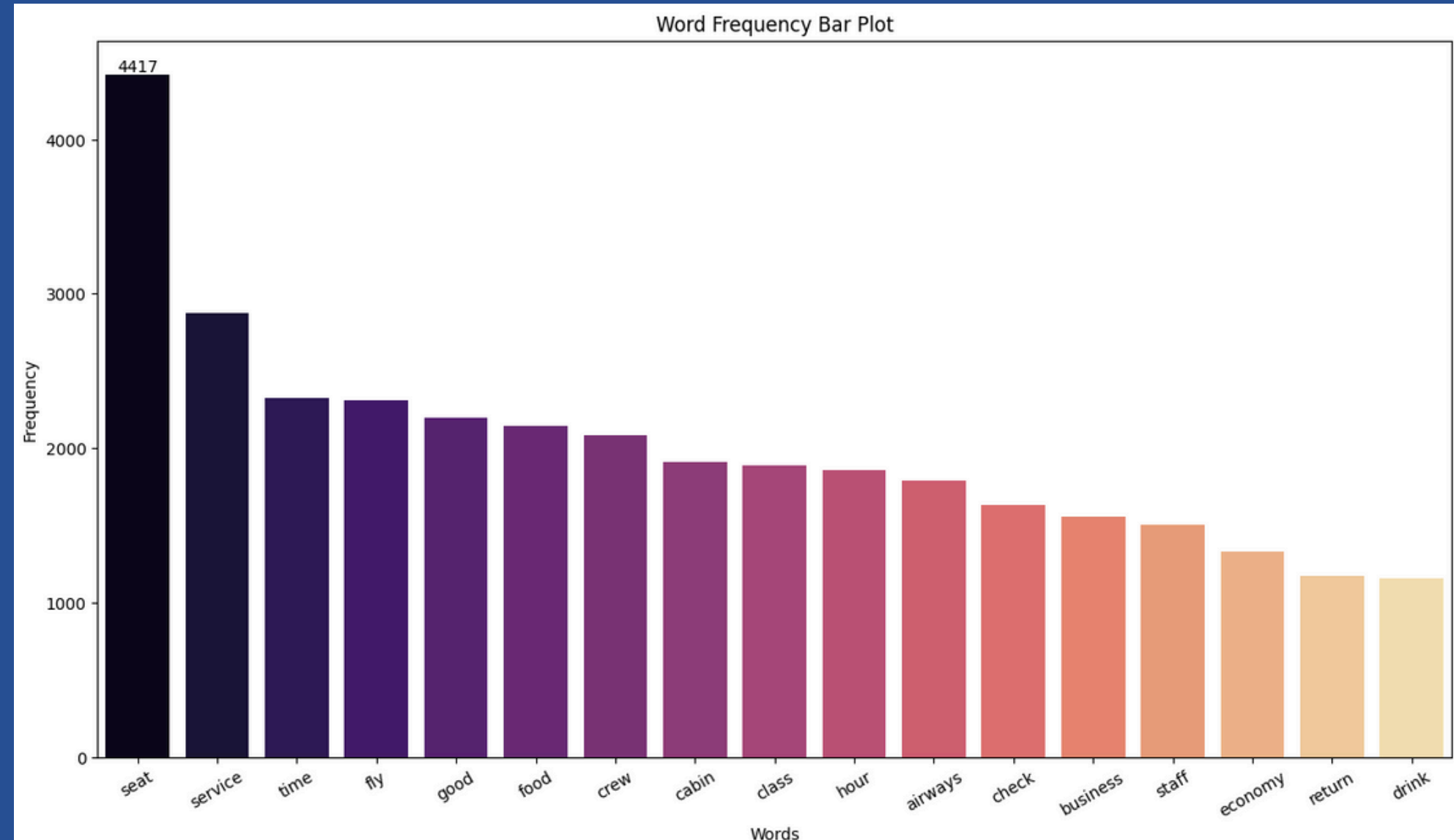
The analysis of the review ratings highlights significant customer dissatisfaction, with the majority of ratings being 1.0, accounting for highest percent of all reviews. This suggests that the overall sentiment of customers is largely negative. However, there are some moderate ratings between 2.0 and 8.0, which may indicate a varied experience for different customers.

The calculated average overall rating is 4.5775 further reinforcing the overall negative sentiment reflected in the data. The lower ratings should be a concern for the business and may warrant a deeper investigation into areas for improvement, particularly those leading to the most dissatisfaction among customers.