

Skytrax Airlines Customer Service Analysis: Insights from Data Visualization with Power BI



The airline industry is highly competitive, with customer satisfaction playing a crucial role in determining success. Understanding and analyzing customer feedback is essential for airlines to improve their services and maintain a loyal customer base. In this project, we delve into the realm of airline customer service by leveraging data from Skytrax, a trusted source for airline ratings and reviews spanning from 2013 to 2019. Using advanced analytics techniques and visualization tools such as Power BI, we aim to uncover insights into the factors influencing customer satisfaction and trends over this six-year period. By exploring patterns in customer feedback, we seek to provide valuable insights for airlines to enhance their service quality and meet the evolving needs of passengers. This analysis not only sheds light on the performance of different airlines but also highlights opportunities for improvement in the ever-changing landscape of the aviation industry.

Scope:

This project focuses on the analysis of airline ratings data collected by Skytrax from 2013 to 2019. The analysis will cover various customer satisfaction metrics, such as value for money, seat comfort, in-flight entertainment, among other aspects relevant to the passenger experience. Data visualization tools, particularly Power BI, will be utilized to explore trends over time, identify patterns in ratings, and provide insights into passenger preferences and expectations. The scope of the project will not include the collection of additional data beyond that provided by Skytrax nor the implementation of specific solutions to improve customer satisfaction in airlines.

Results:

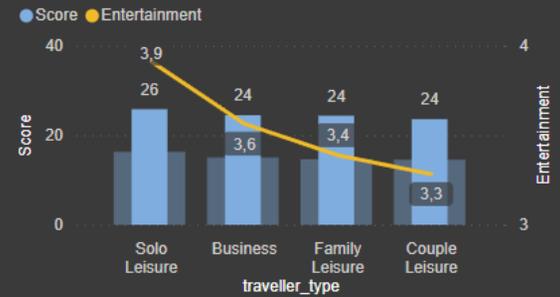
- **Trends Over Time:** The analysis revealed a significant trend in passenger ratings from 2013 to 2019. Despite fluctuations, there was an overall decline in average ratings across various satisfaction metrics during this period.
- **Segmentation by Passenger Type:** Analysis by passenger type indicated distinct preferences and satisfaction levels. Solo leisure travelers tended to rate in-flight entertainment highest, followed by business travelers. In contrast, couples traveling for leisure rated this aspect lower on average.
- **Top Performing Airlines:** EVA Air, ANA All Nippon Airways, and China Southern Airlines emerged as the top-performing airlines based on average ratings. Interestingly, these airlines predominantly operate within Asia, suggesting potential regional differences in passenger perceptions.
- **Bottom Performing Airlines:** Frontier Airlines, Spirit Airlines, and Vueling Airlines were consistently rated lower on average. While these airlines received negative feedback across various satisfaction metrics, further investigation is needed to identify specific areas for improvement.
- **Correlation between Price and Comfort:** An intriguing finding was the correlation between seat comfort ratings and perceived value for money. Despite lower ratings for seat comfort in economy class, passengers often rated the price based on their comfort experience.
- **Recommendations:** The analysis identified areas for improvement, including enhancing in-flight entertainment options and addressing comfort concerns in economy class. Additionally, airlines should prioritize customer feedback and implement strategies to meet evolving passenger expectations.

Airline	Score	Flights
EVA Air	24,90	224
ANA All Nippon Airways	24,47	205
China Southern Airlines	24,46	1312
Garuda Indonesia	24,07	422
Qatar Airways	23,75	980
Singapore Airlines	22,98	629
Asiana Airlines	22,81	144
Korean Air	22,10	176
Cathay Pacific Airways	21,88	1444
Thai Airways	20,77	439
Total	23,17	5975

Average Value for Money Ratings



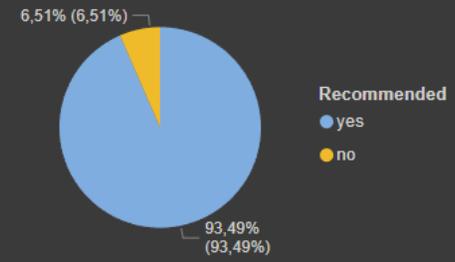
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Total Score by Year



Recommended



Airline	Score	Flights
flydubai	11,00	144
Eurowings	10,83	228
American Airlines	10,83	2254
Air Arabia	10,68	53
Wizz Air	9,81	490
Pegasus Airlines	9,59	165
WOW air	9,17	528
Vueling Airlines	8,46	692
Spirit Airlines	7,96	2083
Frontier Airlines	7,50	1214
Total	9,15	7851

