## **BRITISH AIRLINES**

SENTIMENT ANALYSIS

## **Key Insights:**

- •Low Overall Rating: Poor service and extended delays by airline crew are major factors.
- •Negative Sentiment: 46.2% of reviews express dissatisfaction.
- •Low Recommendation Rate: Only 270 out of 900 passengers recommend the airline (~30%).

## **Solutions:**

- •Enhance Service Quality: Provide timely and attentive customer service onboard.
- •Reduce Delays: Optimize operational efficiency to minimize delays.
- •Proactive Communication: Inform passengers promptly about delays and provide alternatives.
- •Improve Value for Money: Address key pain points like food quality, comfort, and staff responsiveness.

## Overall Rating 4/10

No. of Reviews 900

No. of Countries 54

Recommendation 270







