Customer Sentiment Analysis for British Airways

Analyzed 3000 reviews out of the total available

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Key Insights

- Sentiment Distribution:
  - Positive: 64.7%
  - Negative: 34.8%
  - Neutral: 0.5%
- Top 10 Most Frequent Words:
  - Flight, BA, Seat, Service, Airway, British, London, Time, Food, Crew

- Majority of reviews are positive, but negative sentiments exist.
- Focus areas for improvement: Airport experience and customer service.
- In-flight experience receives positive feedback.
- Travel experience is highly appreciated.
- Most common words reflect key aspects of passenger experience.
- Recommendations:
  1. Enhance customer service and airport facilities.
  2. Focus on positive aspects for marketing.
  3. Address specific concerns in booking process.