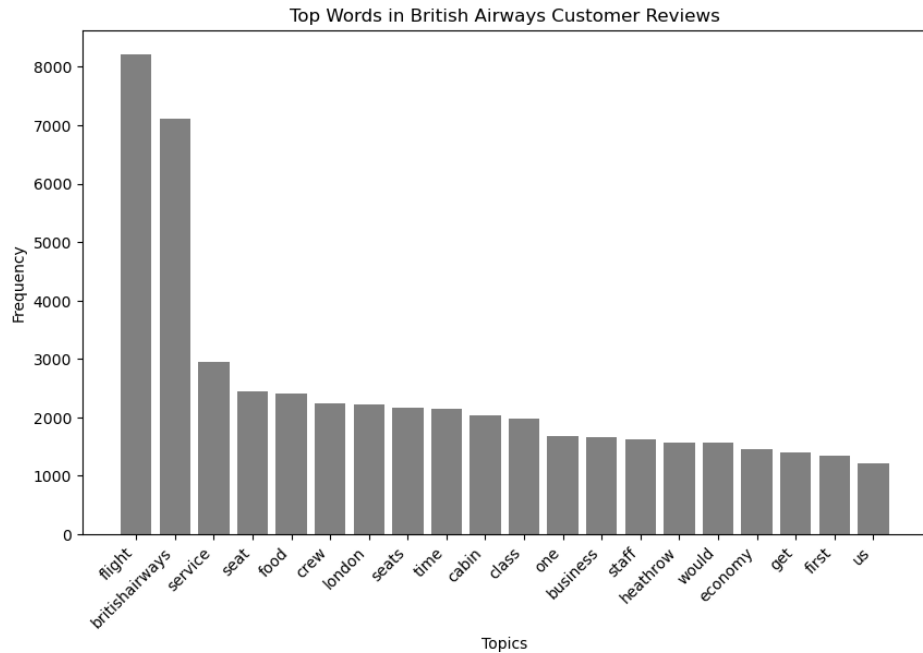


# **SKYTRAX BA AIRLINE REVIEW ANALYSIS**

# RESULTS

## Key topics

The frequency chart below shows that the key topics within the reviews include “service”, “seat”, “crew” and “staff”, showing that people are actively talking about their experience and staff.



## Sentiment

Out of 3855 reviews, 2569 were positive, 1248 were negative and 38 were neutral. This means the majority of reviews were polarised as either positive or negative.

67%

positive

32%

negative

1%

neutral