

Data Analysis of Customer Reviews for British Airways

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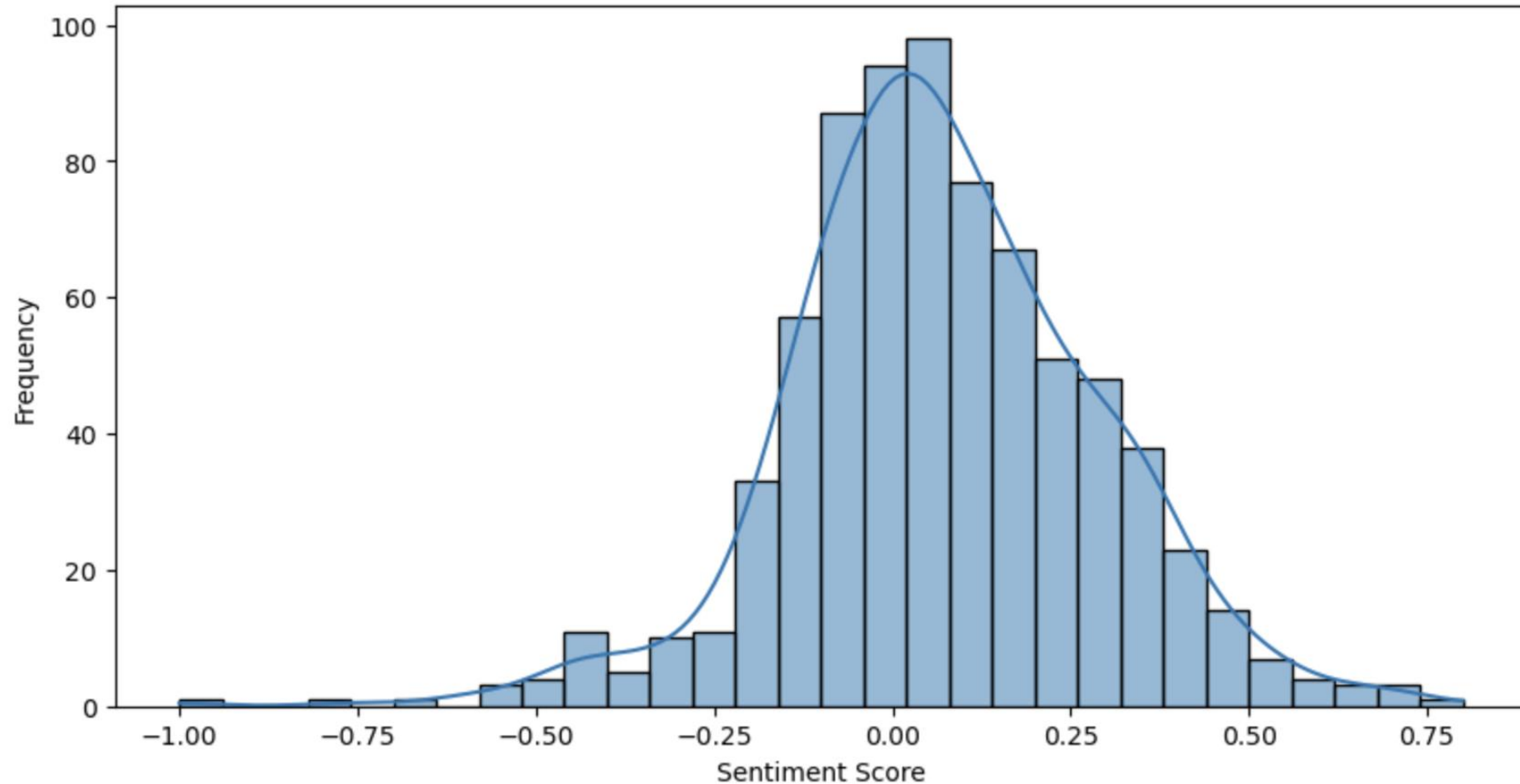
Background

To efficiently enhance the service quality of British Airways, customer reviews were scraped and analyzed to uncover both the strengths and weaknesses of previous services, as well as the aspects that passengers care about most.

- **Sentiment:** Displays the sentiment polarity distribution of the reviews (ranging from negative to positive) to gauge passenger satisfaction.
- **Text Analysis:** Uses a word cloud to visually display the most common words in British Airways customer reviews, helping to identify aspects of the flight experience that passengers care about.
- **Topics of Concern:** Through the Latent Dirichlet Allocation (LDA) model, all review texts are divided into five main topics which represents different aspects discussed by. Deeper insights into passenger are gained.

Sentiment

Despite the presence of a small number of extremely negative reviews, the overall sentiment remains predominantly neutral or positive.



Text analysis

Aside from flights and schedules, customers are particularly focused on services such as seating and food.



Topics of concern

Customer reviews cover a range of issues, including flight cancellations and customer service, seat comfort and food quality, logistics at airports, and interactions with staff.

Topic #0: flight cancellations and customer service.

Topic #1: flight experience such as seat comfort, food quality, and service, particularly in business class.

Topic #2: logistics at airports, including baggage handling and staff interactions.

Topic #3: Positive feedback on crew service, food quality, and overall flight experience.

Topic #4: Service quality in business class and interactions with cabin staff.