



BRITISH AIRWAYS

CUSTOMER REVIEW INSIGHT

19/11/2022

INSIGHTS FROM CUSTOMER REVIEWS



From cleaning and analysing over 3000 reviews given by the customers, we obtained

In our analysis, we recognize the inherent subjectivity in topic interpretations. Topic 1 appears to be centered around the passenger experience, as it encompasses key terms like "Seat", "Food", "Class", and "Crew", all pointing towards service quality. On the other hand, Topic 2 predominantly pertains to British Airways as a brand entity.

