

Customer Reviews Analysis

Customer Reviews Summary



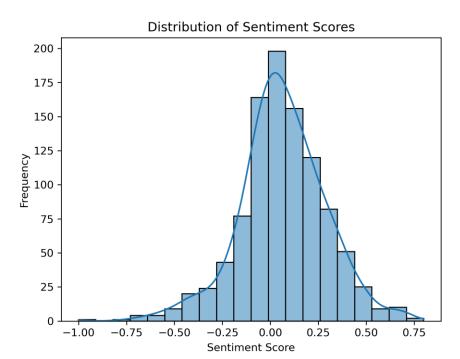
62.5% positive

1.4% neutral

36.1%

negative





Average Sentiment Score: 0.064

Insights:

- 1. The *average sentiment analysis score* of **0.064** shows that the customer's sentiments towards British airways is inclined towards **slightly positive** but **generally neutral**.
- 2. The histogram shows that a greater proportion of customers have extremely negative opinions about the airline than exceptionally positive ones.
- 3. The solution can be found in word cloud. In it, the bigger the word size is, the more often it is mentioned in the reviews and hence it has higher impact on review polarity.
- 4. Improving the services related in those areas can greatly increase the customer satisfaction and consequently the British airway's revenue.