British Airways Customer Reviews Analysis

* The positive correlation indicates that Passengers who highly rate their experience are more likely to express positive sentiments.
* Ratings in the range of 5-7 often indicates that passengers might have both positive and negative experiences, leads to overall average rating.
* Low rating reviews involves a mix of negative and neutral sentiments. It shows that low ratings could be due to specific incidents of service that negatively impacted the experience of passengers.
* Passengers are appreciating both good service and poor service experiences equally.
* Seating and Comfort are factors that contributes both satisfaction and dissatisfaction among passengers.
* Flight Delays and Cancellations are major contributors in negative reviews. It indicates need of punctuality regarding flight schedules.
* Luggage Handling and Receiving are common complaints that to be attended to improve satisfaction of passenger.
* On other hand, Passengers had good experience with in-flight services, friendly staff and comfortable seating, specially in business and first class.