FORAGE

BRITISH AIRWAYS

Predictive models and its results

predictive results

Positive
50.0 %

- Chance of predicting true successful sentiment

- 50% of the responses are positive, indicating that half of the audience has a favorable opinion.
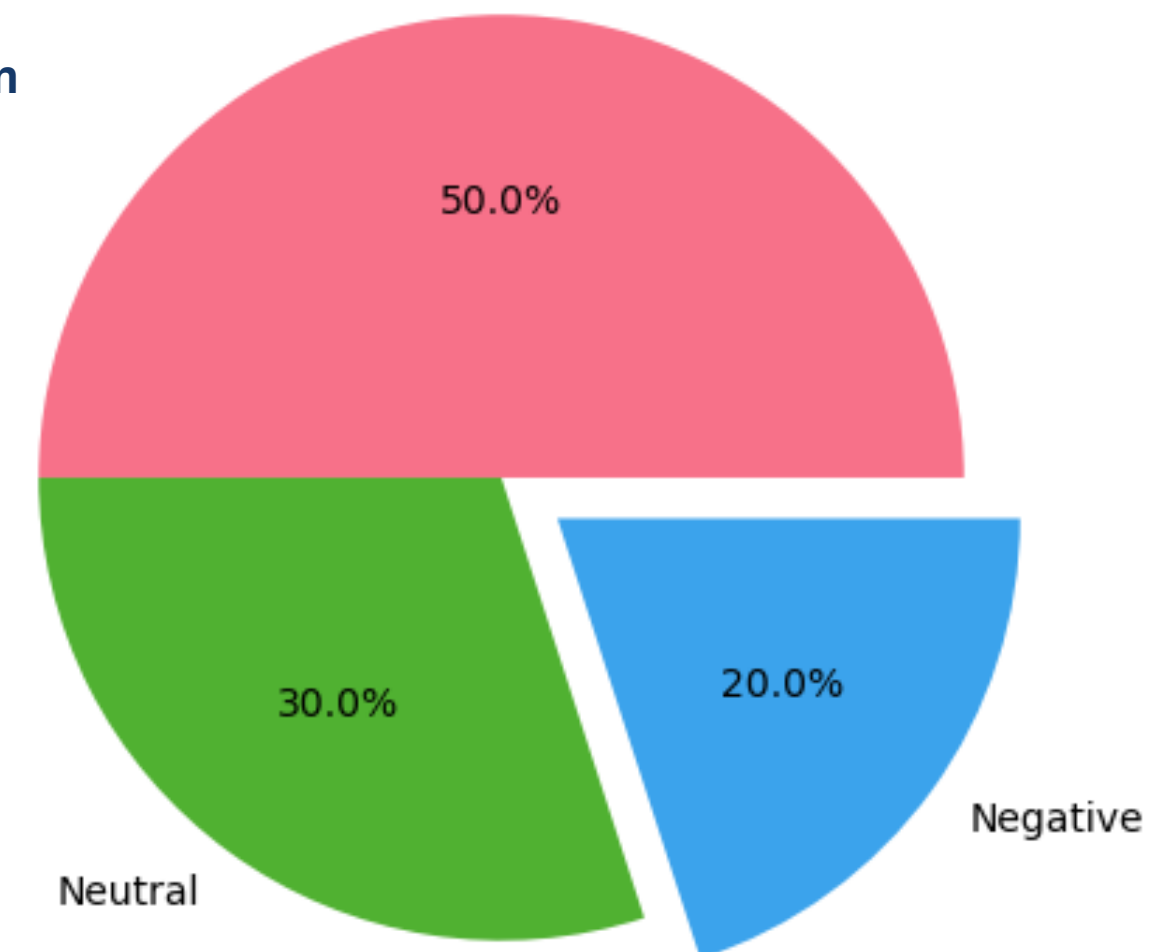
The analysis shows a generally positive sentiment, but there's room for growth in converting neutral and negative opinions.

Negative
20.0 %

- Engage with neutral audiences to convert them into positive responders

- 20% of responses are negative, signaling some dissatisfaction or concerns.

Neural
30.0 %

- Investigate and address the root causes of negative sentiments

- 30% suggesting that a significant portion of the audience remains undecided or indifferent

Sentiment Distribution

Positive

50.0%

30.0%

20.0%

Neutral

Negative