

BA TECHNOLOGY, DATA, & INSIGHT

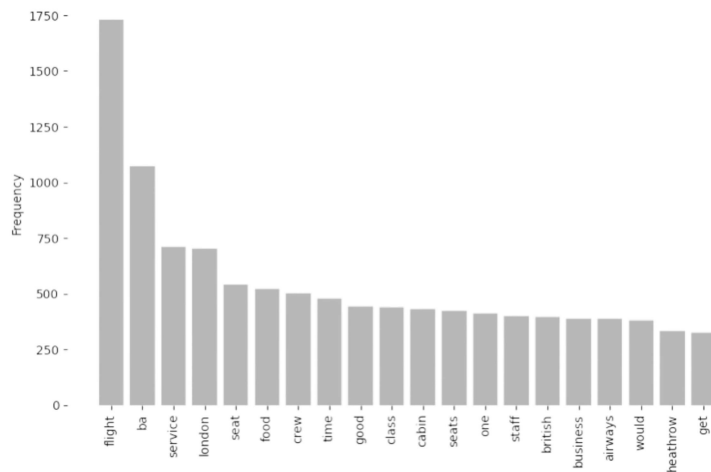
SKYTRAX AIRLINE REVIEW ANALYSIS

October 2022

RESULTS

Key topics

The frequency chart below shows that the key topics within the reviews include “service”, “seat”, “crew” and “staff”, showing that people are actively talking about their experience and staff.



Sentiment

Out of 1000 reviews, 546 were positive, 437 were negative and 17 were neutral. This means the majority of reviews were polarised as either positive or negative.

55%
positive

43%
negative

2%
neutral