

SOLELY FOR PURPOSES OF FORAGE WORK EXPERIENCE

Understanding Customer Feedback

Sentiment Analysis of British Airways Reviews

Nassim BENCHIKH

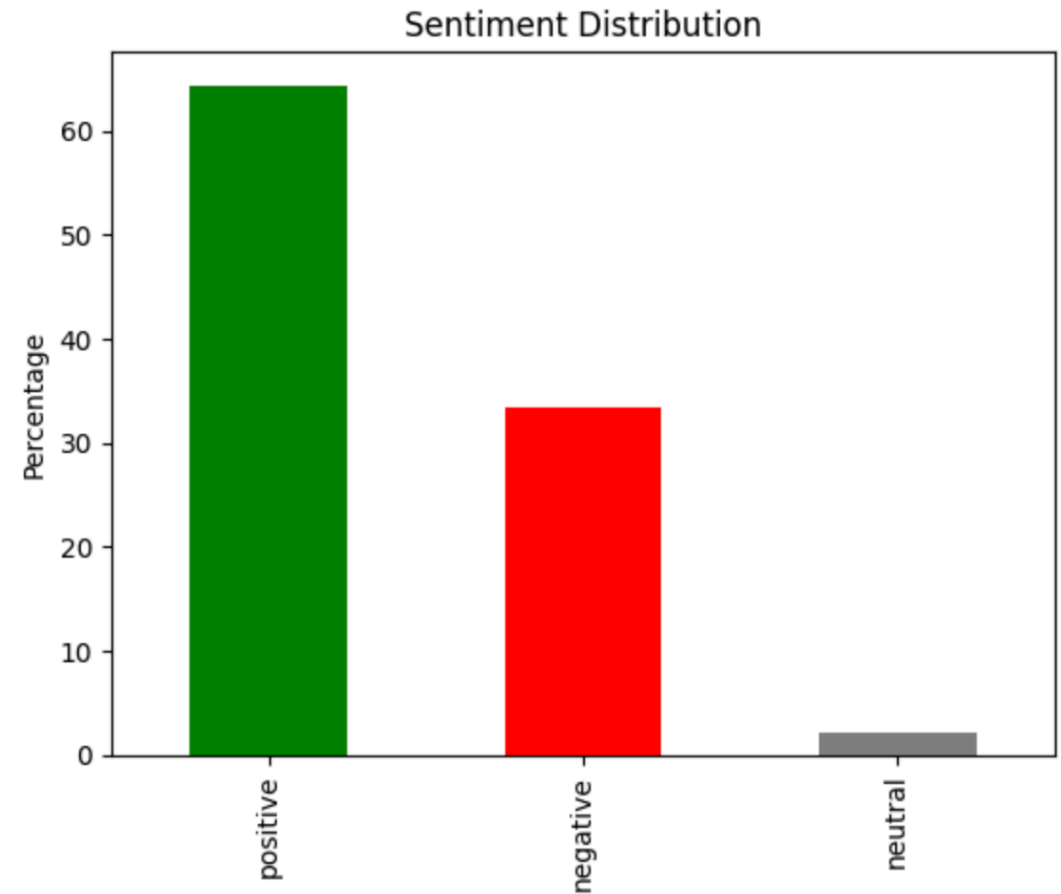
In this analysis, we examined a dataset of 1000 flight reviews to gain insights into customer sentiment towards British Airways. The sentiment of each review was categorized as positive, negative, or neutral, and we performed further analysis to understand the distribution of sentiments as well as to explore common themes in the reviews.

1. Sentiment Distribution :

- **Positive Sentiment:** 64.4% of reviews are rated as positive.
- **Negative Sentiment:** 33.4% of reviews are rated as negative.
- **Neutral Sentiment:** 2.2% of reviews fall into the neutral category.

2. Data Overview :

- **Top Positive Review:** Example review: “Los Angeles to Amsterdam via London. Due to great service...”
- **Top Negative Review:** Example review: “Absolutely terrible, lost my luggage on both flights...”
- **Focus Areas:** Reviews touch on customer satisfaction with flight experience, service, food, delays, and baggage handling.



Data size : Contains **1000 customer reviews** from British Airways company.

Source : <https://www.airlinequality.com/airline-reviews/british-airways>