

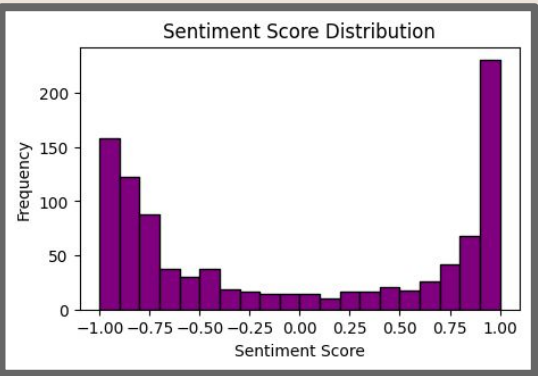
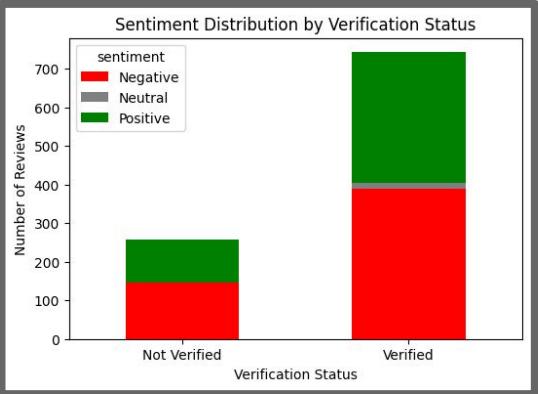
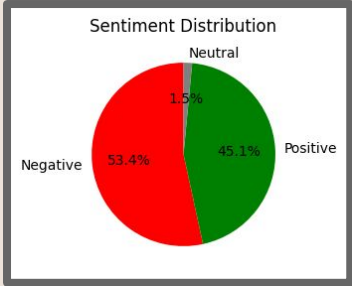
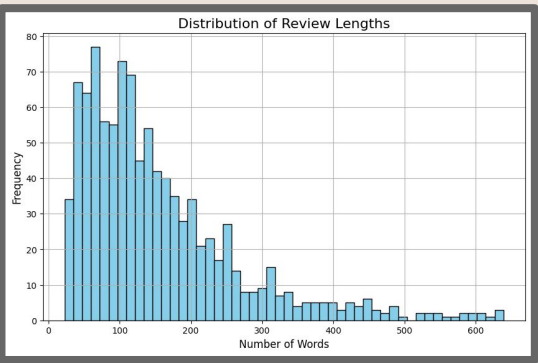
British Airways Review Analysis

Analysis of 1,000 customer reviews to understand sentiment trends and key insights.

Insights



- Review Verification** – Out of 1,000 reviews, **743 are verified**. The higher number of verified reviews suggests more credible customer feedback.
- Sentiment Distribution** – **55% negative**, **35% positive**, and **10% neutral** reviews indicate a strong trend toward dissatisfaction.
- Verified vs. Unverified Reviews** – Verified reviews show a balanced sentiment split (**50% negative, 40% positive**), while unverified reviews lean positive (**60% positive, 30% negative**), suggesting verified reviews are more representative of customer experience.
- Review Length & Sentiment** – Shorter reviews (<150 words) express extreme sentiments, while longer reviews (300+ words) are mostly negative, indicating dissatisfied customers tend to provide more detailed feedback.
- Sentiment Score Distribution** – Most reviews fall in the **-0.90 to -1.00** range, highlighting widespread dissatisfaction. However, **20%** of reviews are highly positive, indicating a significant portion of customers had good experiences.
- Flight, Service, Crew & Seat** – Flight issues (delays, cancellations) and service quality are central to negative sentiments, while the crew receives positive feedback, and seat comfort is frequently mentioned as a complaint in negative reviews.



Next Steps & Recommendations



- ✔ **Address Negative Themes** – Focus on recurring issues in negative reviews (e.g., customer service, delays) to improve customer experience.
- ✔ **Prioritize Verified Reviews** – Verified reviews offer a more balanced and reliable sentiment distribution, making them key for strategic decisions.
- ✔ **Encourage Detailed Feedback** – With **75% of reviews under 200 words**, prompting customers for more in-depth responses can provide richer insights.
- ✔ **Track Sentiment Trends** – Continuously monitor sentiment changes to assess improvements and adjust strategies accordingly.
- ✔ **Focus on Flight & Service Improvements** – Address frequent complaints related to flight issues (delays, cancellations) and service quality to improve overall customer satisfaction.
- ✔ **Enhance Seat Comfort** – Improve seat comfort based on consistent negative feedback, and track customer sentiment trends for continuous adjustments.
- ✔ **Maintain Positive Crew Feedback** – Continue to prioritize crew training and performance to sustain the positive feedback regarding crew members.