



Social Media Sentiment Analysis - US Airlines

Visualizing public sentiment towards major US airlines using Twitter data

Key Insights



- United Airlines has the highest number of negative tweets.
- Virgin America shows the most positive sentiments.
- Flight delays are the most common negative topic.

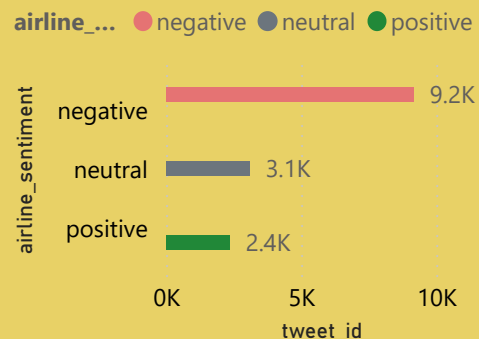
Airline Sentiment

- ☐ negative
- ☐ neutral
- ☐ positive

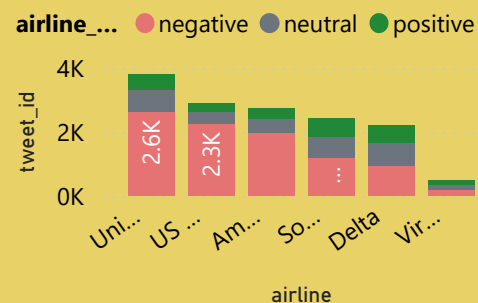
Airline

- ☐ American
- ☐ Delta
- ☐ Southwest
- ☐ United
- ☐ US Airways
- ☐ Virgin Am...

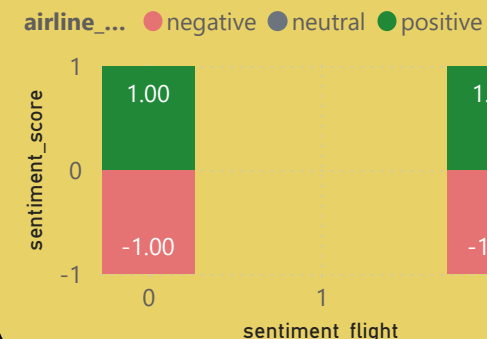
Sentiment Distribution



Sentiment Distribution by Airline



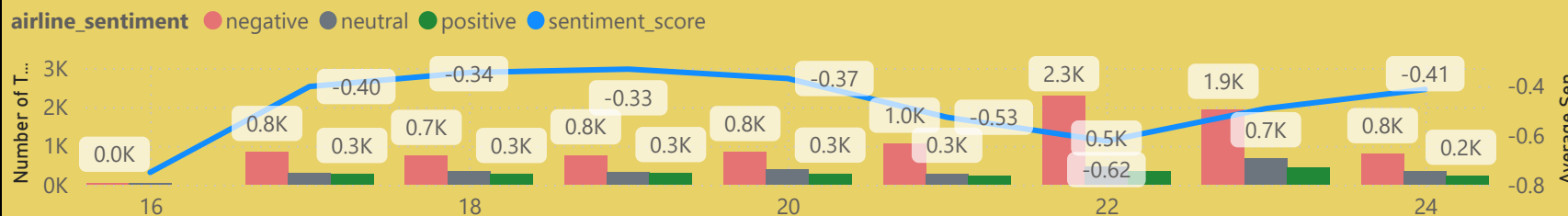
Sentiment Flight Correlation



Tweet Date

- ☐ 16/02/2015 ...
- ☐ 17/02/2015 ...
- ☐ 18/02/2015 ...
- ☐ 19/02/2015 ...
- ☐ 20/02/2015 ...
- ☐ 21/02/2015 ...
- ☐ 22/02/2015 ...
- ☐ 23/02/2015 ...
- ☐ 24/02/2015 ...

Tweet Volume and Sentiment Score Over Time



Average Sentiment Over Time



Overall Sentiment Breakdown

