

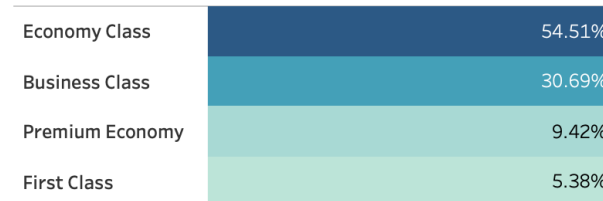
Task 1: Web scraping to gain company insights

By: Srinidhi Manikantan

ANALYSIS OF BRITISH AIRWAYS ONLINE REVIEWS

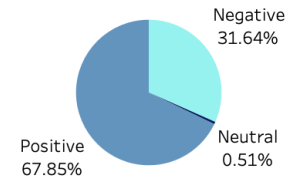


Percentage of Reviews from different travellers



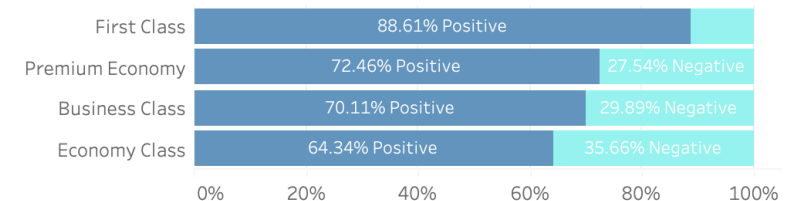
Travellers from Economy Class are more likely to leave a review;
More than half the reviews received came from Economy Class.

Sentiment Analysis of Online Reviews



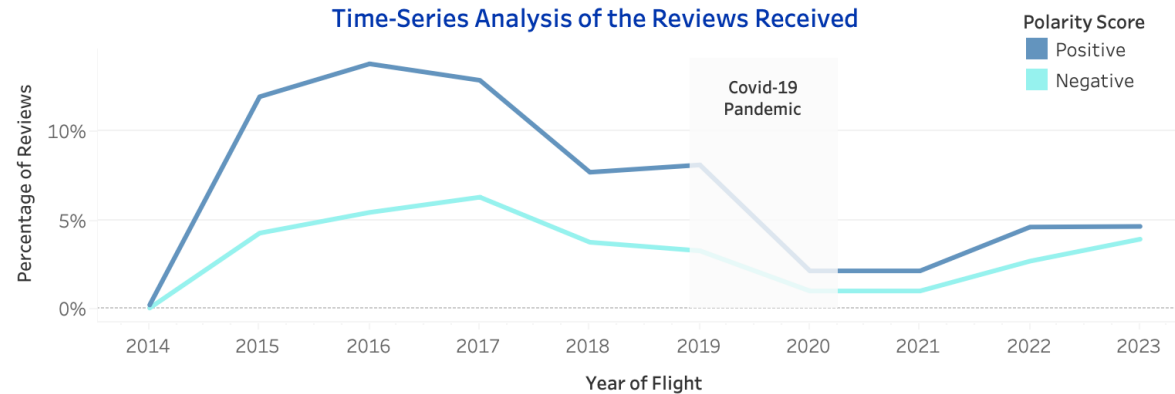
More than two-thirds of the online reviews posted by travellers were positive.

Polarity of Reviews based on Traveller Type



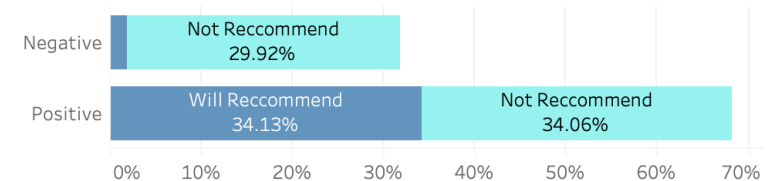
Travellers from First Class are more likely to leave a positive review, while travellers from Economy Class are more likely to leave a negative review

Time-Series Analysis of the Reviews Received



The highest percentage of positive reviews was reported in 2016, whereas the highest percentage of negative reviews was reported in 2017. Due to the Covid-19 pandemic, there is a significant drop in both positive and negative reviews between the period of 2019 to 2020. However, the percentage of reviews have been slowly increasing post-pandemic. It is also important to note that for all the years, the percentage of positive reviews have always been higher than the negative reviews.

Recommendation based on review type



Overall, only 35% of the reviewers voted that they would recommend British Airways to others. Doing a breakdown by review type further revealed that half of the travellers that left a more positive review still chose to not recommend British Airways.

Word Cloud of Most Frequently Used Words



Topic Modeling to find common topics among Reviews Received

Topics	Common Words Identified	Possible Topics Discussed
Topic 1	Seat, Cabin, Food, Crew, Good, Service, Fly, Economy, Time, Drink	In-flight Service and Comfort
Topic 2	Book, Try, Call, Travel, Could, Wait, Tell, Ticket, Customer, Pay	Flight Booking and Payment
Topic 3	Get, Check, Would, Delay, Go, Staff, Time, Service, Hours, Bag	Flight Delays or Baggage Issues
Topic 4	Class, Business, Club, Lounge, First, Excellent, Europe, World, Product, Room	Airport Services (for First/Business Class)