



Web scraping to gain company insights

Scrape and analyse customer review data to uncover findings for British Airways

Neutral

Unsatisfied

Satisfied

58.7%

Wordcloud



The most frequently occurring topics related to British Airways (BA) are focused on several key themes

1. Flight services: The most commonly occurring topic in the analysis is related to the overall quality of flight services offered by BA. This includes mentions of the cabin, food, check-in process, and crew service.
2. Seat quality: Another common topic is related to the seats on BA flights, with discussions focused on the comfort and quality of seats, particularly in relation to the first class and business class seats.
3. London and Heathrow: Many of the topics are centered around BA's operations in London, particularly at Heathrow Airport. This includes mentions of the airline's staff, check-in process, and overall customer experience.
4. Club and Economy class: There are also several topics related specifically to BA's club and economy class offerings, including mentions of the quality of food, service, and crew.
5. Overall, these results suggest that customers of BA have a strong interest in the airline's flight services, seat quality, and operations in London and Heathrow. By leveraging these insights, BA can better understand the key areas that customers are most interested in and potentially make changes to improve the overall customer experience.