BRITISH AIRWAYS

CUSTOMER RATINGS ANALYSIS AND INSIGHTS

- Swamesh Lotlikar

KEY METRICS

1370 Reviews
Collected from **December 2017** till **January 2024**

- Swamesh Lotlikar
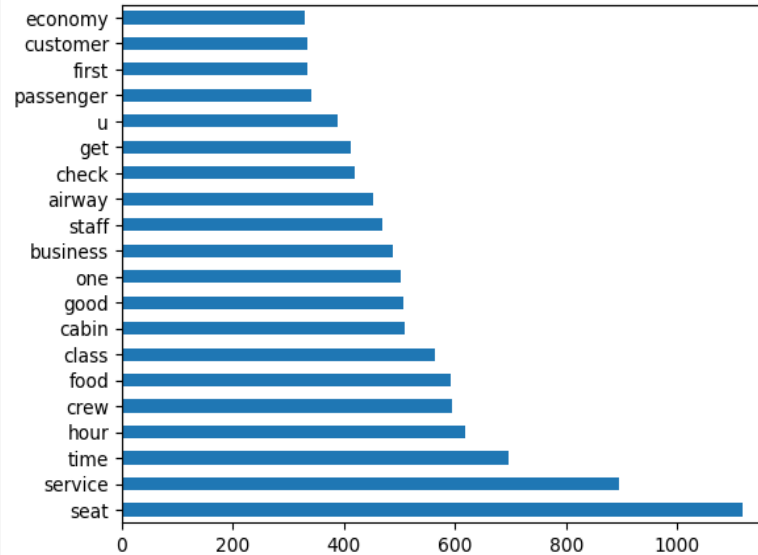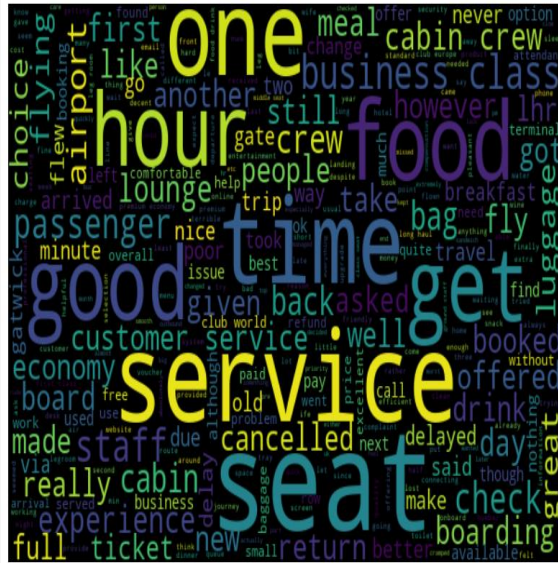
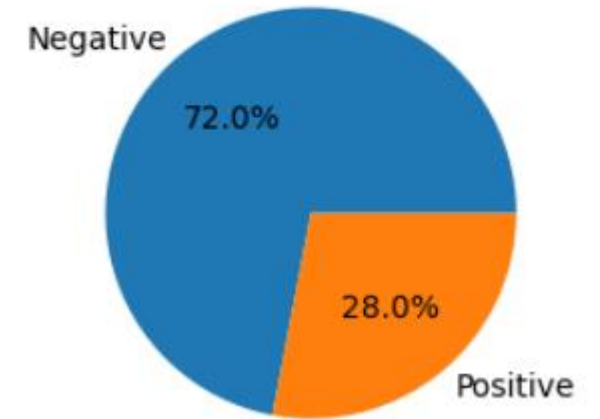## Average Overall Rating
⭐ **4.28** /10

Verified Trips
82.6%

Recommendation?
NO : 65.3%

Highest rating
Cabin Staff service
3.15/5

Lowest rating
Value for Money
2.47/5

sentiment distribution
Negative 72.0%
Positive 28.0%

- Words like seat, service, good, food, time, cabin crew and business class have been popular.
- There are words like poor, cancelled, problem , delayed which indicate some issues.
- We see that Seat is most talked about the airline followed by "Service", "time" and "crew" which are all very important to customers in terms of service.
- Fine tuned DistilBERT transformer based sentiment distribution indicates majority sentiment is Negative with 72%. This aligns with the poor overall rating and high % of NO recommendations.
- Using positive based N-gram analysis, we found that cabin crew service and behaviour, food drink, boarding process, seat, companion voucher ,leg room are good things.
- Using negative based N-gram analysis, we found that overall business class experience and customer service experience has been poor.

NEED TO WORK ON CUSTOMER AND BUSINESS CLASS SERVICE AND CHECK DELAYS. APPRECIATE CABIN CREWS!!