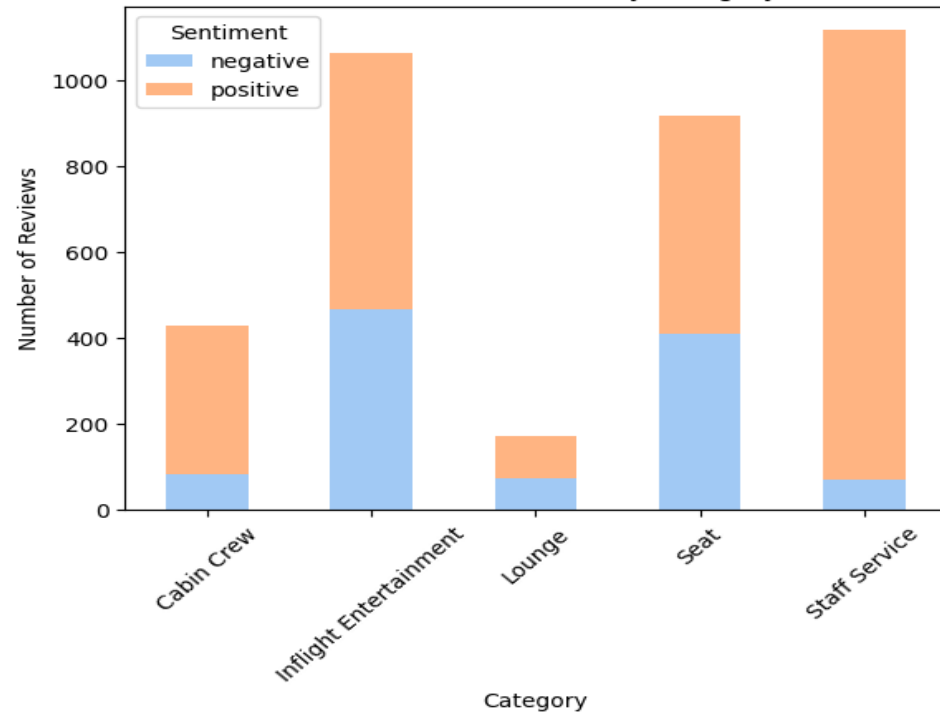# Customer Analysis:

Unveiling Strengths and Areas for Enhancement

British Airways Virtual Internship Experience

- Thejas Kiran

Sentiment Distribution by Category

Flight Feedback Analysis

Followed Process:
- Performed simple sentiment analysis on all the comments given by customers for the airlines in general.
- Categorized the comments into 5 categories – cabin crew, inflight entertainment, lounge, seat, staff service – to see what our customers are talking about.

Positive Findings:
- Our **staff service** looks **very good**, and we need not change anything related to that. Staff service talks about our employees helping passengers outside the gates and during check-in.
- More than **80%** of the people are also **happy** about **cabin crew**. According to comments, our cabin crew was very friendly and efficient in their work.

Areas to improve:
- Nearly **50%** of the people are dissatisfied with the lounges but the sample size is very small to act on that.
- But there are some problems with our seats as nearly 50% of the people are dissatisfied with it.
  - Leg room is the main problem.
- The main issue seems to be with the inflight entertainment as 1 in 2 customers have a problem with us.
  - Looking at the word cloud, the main problem seems to be with the food and drinks served on the plane.

Additional Note:
- Boeing 777 and Airbus 380 aircrafts are the most used by us and both have a positive comment of ~75%. But Airbus 320 has been used half the time of them but have a positive rating nearly 82% of the time. We might need to collect more data on this as only 67% of the people commented have their aircraft information associated with them.