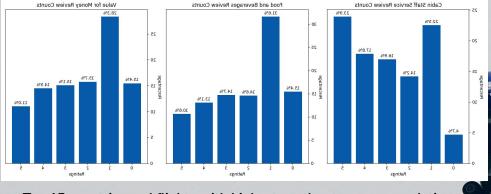
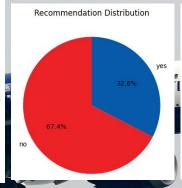
Analysis of British Airline Reviews from Skytrax



A total of 3822 customer reviews were scraped from Skytrax, with 2013 verified to ensure authenticity. The ratings analyzed included 'Cabin customer service,' 'Food and beverages,' and 'Value for money,' reflecting overall flight experience. Sentiment analysis, performed using the RoBERTa pretrained model, classified the reviews as 28.6% positive, 8.6% neutral, and 62.7% negative. A word cloud highlighted the most frequently mentioned words, seen as; flight, seat, service crew, etc. Overall, the sentiment of the reviews for the business was negative.

5-Star point ratings for verified customers and recommendations distribution.

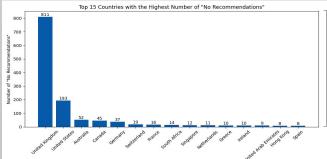


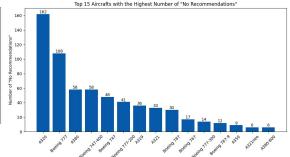


Positive word cloud



Top 15 countries and flights with highest number to recommendations





Negative word cloud

