

# BRITISH AIRWAYS REVIEW SURVEY

Insights on customer reviews on Skytrax

## Customer Feedback Insights

- **N-grams Analysis:** "bad customer service" and "missed connecting flights" are commonly occurring phrases in the customer reviews.
  - **Addressing Customer Service:** The presence of "bad customer service" indicates a need to focus on enhancing customer service training, responsiveness, and overall satisfaction.
  - **Managing Connecting Flights:** The occurrence of "missed connecting flights" highlights the importance of optimizing processes and communication to minimize disruptions and ensure seamless travel experiences.
- **Sentiment Analysis Result:** The average sentiment score of 0.1975864 suggests that, on average, the reviews in our dataset lean towards positive sentiment.
  - **Leveraging Positive Sentiment:** Capitalizing on positive sentiment allows us to reinforce customer satisfaction, build brand advocacy, and potentially attract new customers.
- **Summary Analysis Success:** The text analysis was successfully performed, providing concise summaries that can be utilized for further analysis and decision-making.

