JAWAHAR EDUCATION SOCIETY'S

A. C. PATIL COLLEGE OF ENGINEERING

PLOT NO-17, SEC-4, KHARGHAR, NAVI MUMBAI - 410210

Approved by AICTE, New Delhi, Affiliated to University of Mumbai

Sachin Bade - 02

Aarohi Pisolkar - 46

Arya Sonawane - 53

Yash Shirsath - 65

NLP MINI PROJECT - WEB SCRAPPING & SENTIMENT ANALYSIS FOR EMIRATES

Introduction

Understanding Sentiment Analysis in the Airline Industry

Definition of Sentiment Analysis

Sentiment analysis quantifies passenger emotions based on reviews, crucial for airlines.

01

Enhancing Customer Experience

Understanding passenger sentiment helps airlines tailor services, improving overall satisfaction.
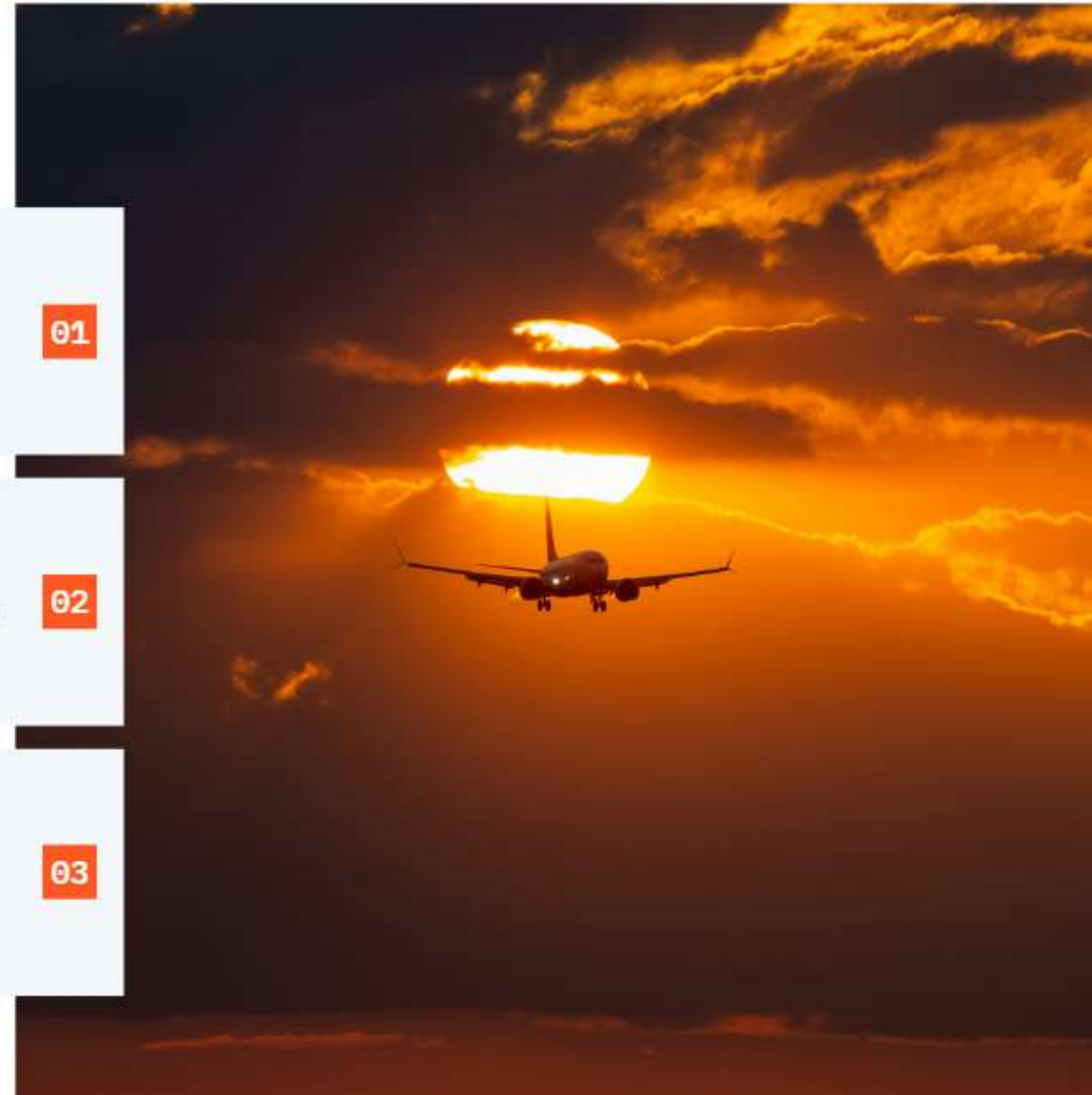
02

Strategic Decision-Making

Insights from sentiment analysis guide strategic decisions, influencing operational improvements.

03

Motivation

Enhancing service quality through actionable customer feedback.

01

Enhancing Service Quality

Actionable feedback from customers helps identify service gaps and enhance quality.

02

Competitive Pressures

The airline sector faces intense competition; addressing feedback can differentiate Emirates.

03

Understanding Customer Sentiments

Analyzing sentiments fosters brand loyalty by aligning services with customer expectations.

Data Analysis Overview

Insights from 2024 Emirates Passenger Reviews

Data Source

Analysis based on passenger reviews from AirlineQuality, focusing on Emirates.

In-Flight Experience

Passengers highlight luxurious in-flight experiences as a significant positive aspect.

Overall Rating

Emirates received a commendable average rating of 4 out of 5 from passengers.

Global Network

Emirates is recognized for its extensive global network, enhancing travel connectivity.

Objectives

Enhancing Emirates Airlines through Sentiment Analysis

Categorize Reviews

01 Classify passenger reviews into positive, negative, or neutral for better understanding.

Strategic Planning

03 Leverage data analysis for informed strategic planning and targeted marketing initiatives.

Extract Insights

02 Derive actionable insights from categorized reviews to drive service enhancements.

Proposed System

Overview of the Data Scraping and Sentiment Analysis Workflow

Data Collection

Gathering data from various online platforms to ensure a robust dataset.

Processing

Cleaning and organizing the data for effective analysis and interpretation.

Analysis

Utilizing AI techniques for categorizing sentiment accurately into positive, negative, or neutral.

Visualization

Presenting insights in a user-friendly format for better understanding and decision-making.

Reviews Data Analysis

Strengths & Weaknesses & Conclusion

Evaluating Emirates Airlines Customer Experience Insights

High-quality meals and entertainment

Emirates Airlines is renowned for offering exceptional meal quality and entertainment options, enhancing passenger experiences.

Extensive global reach

With a vast network, Emirates connects travelers to numerous destinations worldwide, making travel convenient.

S **W**

O **T**

Positive customer service feedback

Frequent commendations for customer service reflect Emirates' commitment to passenger satisfaction.

Higher-than-average ticket prices

Ticket prices are often seen as premium, which may deter budget-conscious travelers from choosing Emirates.