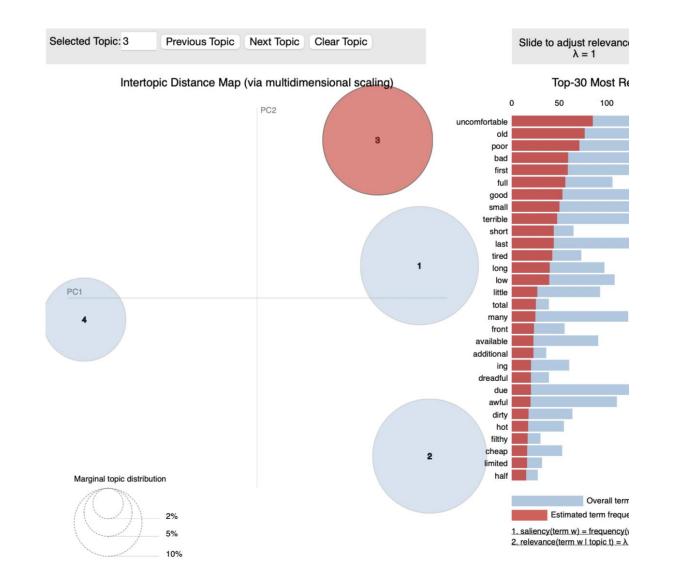
## Insights from negative reviews of the company

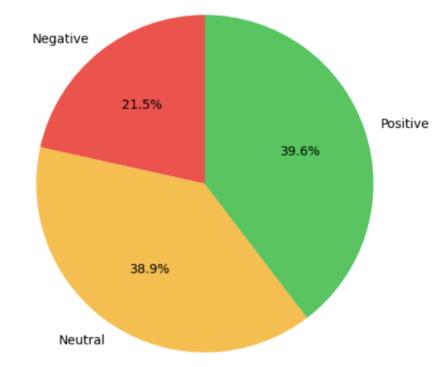




- Sentiment analysis indicates that 22% of the reviews are negative and 39% are positive.

- A word cloud of negative reviews shows that people dislike mainly the food, seats, flight hours and service.
  - LDA model shows 4 main topics which people complain about: uncomfortable seats, poor service, rude attention and long lines







## Predicting costumer behavior with Random Forest Model





- Among the tested models, the Random Forest Model with downsampling shows better performance and the highest predictive capacity for flight booking behavior.
  - Customers prioritize their decisions based on the specific route, timing, and duration of their stay.
  - These insights can inform marketing strategies, flight scheduling, and customer segmentation

