

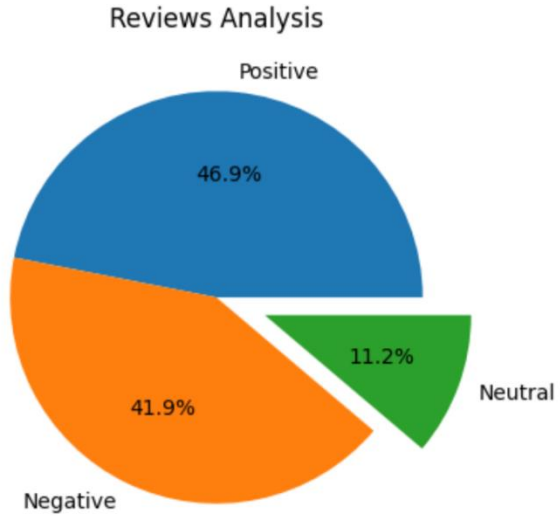


CUSTOMER REVIEW SENTIMENT ANALYSIS

Analysis By

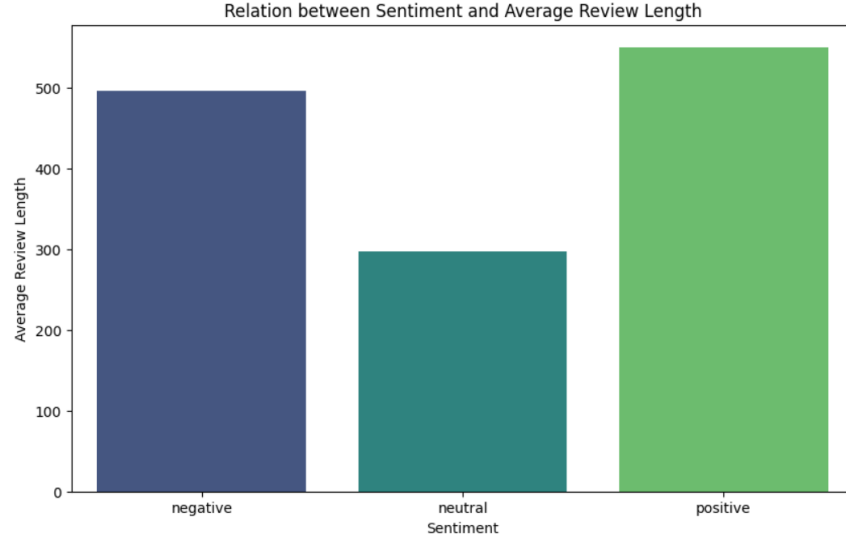
Anjana S A

RESULTS



- **Positive reviews** slightly **outnumber negative reviews** (469 positive vs. 419 negative), indicating a generally **favorable sentiment** among customers.

- While the numerical difference isn't extensive, it is a significant aspect to consider for continuous improvement strategies.



- Analysis of review length reveals that **positive reviews**, on average, are **longer** (550 characters) compared to negative reviews (496 characters).

- Longer positive reviews signify more **detailed and comprehensive feedback**, offering valuable insights for strategic decision-making.



- Considering the correlation between sentiment and review length can guide British Airways in implementing targeted improvements to enhance the overall customer experience.