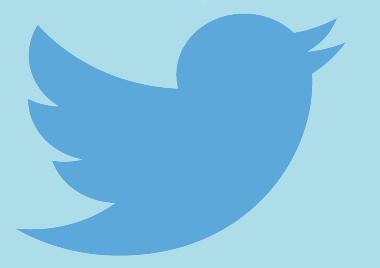
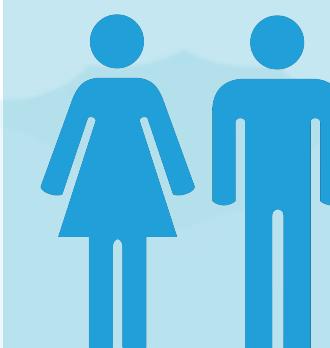


Sentiment Analysis of US Airlines on Twitter



14,641
Tweets



7,701
users



6 US
Airlines

Daniela Fernandez
IST 719
Information Visualization
Source: Twitter US Airline Sentiment by Crowdflower/Kaggle (2016).

How #travelers expressed their feelings on Twitter
(February 2015)

Overview &

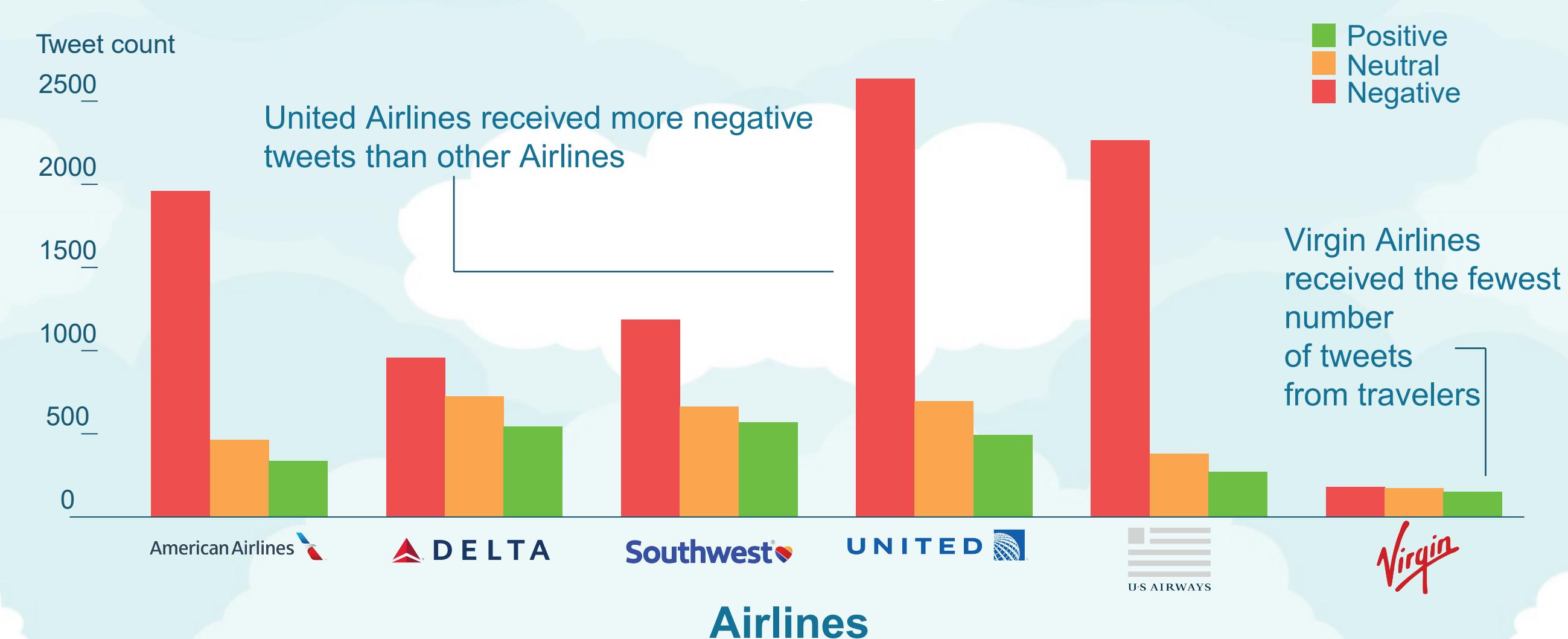
Audience

The Airline industry operates in an intensely competitive market. Travelers drive the evolution of the industry.

Twitter allows travelers to be aware of the problems of each major airline, and to choose the one that offers the best service. Airlines can use tweets to recognize their weaknesses and improve their service.

Which airline received

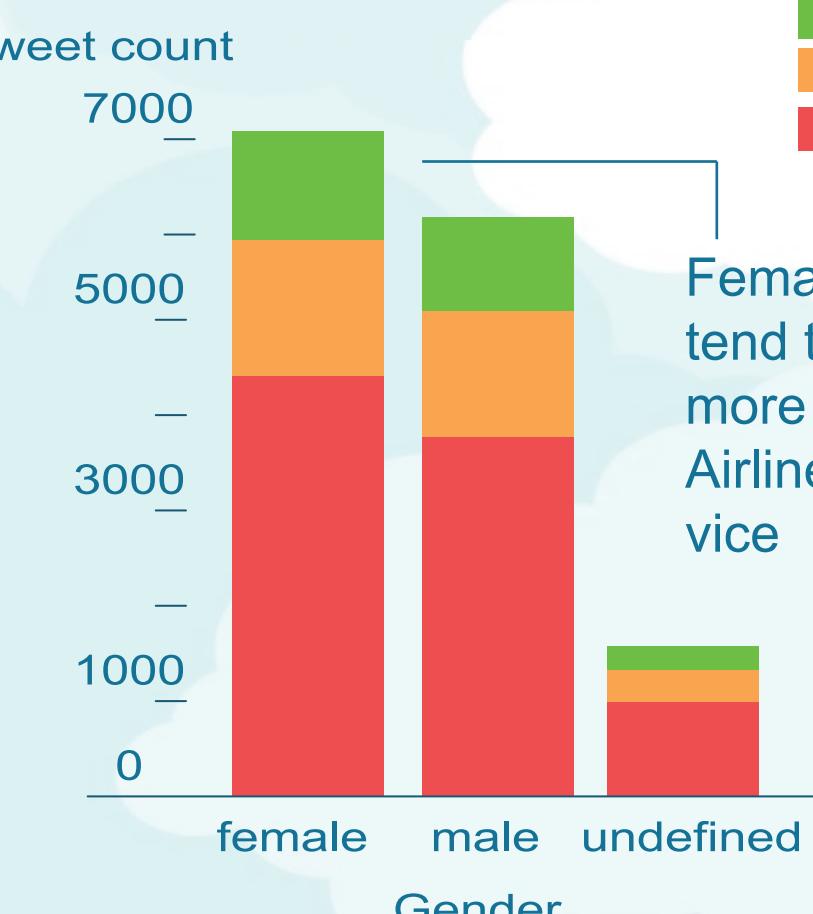
how many negative tweets?



Tweet Sentiment Count per Gender

& Main Reasons for Negative Tweets

Tweet Sentiment Count per Gender

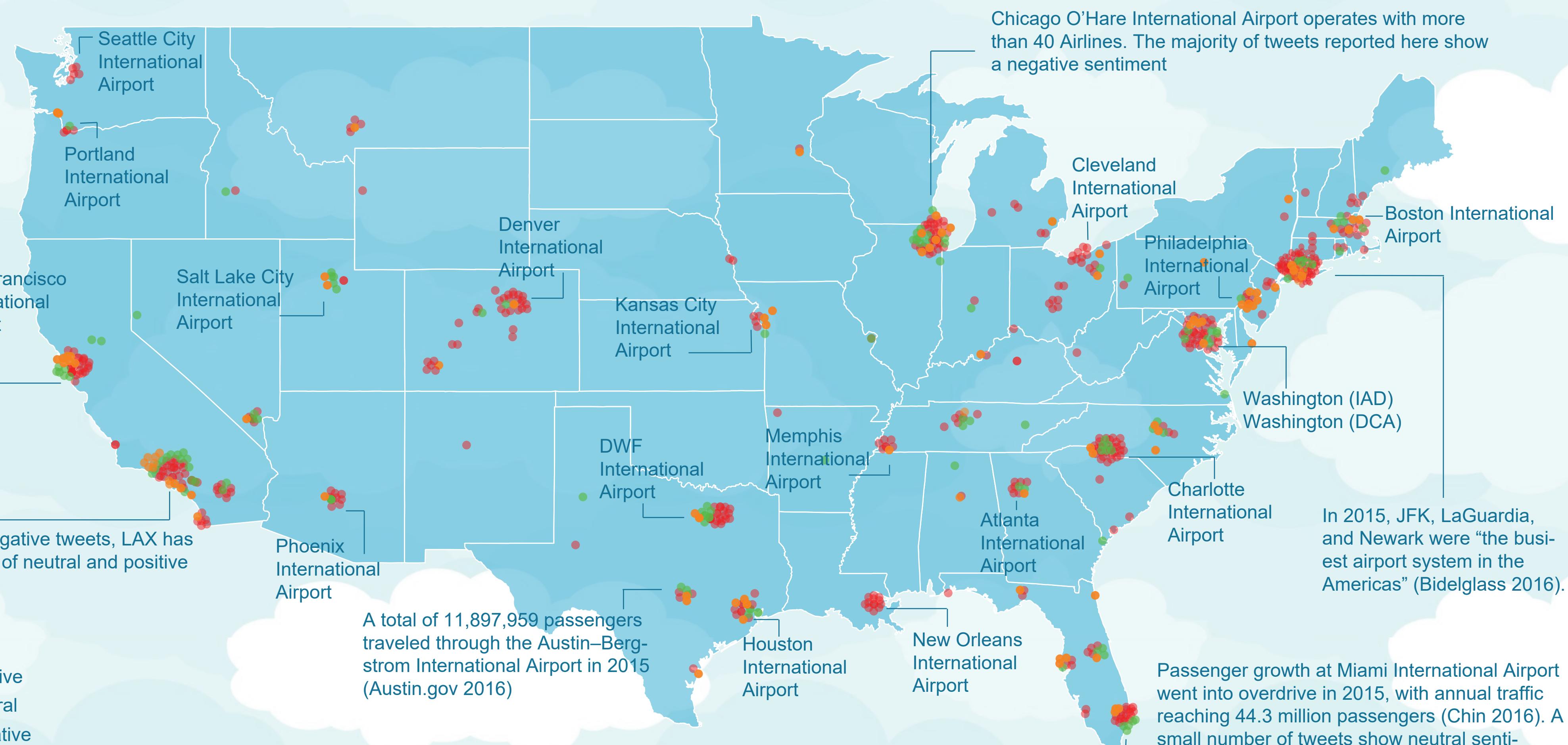


Negative Reasons

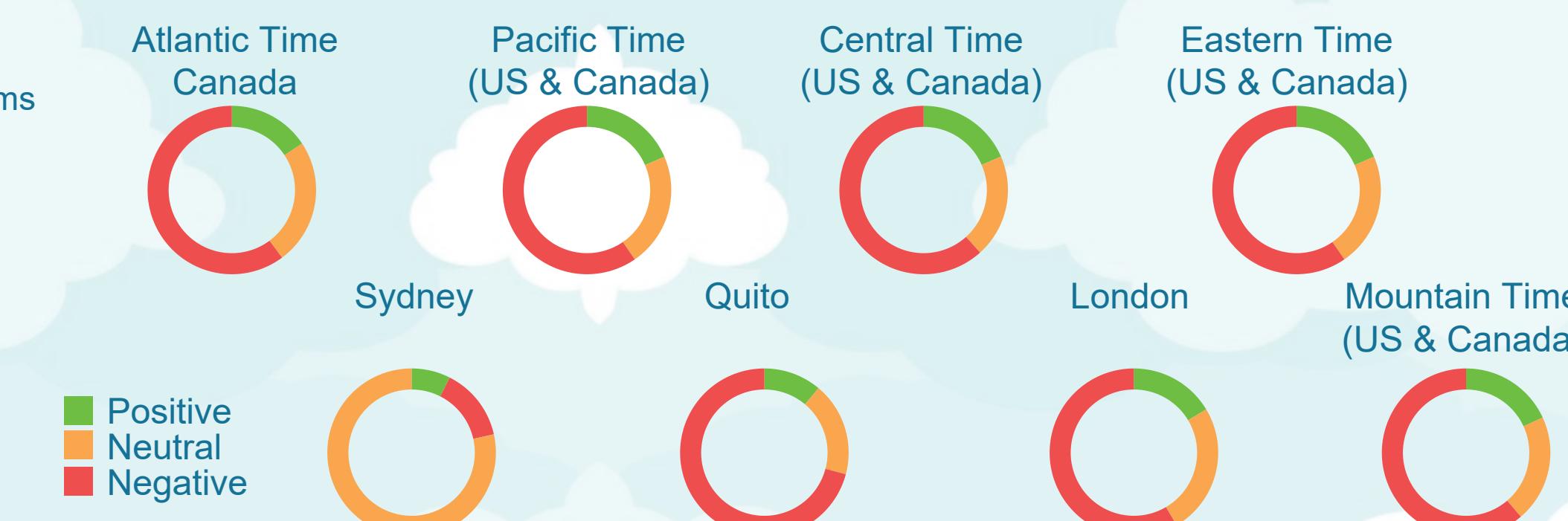


What are the locations and sentiments of tweets

across the main airports in United States?



Sentiment Analysis according to Time Zone



Discussions

- The majority of the tweets in this dataset express negative sentiment related to issues with customer service.
- United Airlines and US Airways received the largest number of negative tweets from passengers.
- LAX and NY airport system were the airports where travellers tweeted the most.
- Female users tweeted most about airlines's service.