Remarks about tweet volume

I took a sample of 138898 tweets and analysed the tweet volume.

Discovered that Air Berlin hasn’t used twitter since 2018 and Air berlin Assist hasn’t used twitter since 2015, However people still send tweets to Air Berlin so I kept Air Berlin in my plot and removed Air Berlin Assist.

The graphs give a small indication on how many tweets the airlines reply to by comparing the tweets where the Airlines were mentioned and the tweets that were actually sent by the Airlines’ twitter accounts.

From the sample it looks like Ryanair did the worst at replying to the tweets that they were mentioned in.

In the table Tweets Mentioned represents the tweets where that specific airline was mentioned, Airline Tweets represents the tweets that the airline company sent and the % of Tweets Airlines Replied To is (Airline Tweets/Tweets Mentioned)\*100.

This graph is not 100% accurate since Airlines also have tweets that promote their products so not all of their tweets are tweets that reply to customers.

In the next sprint I will compare the tweets form the Airlines themselves with the Airlines that were mentioned on the entire dataset since I didn’t have time to do it in this sprint.

|  |  |  |  |
| --- | --- | --- | --- |
| Airline | Tweets Mentioned | Airline Tweets | % of Tweets Airlines Replied To |
| AirBerlin | 88 | 0 | 0% |
| Etihad Airways | 716 | 222 | 31% |
| Singapore Air | 1046 | 1050 | 100.38% |
| Qantas | 5819 | 1284 | 22.07% |
| Lufthansa | 2984 | 1446 | 48.46% |
| Virgin Atlantic | 3557 | 1911 | 53.73% |
| KLM | 9821 | 2622 | 26.7% |
| easyJet | 6738 | 5112 | 75.87% |
| Ryanair | 17517 | 2400 | 13.7% |
| AirFrance | 3010 | 864 | 28.7% |
| British Airways | 17789 | 10348 | 58.17% |
| AmericanAir | 24602 | 16134 | 65.58% |

I analysed the tweet volume from the entire dataset.

Discovered that Air Berlin hasn’t used twitter since 2018 and Air berlin Assist hasn’t used twitter since 2015, However people still send tweets to Air Berlin so I kept Air Berlin in my plot and removed Air Berlin Assist.

The graphs give a small indication on how many tweets the airlines reply to by comparing the tweets where the Airlines were mentioned and the tweets that were actually sent by the Airlines’ twitter accounts.

In the table Tweets Mentioned represents the tweets where that specific airline was mentioned, Airline Tweets represents the tweets that the airline company sent and the “% of Tweets Airlines Replied To” is (Airline Tweets/Tweets Mentioned)\*100.

It looks like Ryanair did the worst at replying to the tweets that they were mentioned in and British Airways did the best.

This graph is not 100% accurate since Airlines also have tweets that promote their products so not all of their tweets are tweets that reply to customers.

In the presentation you can compare the stats of KLM and British Airways since they are competitors.

|  |  |  |  |
| --- | --- | --- | --- |
| Airline | Tweets Mentioned | Airline Tweets | % of Tweets Airlines Replied To |
| AirBerlin | 1628 | 0 | 0% |
| Etihad Airways | 91161 | 1513 | 1.66 |
| Singapore Air | 84169 | 13604 | 16.16% |
| Qantas | 370673 | 12863 | 3.47% |
| Lufthansa | 437930 | 13989 | 3.19% |
| Virgin Atlantic | 169046 | 22813 | 13.5% |
| KLM | 651846 | 36221 | 5.56% |
| easyJet | 618093 | 58083 | 9.4% |
| Ryanair | 807796 | 21917 | 2.71% |
| AirFrance | 172728 | 21917 | 5.83% |
| British Airways | 593439 | 113289 | 19.09% |
| AmericanAir | 812954 | 124751 | 15.35% |