



BRITISH AIRWAYS

# CUSTOMER REVIEW ANALYSIS

An Exploratory Data Analysis of BAS customer reviews through third party review website using NLP techniques. This is a requirement for the completion of Forge Virtual Internship.

PRESENTED BY

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# DATA SOURCE

- I used customer reviews from Skytrax, an independent customer forum which has become a review site for airline, airport and associated air travel traveller reviews. I scraped the reviews using the Python webscraping library, BeautifulSoup.



# PROBLEM STATEMENT

Creating insights through analyzing Customer Reviews



**Scope of the analysis**

Customer Reviews

**Relevance of the analysis**

Preparation for Model Development and Marketing and Operations strategies

# FRAMEWORK

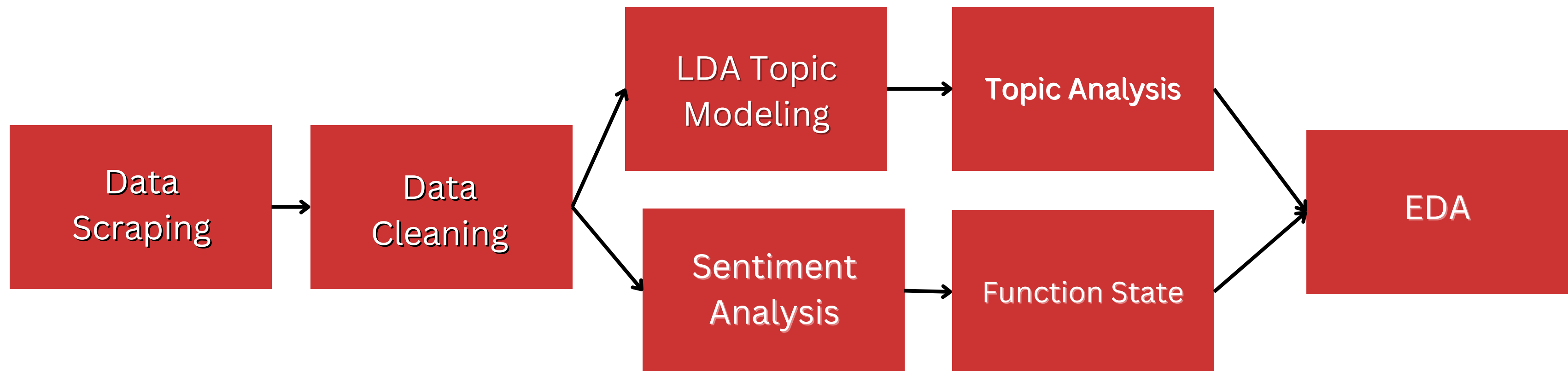
## Overview

Web Scraping  
Data Cleaning  
Natural Language Processing  
Topic Modeling  
Sentiment Analysis  
Domain Knowledge

# ANALYSIS PIPELINE

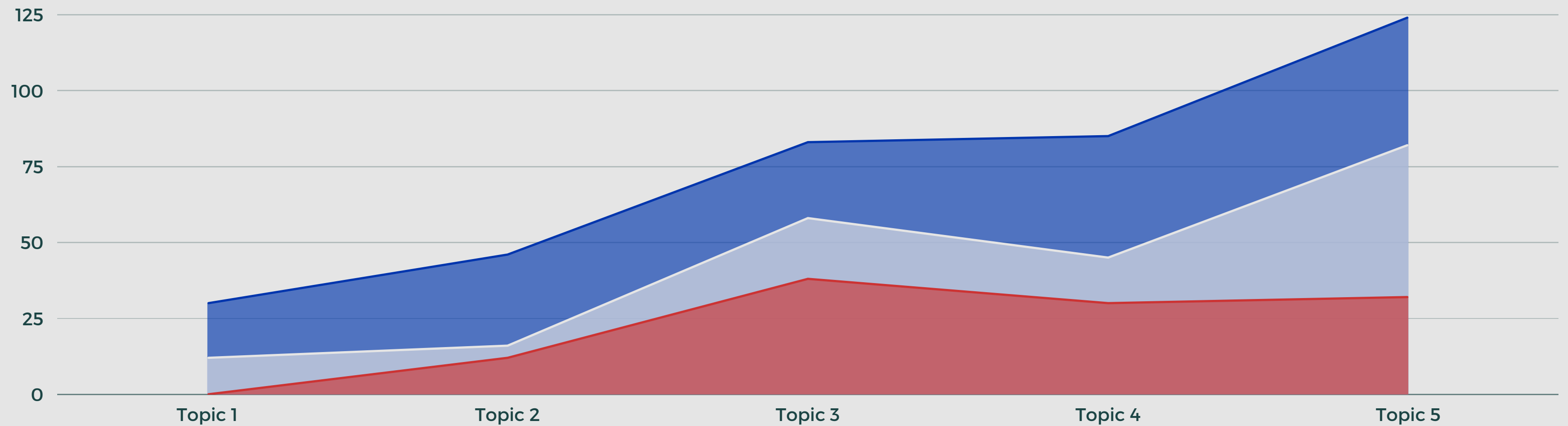
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Pipeline from initial analysis to deployment



# TOPIC MODELING

We will use results from Topic Modeling and Sentiment Analysis to find insights based on the general customer reviews



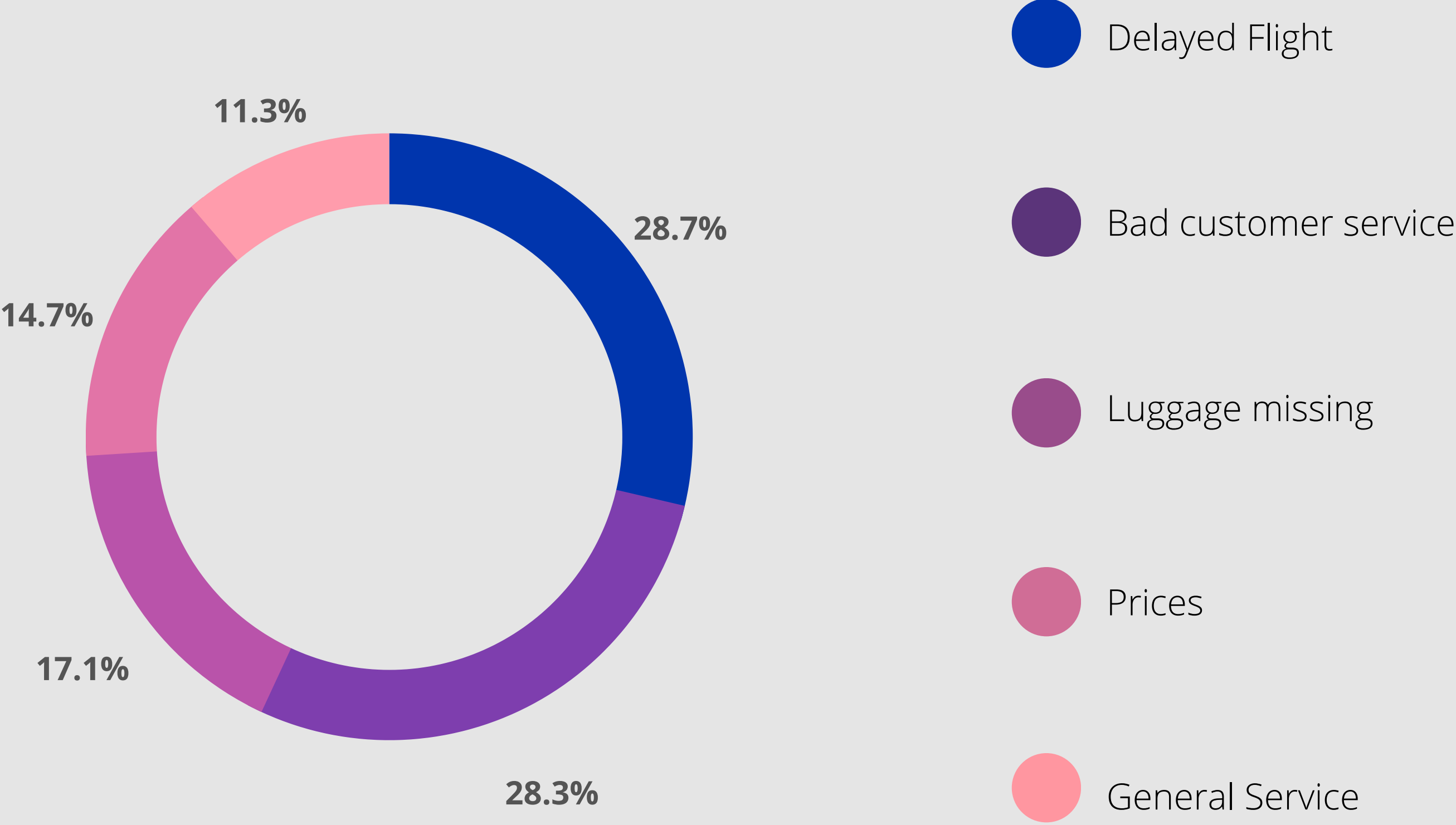
## ISSUES DETECTED





# TOPICS

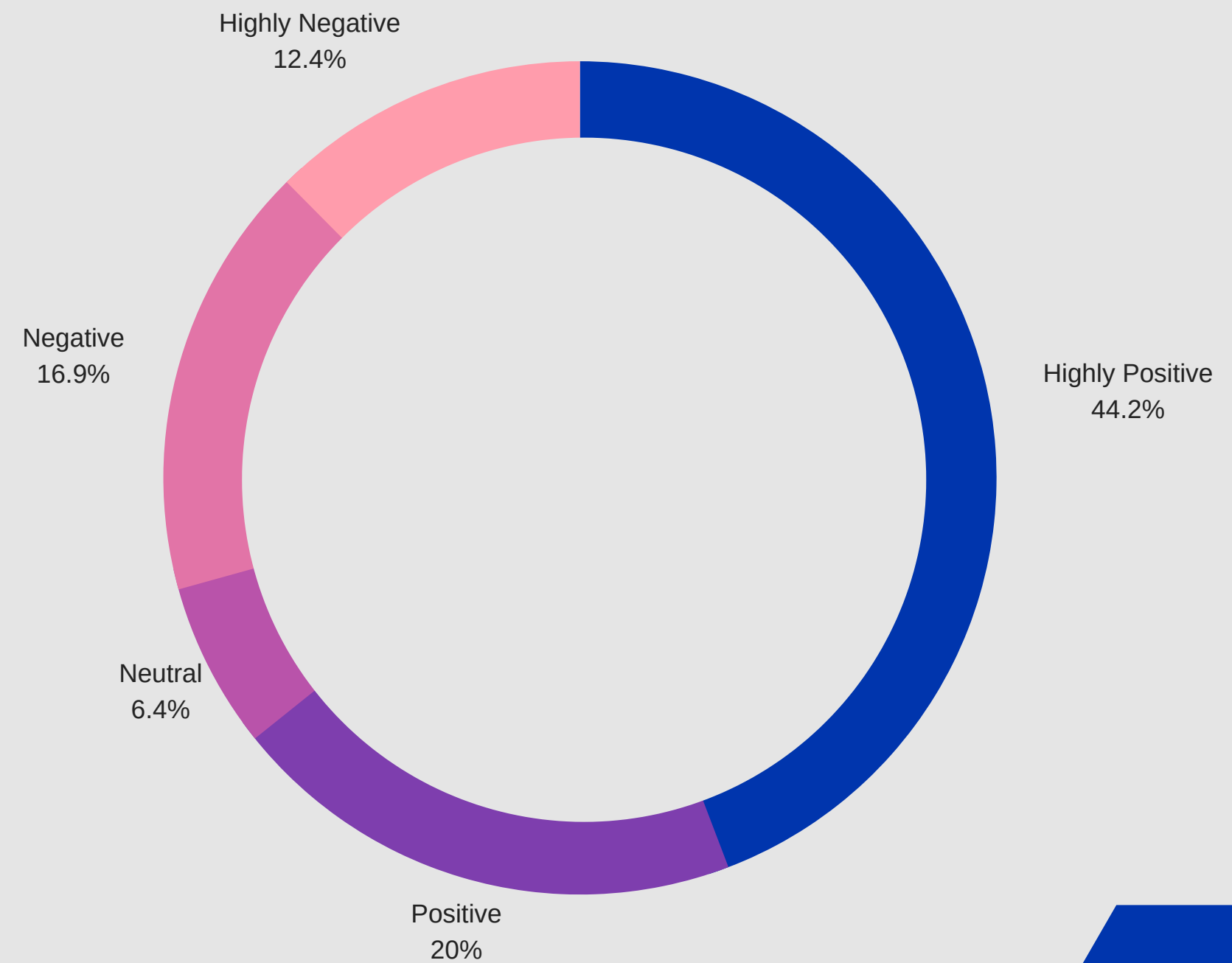
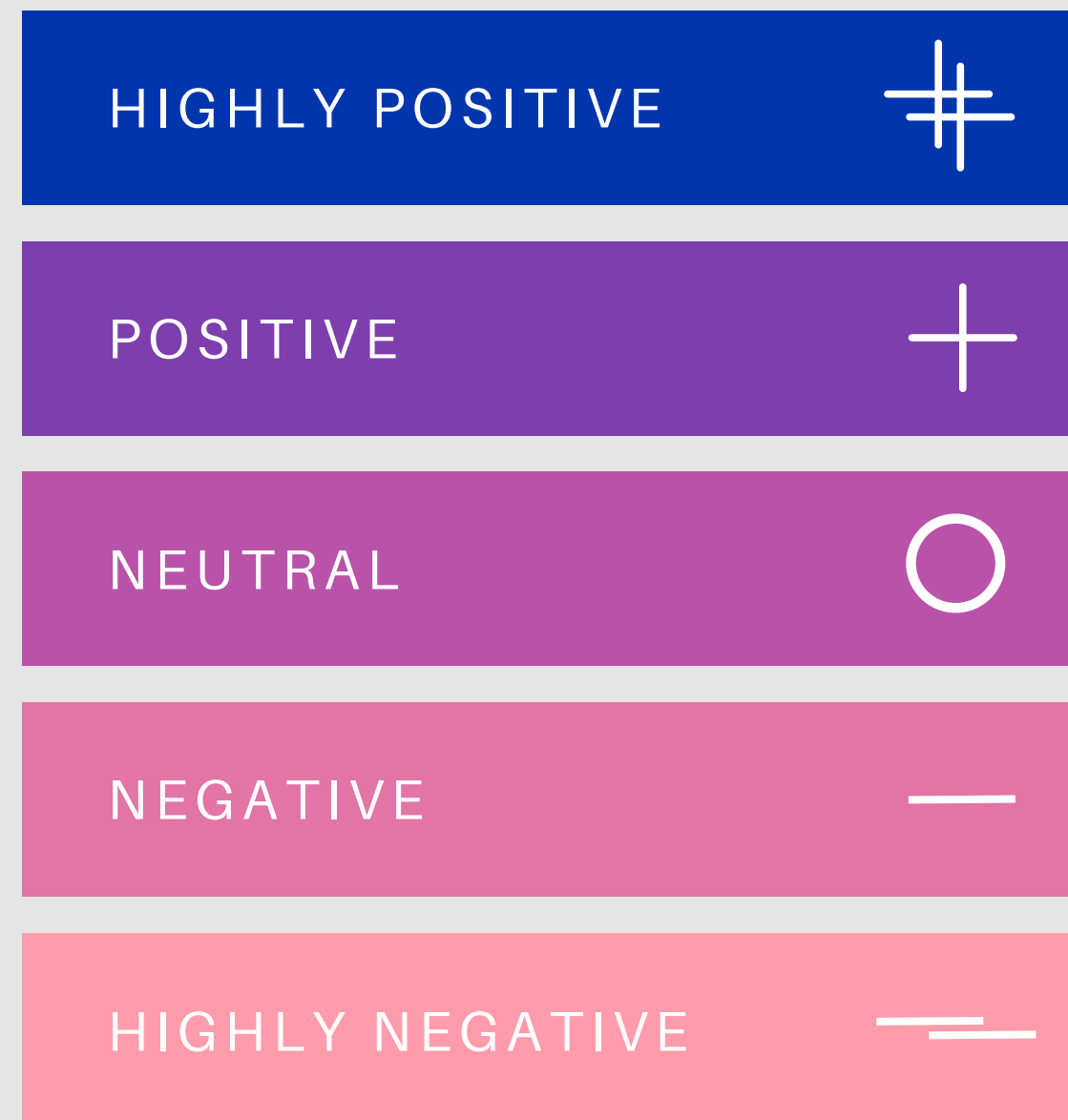
The topics were limited to 5



# SENTIMENT ANALYSIS

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## Negative and Positive Sentiments



# FOR INQUIRIES, CONTACT ME.



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