BRITISH AIRWAYS

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Scraped airline-specific review and customer feedback data from Skytrax. Cleaned and analysed the data for insights using Python. Consider methods like topic modelling and sentiment analysis.

Web Scrapping and Sentiment Analysis

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INTRODUCTION

As the UK's flag carrier, British Airways (BA) connects millions of global passengers daily. We are pivotal for both leisure and business travel, with an extensive network servicing the UK. Seamless flight operations and top-notch customer service are our priorities.

As a data scientist at BA, I am tasked to analyse diverse feedback sources to understand customer sentiments, preferences, and needs. This initial task involves scraping and analysing third-party feedback data to refine our customer-centric strategy, ensuring continuous enhancement of our services and offerings.

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WELCOME TO PRESENTATION

I’m Manoj, and I'll be sharing with you the insights that I have discovered in this analysis.

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OUR PROJECT

TASK 1

The project involves scraping review data from Skytrax, focusing on airline-specific reviews. After collecting the data, we'll clean it for analysis. Using Python or any preferred tool, we'll delve into topic modelling, sentiment analysis, or word clouds to glean insights from the reviews.

The final step is to summarize our findings in a PowerPoint slide, presenting visualizations and metrics for easy comprehension during board meetings. This comprehensive approach ensures thorough analysis and effective communication of key points from the data.

RESULT

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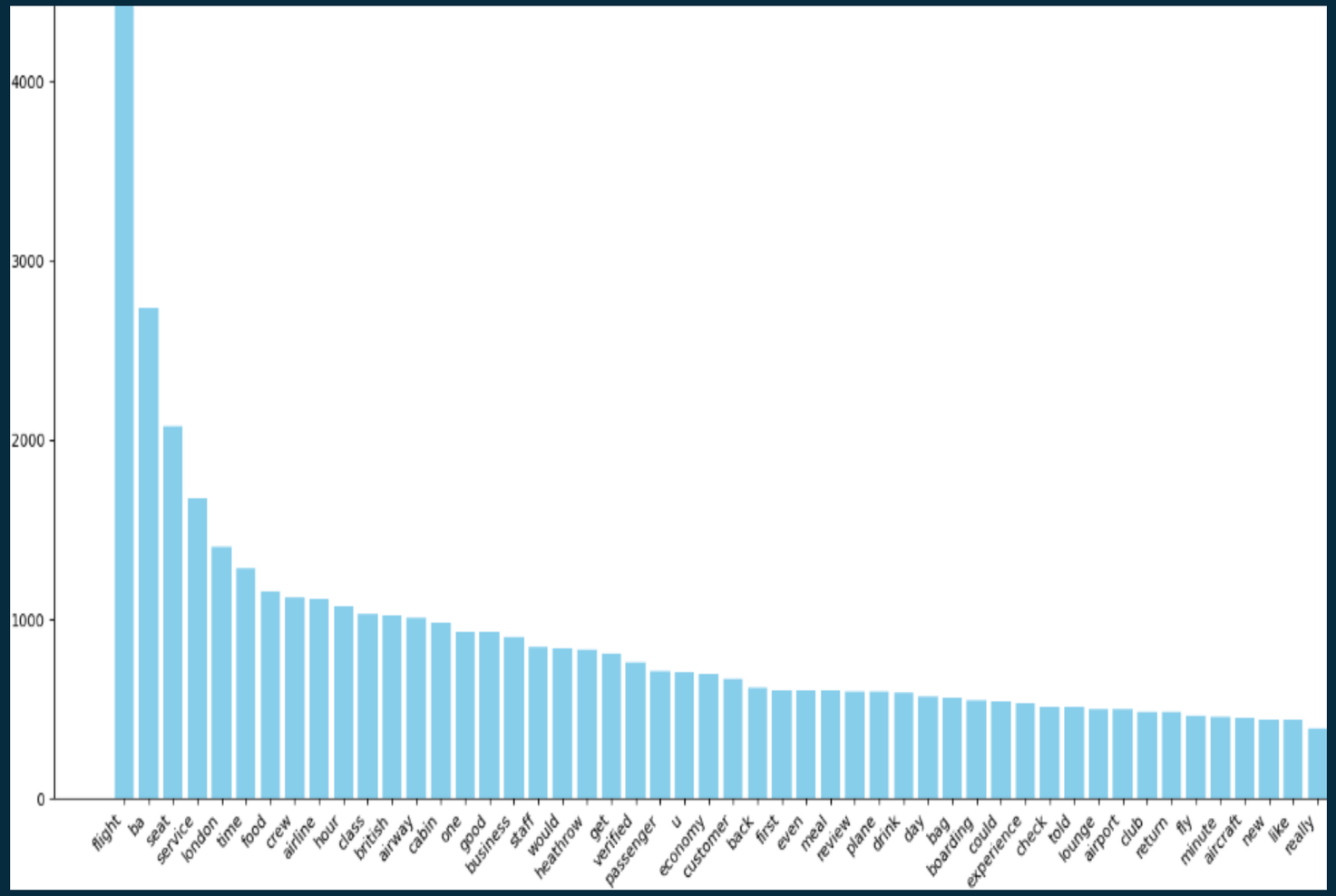
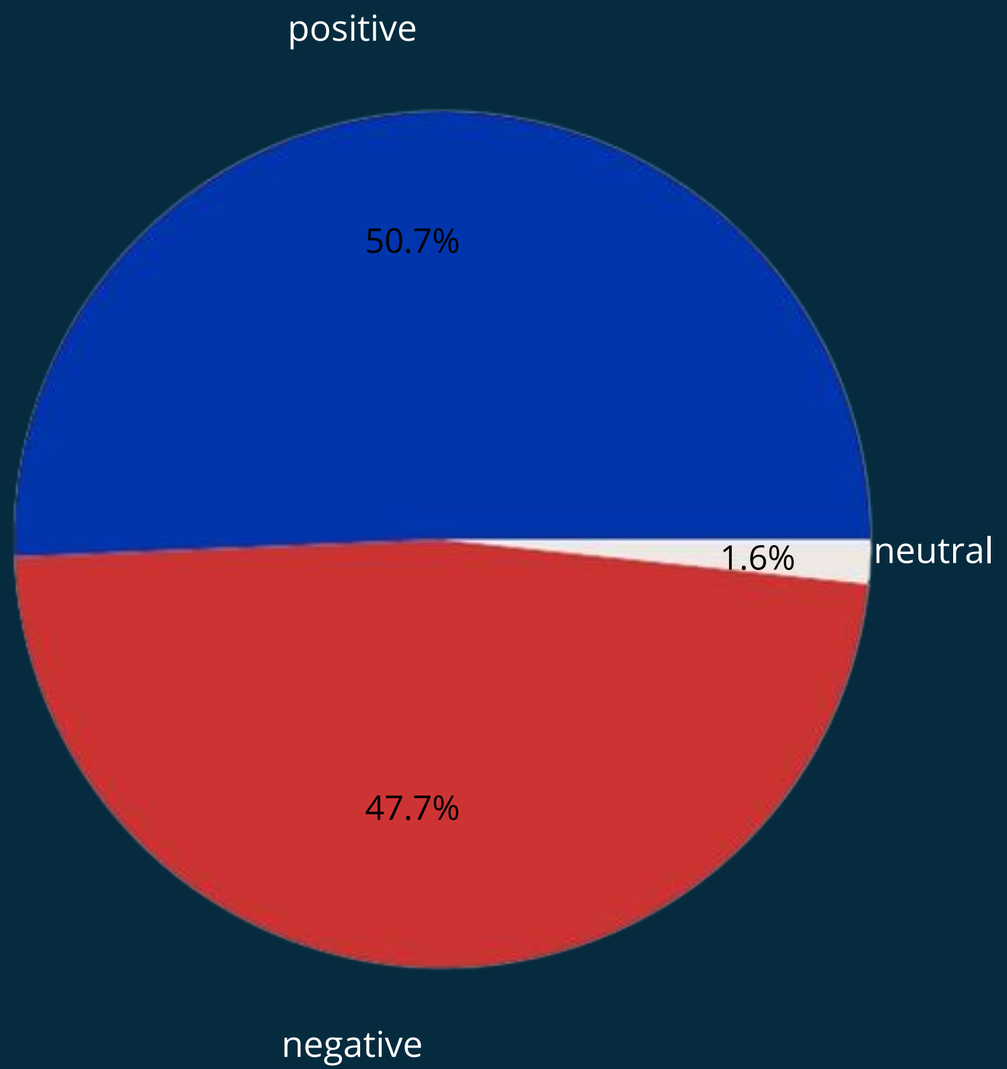
Top 50 Most Frequent Words



Distribution of Sentiment



CONCLUSION

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STRENGTHS

- Strong brand recognition.
- Quality in-flight service.
- Extensive global route network.
- Robust loyalty program.

OPPORTUNITIES

- Service enhancements.
- Technology integration.
- Sustainable practices implementation.

S W O T

WEAKNESSES

- Punctuality issues
- Customer service concerns.
- Baggage handling inefficiencies

THREATS

- Intense competition.
- Economic fluctuations.
- Public health crises like pandemics.

BRITISH AIRWAYS

TEAM

Manoj Chandra

Junior Data Scientist

Team Member 2

Manager and Leader

Data Science Team

Team Member 3

Senior Data Scientist

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PROJECT TASK 1 COMPLETED