**Twitter Insights: How we reached business propositions from the complaint central of social media**

**Team-A**

**Mission Statement:**

At Freefall Airline here, we want to explore topmost negative reviews from customers and do deep learning and compare with other US Airlines, identify problem and propose optimized solution to bring back our Airline back in business with happy customers.

**Principle Graph:**

Chart, pie chart

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**Supporting Graph:**

Chart, bar chart

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**Key Data Insight:**

* ~32% of the total issue is because of the Customer Service issue, followed by late flight issues
* Out of all Airline, United Airlines is the worst airlines with the highest number of negative reviews (~29%) followed by southwest and united.
* US Airways has the highest number of negative customer service reviews which is 29% of total negative customer reviews.
* 45% of negative tweets are from repeatedly unsatisfied customer
* Virgin America is the most successful airlines with only 2% of total negative reviews.

**Supporting Graphs 2:**

Chart, bar chart

Description automatically generated

Chart, bar chart

Description automatically generated

**Recommendation/Solutions:**

* We recommend invest in customer Service Department and increase number of ways to provide support to customers and answer their questions.
* Design optimize portal for customers, or one point customer portal which will help track all data including Customer Information, Flight, travel history and previous and current issues.
* Marketing team should start market campaign, especially on social media platforms, as we have seen from this dataset, social media is becoming center point for customer complaints.

Timeline

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