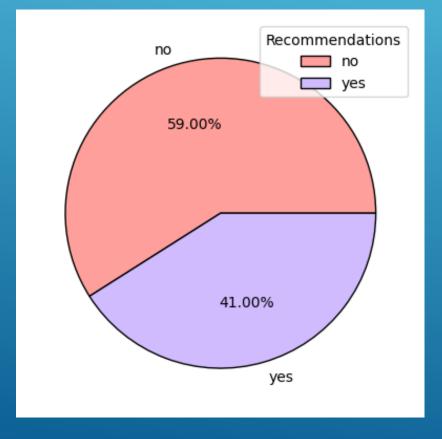
BRITISH AIRWAYS

WEB SCRAPING TO GAIN COMPANY INSIGHTS

19/07/2023

REVIEW ANALYSIS

3600 Total Reviews 2124 wouldn't recommend BA 1476 would Recommend BA



WordCloud of most prominent words used in reviews



Mean Ratings

- Seat Comfort: 2.89
- Cabin Staff Service: 3.26
- Ground Service: 2.81
- Value For Money: 2.71
- Food & Beverages: 2.72
- Inflight Entertainment: 2.65
- Wifi & Connectivity: 1.93

WiFi & Connectivity
Inflight entertainments
and Food & beverage
performed the worst in
ratings. There is potential
to improve these to
hopefully provide a better
experience to passengers