# **Web scraping to gain company insights**

As a data scientist at BA(British Airways), it will be your job to apply your analytical skills to influence real life multi-million-pound decisions from day one, making a tangible impact on the business as your recommendations, tools and models drive key business decisions, reduce costs and increase revenue.

Customers who book a flight with BA will experience many interaction points with the BA brand. Understanding a customer's feelings, needs, and feedback is crucial for any business, including BA.

This first task is focused on scraping and collecting customer feedback and reviewing data from a third-party source and analyzing this data to present any insights you may uncover.

| **Task :**   1. **Scrape data from the web using** [**Skytracks**](https://www.airlinequality.com/) 2. **Analyse data** 3. **Present insights** |
| --- |