

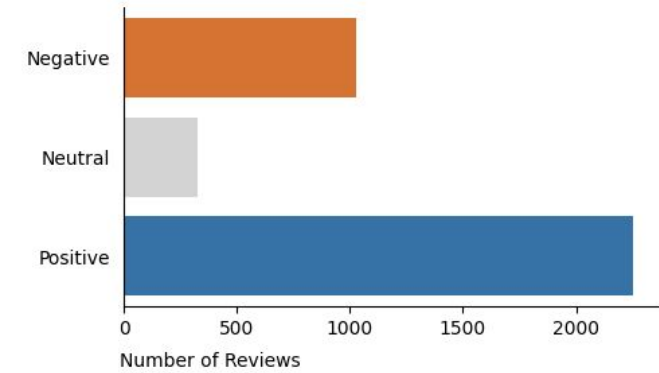
# British Airways passengers are mostly happy — now let’s fix what’s not

## MOST CUSTOMERS ARE HAPPY WITH THEIR EXPERIENCE

62% of 3,000+ verified reviews were **positive**, **28% negative**, and **9% neutral**—showing strong satisfaction overall, but highlighting areas that need attention.

**RECOMMENDATION:** Reinforce what’s working well and address key drivers of negative feedback to boost overall experience.

### Distribution of Sentiment Categories



## CABIN & FLIGHT FEATURES + OPERATIONAL ISSUES = CORE FOCUS AREAS

Across all sentiments, **“seat”, “service”, and “time”** are dominant topics.

**Positive reviews** highlight crew, food, and good experiences.

**Negative reviews** emphasize delays, check-in, staff issues and business class.

**RECOMMENDATION:** Improve timeliness, check-in flow, and cabin comfort to address key concerns.

### Word Cloud of Top Words (Larger size = Higher Frequency)



Analysis based on 3,600+ verified customer reviews scraped from [airlinequality.com](https://www.airlinequality.com), using NLP techniques including sentiment analysis, keyword extraction (TF-IDF), and topic modeling (LDA).