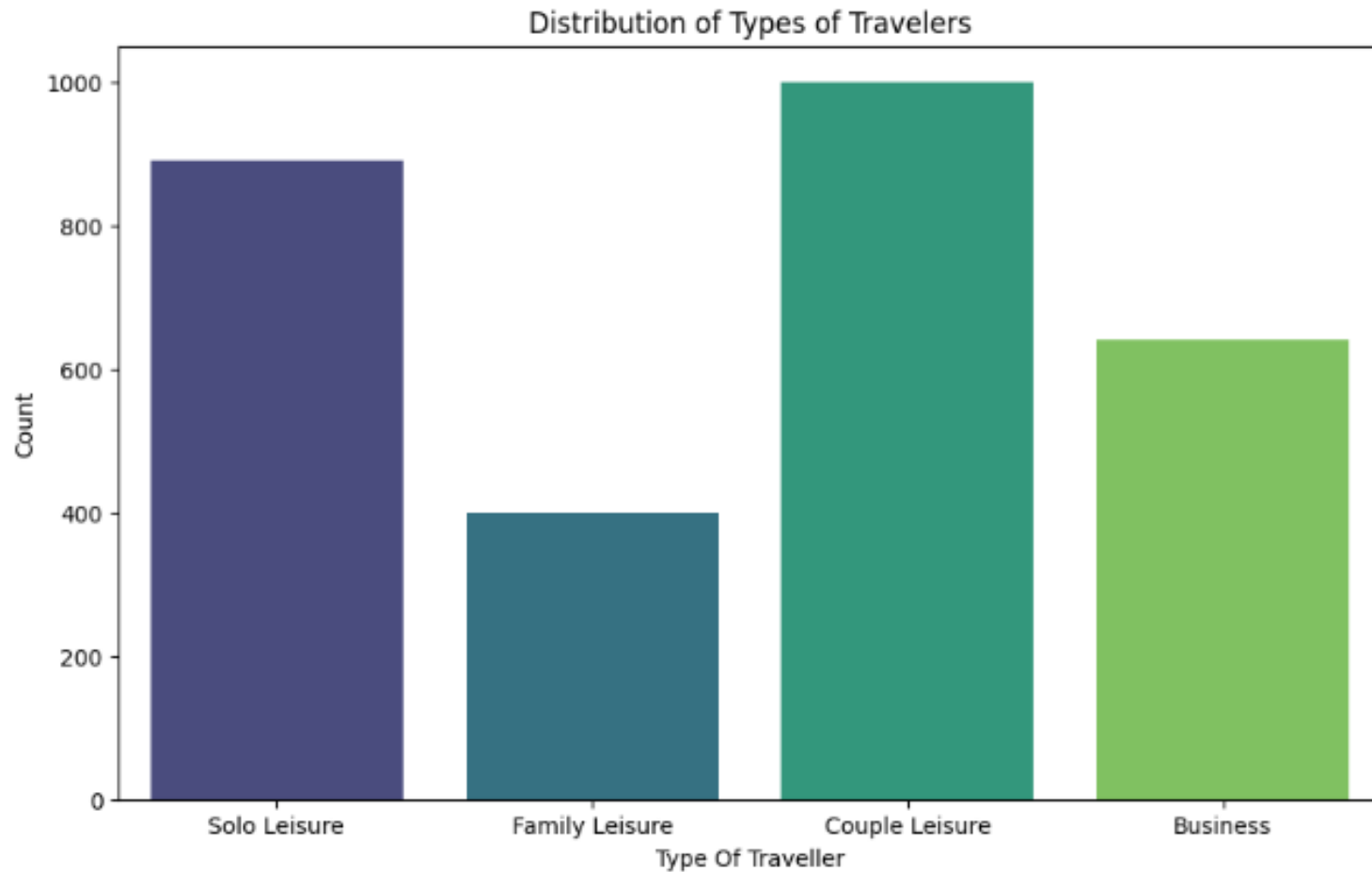




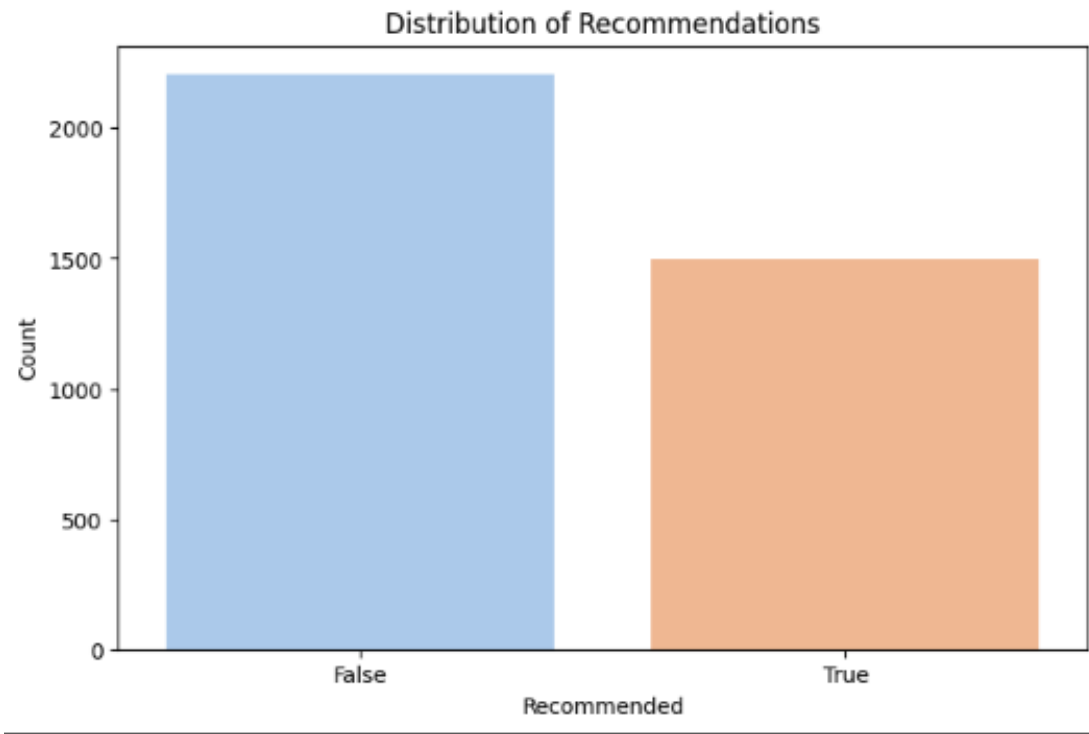
BRITISH AIRWAYS

WEB SCRAPING TO GAIN COMPANY INSIGHTS

19/11/2022



- A significant number of reviews are associated with customers who are traveling as a couple for leisure purposes.
- This could indicate that British Airways attracts a notable segment of couples traveling for vacation or other leisure activities.



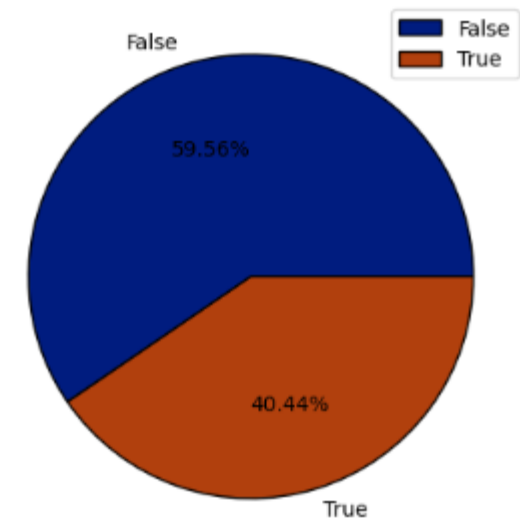
- A larger number of customers did not recommend the airline due to low customer satisfaction
- 59.6% of passengers are dissatisfied with British Airways services

From cleaning 3704 reviews given by the customers, we obtained

Positive Reviews - 2609

Negative Reviews - 1069

Neutral Reviews – 26

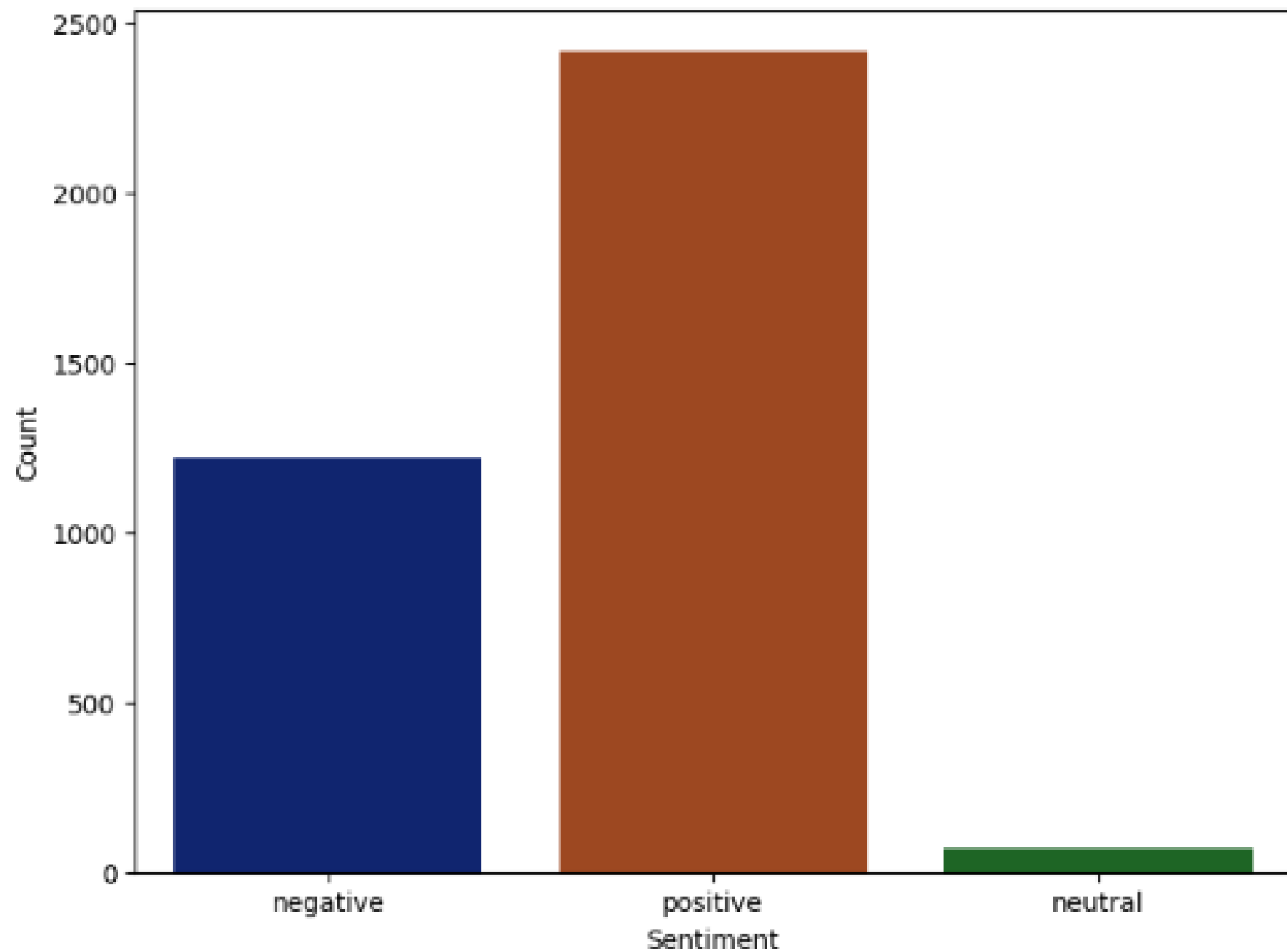


Word cloud of keywords used in reviews

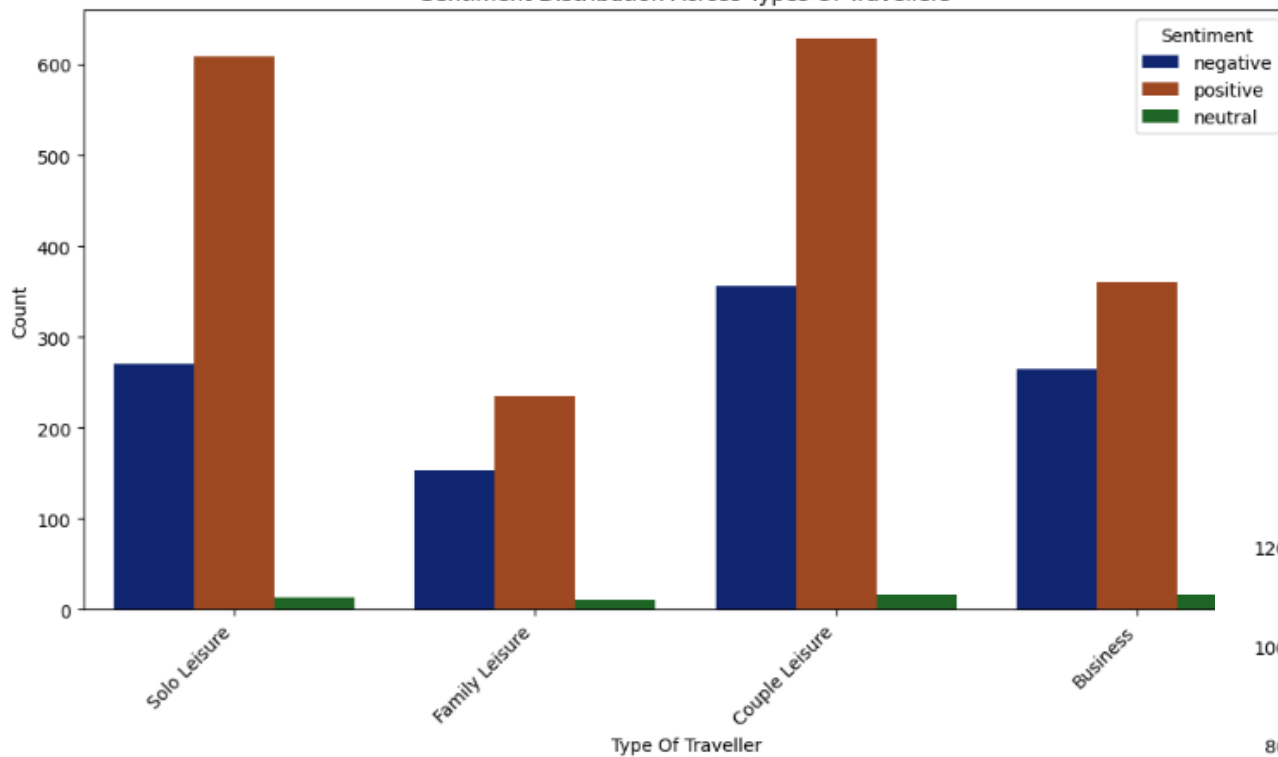


- We can see the key of topics in customer review are flight, seat , service, time, business, class, drink and plane. showing that people are actively talking about their experience on the plane and the staff.

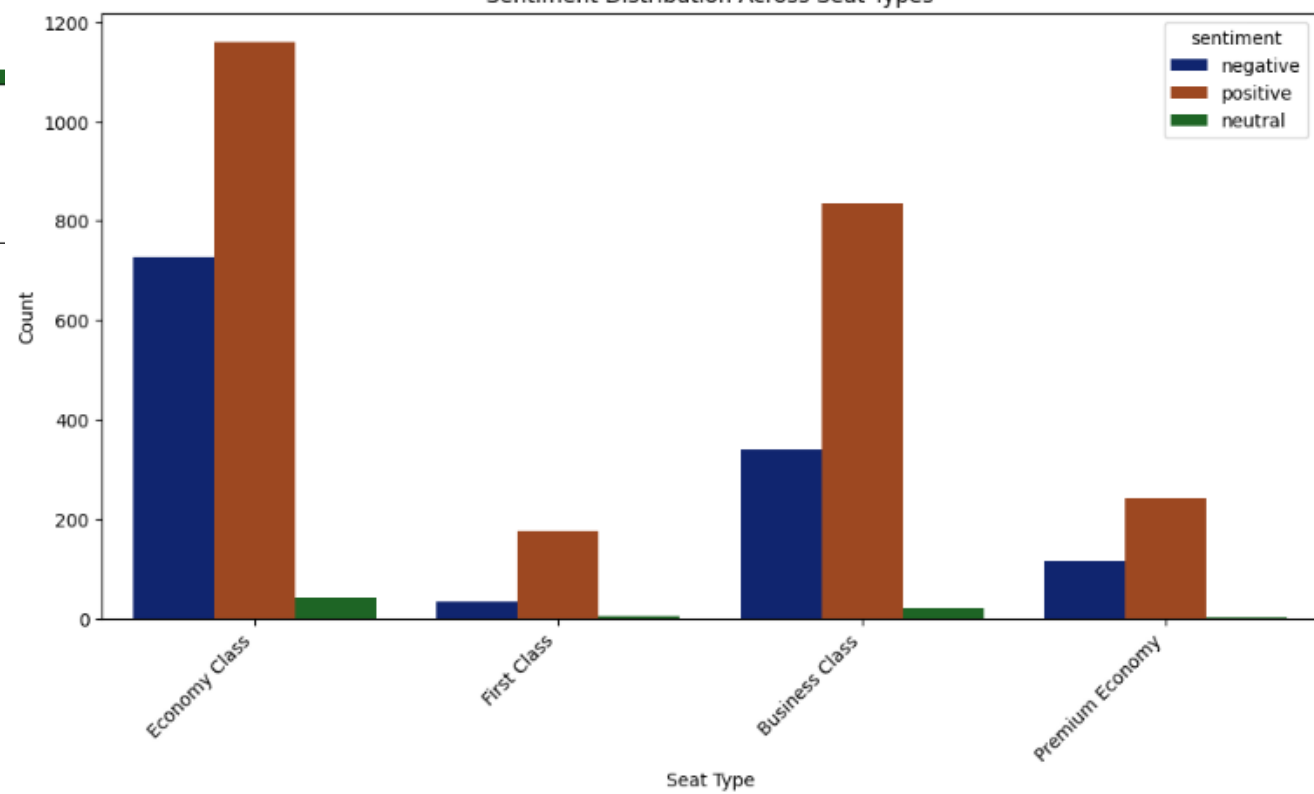
Sentiment Distribution in Reviews



Sentiment Distribution Across Types Of Travellers



Sentiment Distribution Across Seat Types



Analysis on Food

	food_sentiment_label	processed_reviews
0	negative	1069
1	neutral	26
2	positive	2609

Word Cloud - Positive Sentiments



Word Cloud - Negative Sentiments

