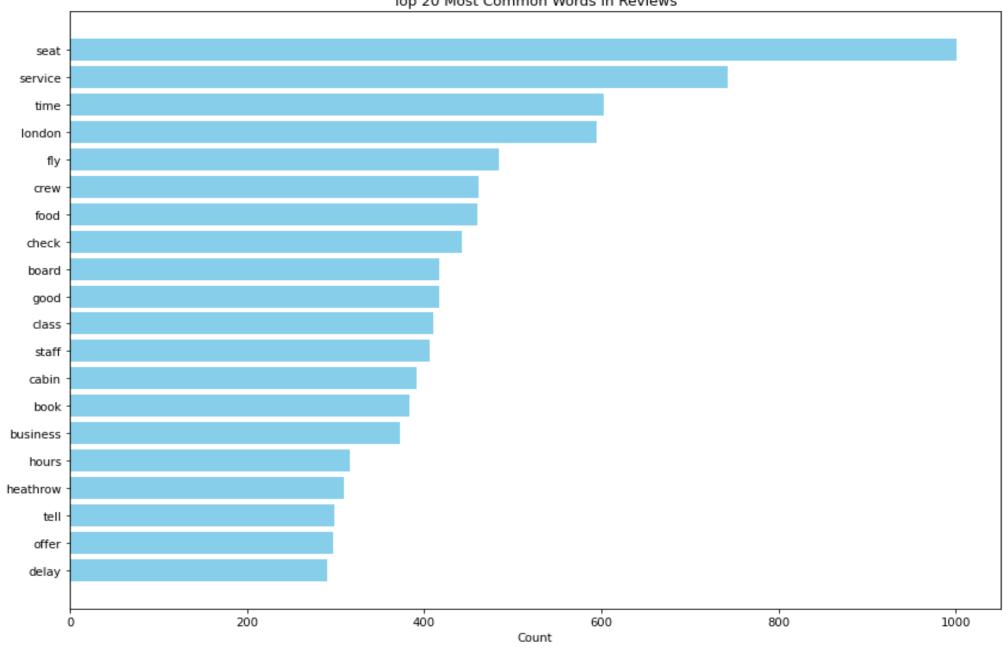# BRITISH AIRWAYS

Analysing customer review data to uncover findings

Top 20 Most Common Words in Reviews

Target an average sentiment rating of 0.35 for the next 12 months

Recommendation:
Send a survey to understand how customers feel about seat selection and quality

Streamline processes to ensure departure and arrival schedules are followed

Improve food options

Retrain customer facing staff and emphasize the importance of customer service