

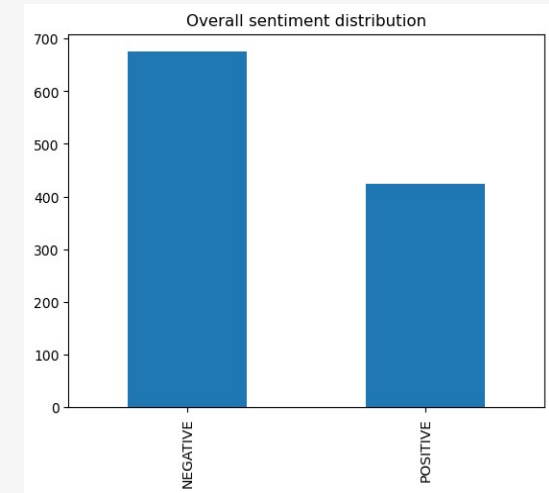
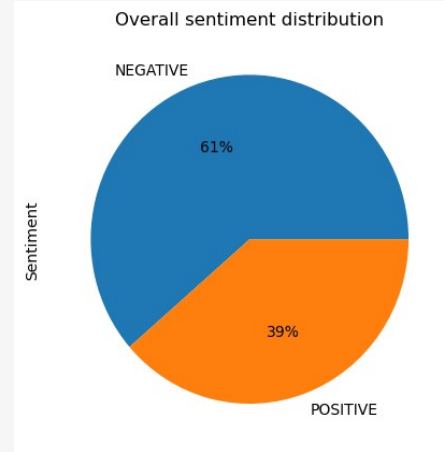
FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM



# WEB SCRAPING TO GAIN COMPANY INSIGHTS

BRITISH AIRWAYS CUSTOMER REVIEW INSIGHTS

01-12-2022



- **The first figure which is a WordCloud, illustrates the key terms extracted from the customer review.**
- **The second figure is a pie chart which illustrates the percanted distribution of reviews according to Positive or Negative.**
- **It can be derived from both the pie chart as well as the bar chart, that the Negative reviews are of a larger magnitude about British Airways than the Positive ones.**