

Findings of the British Airways Reviews

- 1000 British Airways customer reviews were extracted from the Skytrax website
- A sentiment analysis using TextBlob was performed, which rated each review in two ways and was used to make 2-dimensional (x, y) coordinates:
 - Polarity, which describes how positive or negative the review is with -1 being the most negative and 1 being the most positive
 - The average polarity was 0.0680 which means the average review was not overly positive or negative which corresponds to the 5/10 rating on Skytrax
 - Subjectivity, which describes how subjective or objective the review is with 0 being the most objective and 1 being the most subjective
 - The average subjectivity was 0.4879 which means the average review had a roughly equal mix of objectivity and subjectivity
- All the points were plotted on a scatterplot
 - Since a non-linear, quadratic-like pattern appeared in the scatterplot, a quadratic non-linear regression was chosen with its curve fitted in the plot
 - A quadratic-like pattern seems plausible since customers who had highly positive or negative views of British Airways could be more likely to be emotional and therefore subjective; on the other hand, customers who did not have highly positive or negative views could be less likely to be emotional in their reviews and therefore be more likely to be objective

