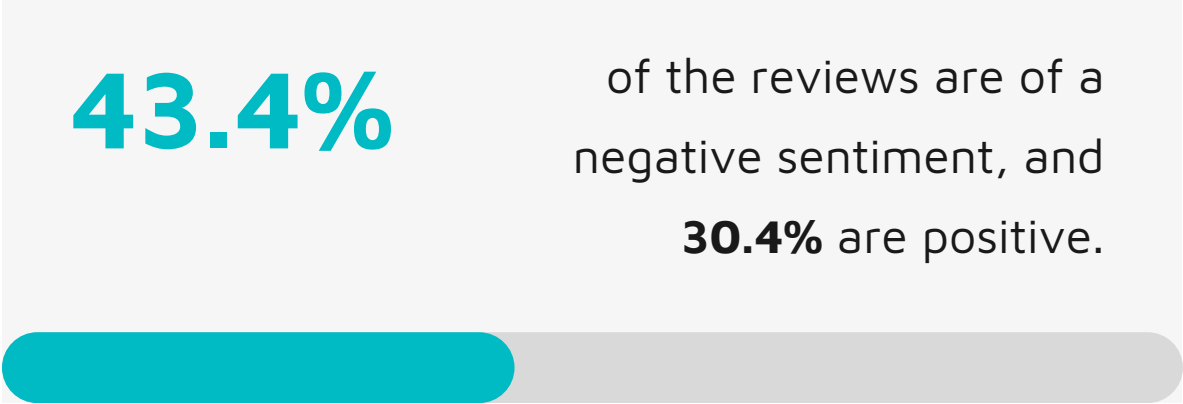


For purposes of Forage Virtual Work Experience program

BRITISH AIRWAYS



Forage - Task 1: Web scraping to gain insights from customer reviews



INSIGHTS FROM WORDCLOUDS

Frequent mentions of the words "service" and "time" in reviews of all 3 sentiments types indicates a focus on the airline's **customer service** and **timeliness**.



SENTIMENT DISTRIBUTION WITHIN TOPICS

- Reviews about topic 4 (the most common topic) are majorly positive.
- A vast majority (70.9%) of the reviews about topic 2 are negative.
- A majority of reviews about topics 3 and 5 are negative, too.

