

0 0 0

PRESENTATION

# BRITISH AIRWAYS

0 0 0



# TABLE OF CONTENTS

- Introduction
- Company History
- Project Overview
- Data Preparation
- Data Preprocessing/cleaning
- Analysis Insight
- Summary



0 0 0 0

# **BRITISH AIRWAYS**

## **Our Philosophy**

British Airways is a global airline, bringing people, places and diverse cultures closer together for more than 100 years. Serving our community and planet is at the heart of everything we do, and we look forward to sharing our exciting sustainability initiatives with you.

## **Our Mission**

Connect people and cultures through air travel while recognizing its environmental impact.

## **Our Vision**

Create a sustainable and responsible future for air travel.

## **Our Goals**

- Sustainability
- Economic Growth
- Community Engagement
- Connectivity
- Resilience and Responsibility

# PROJECT INTRODUCTION

## Business Statement

At British Airways (BA), we understand the value of customer feedback.  As the premier carrier airline of the UK, our commitment to elevating passenger experiences is unwavering. 

## Objectives

Our mission as data scientists at BA is to:

- **Analyze Customer Feedback** : Scrutinize customer feedback data to uncover valuable insights.
- **Drive Operational Excellence** : Enhance operational efficiency, ensuring flights run seamlessly and on time.
- **Reduce Costs** : Identify opportunities for cost reduction and resource optimization.
- **Increase Revenue** : Discover revenue-generating opportunities through data-driven recommendations.

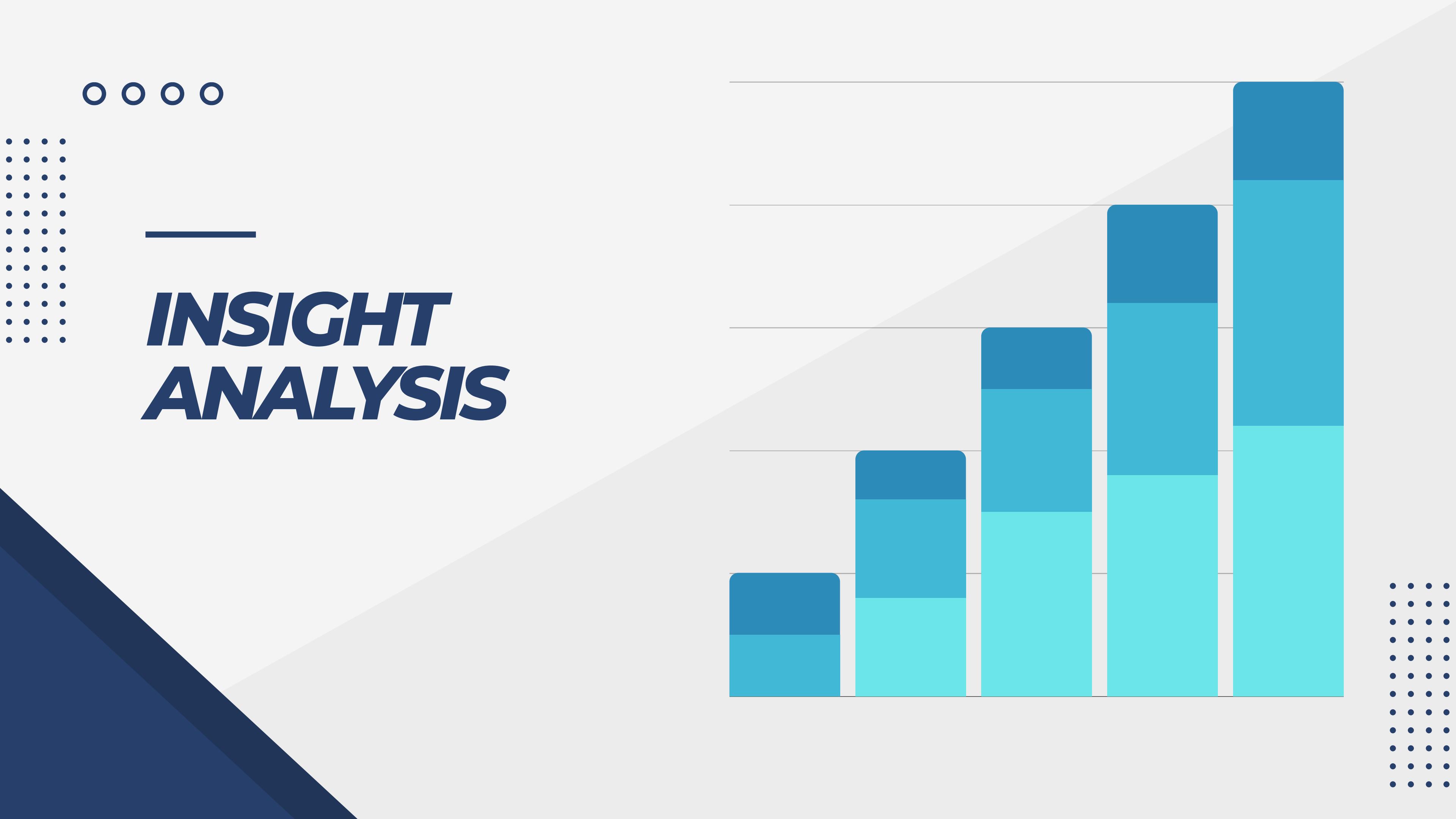
# DATA PREPARATION

## Data Preparation

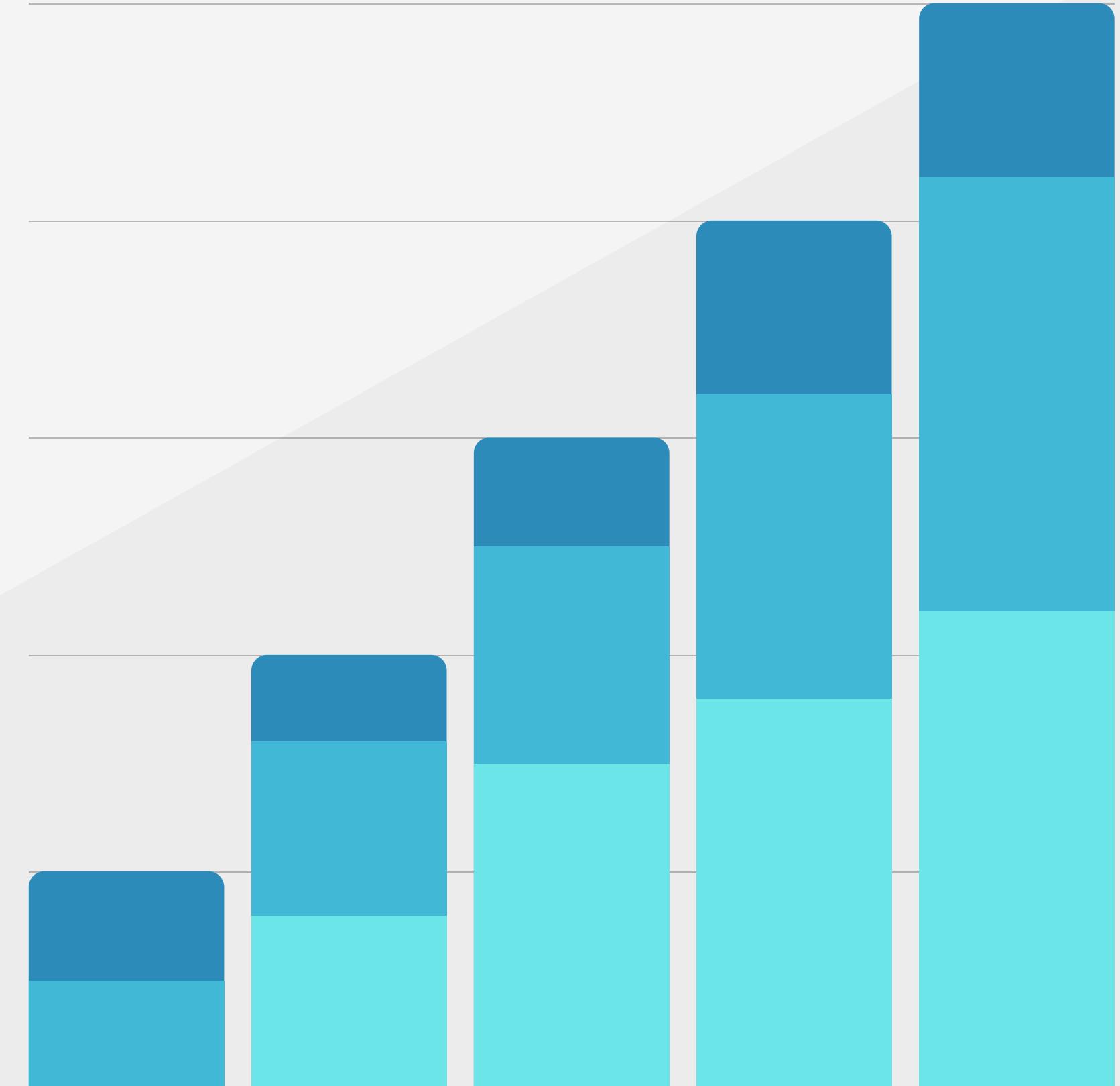
In our data preparation journey, we transformed raw text data into a clean and structured format, setting the stage for insightful analysis. Here's what we accomplished:

- **Data Collection:** We scraped reviews related to British Airways, gathering valuable insights from passenger experiences.
- **Text Cleaning:** We meticulously cleaned the text data, removing noise, and ensuring consistency.
- **Sentiment Classification:** We categorized reviews into "**Positive**"  and "**Negative**"  to understand passenger sentiments.

Our data is now ready for exploration, analysis, and uncovering meaningful insights into British Airways' passenger feedback. 



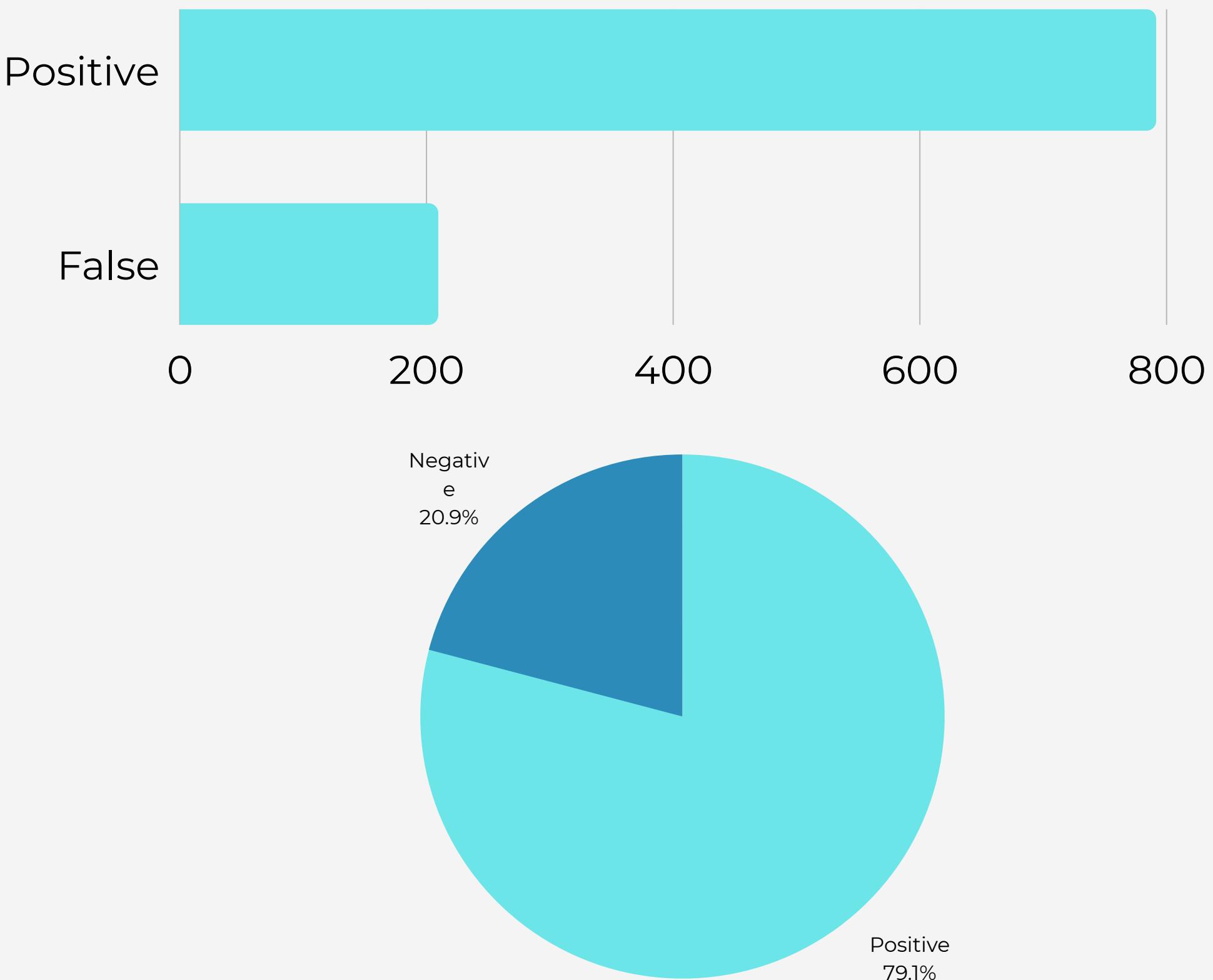
# ***INSIGHT ANALYSIS***



# INSIGHT ANALYSIS

- **Sentiment Distribution** 📈: A pie chart depicted the sentiment breakdown, with 79.1% of reviews being positive (✓) and 20.9% negative (✗). This distribution underscores the predominance of positive sentiments.

- **Bar Chart Analysis** 📊 ✨: A bar chart showcased the sentiment distribution with vibrant colors. The majority of reviews were positive (791 reviews), while a significant yet smaller portion expressed negative sentiments (209 reviews).



# INSIGHT ANALYSIS

In our word cloud analysis of British Airways (BA) reviews, we embarked on a quest to uncover insightful keywords and phrases. While the word cloud did not reveal particularly prominent interesting keywords,

our focus shifted toward identifying potential negative keywords. like example **heathrow, delay, still service, late etc.**

