**Executive Summary**

This project conducts a comprehensive sentiment analysis on over 130,000 airline customer reviews from the Skytrax dataset. After thorough data cleaning and encoding correction, we used VADER sentiment analysis to classify reviews as positive, negative, or neutral. The majority of reviews were positive, but negative feedback highlighted issues like flight delays and poor service.

Key visualizations—sentiment distributions, boxplots, word clouds, and trend lines—revealed strong correlations between star ratings and sentiment, especially for factors like value for money, ground service, and seat comfort. Economy Class received the most reviews, with notable dissatisfaction compared to premium classes.

The analysis also ranked top airlines by sentiment, showing reputational contrasts across carriers. Over time, review volume and sentiment fluctuated, with positive reviews peaking around 2015 and negative feedback increasing toward 2019. These insights provide valuable direction for improving customer satisfaction, prioritizing operational improvements, and targeting marketing efforts.