

BRITISH AIRWAYS

WEB SCRAPPING TO GAIN COMPANY INSIGHS



Abstract

Web Scrapping:

Scrapping out data fusing BeautifulSoup

Sentiment Analysis :

Getting the reviews and checking it is Positive Review or Negative Review

- **WEB SCRAPPING**

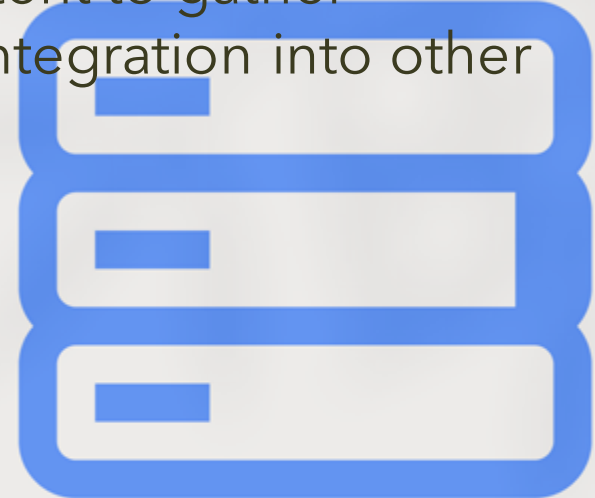
Web scraping is the automated process of extracting data from websites. It involves fetching and parsing HTML content to gather specific information, often for analysis, research, or integration into other applications.



Web Sites

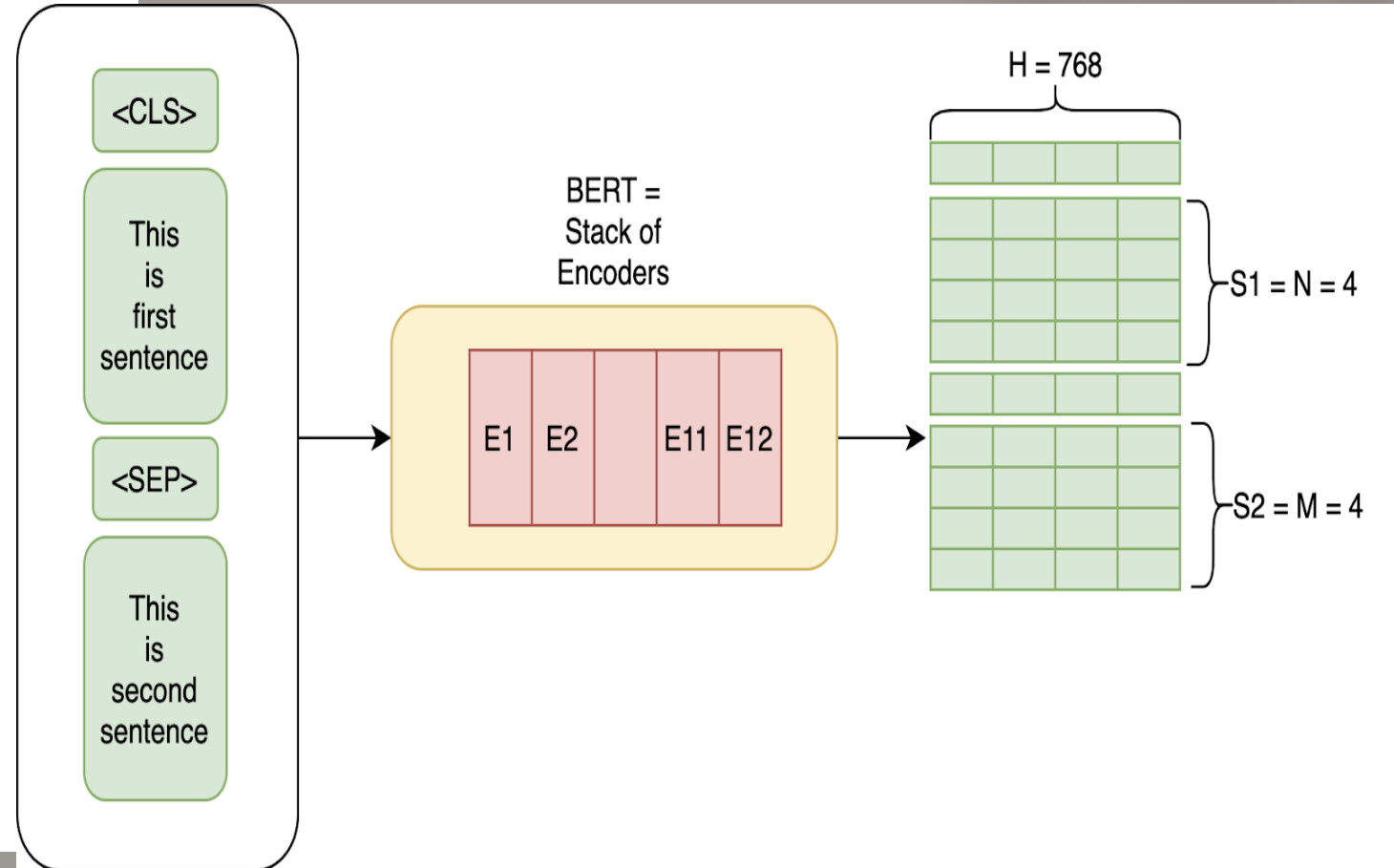
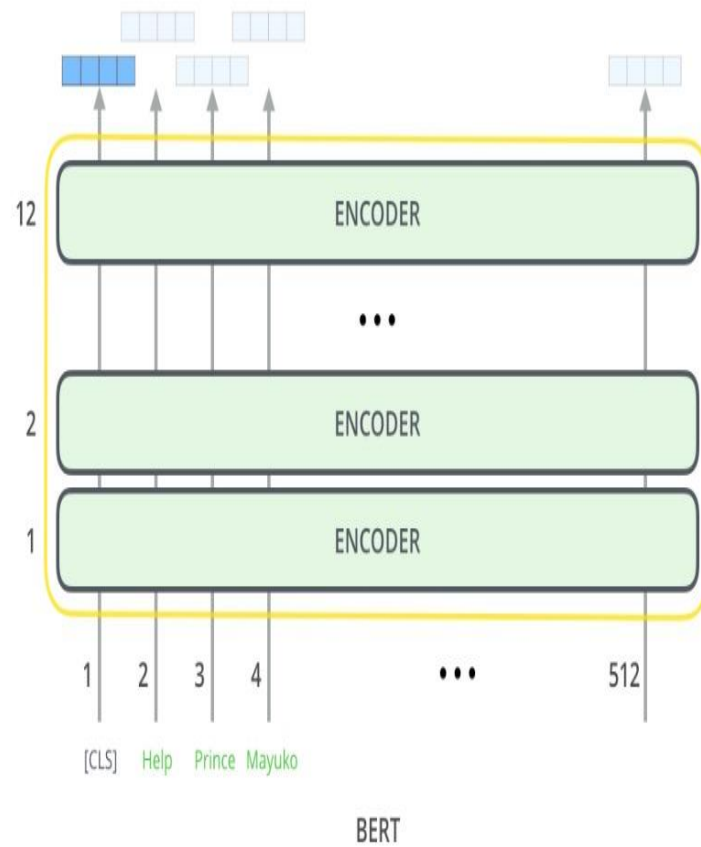


Web Scraping



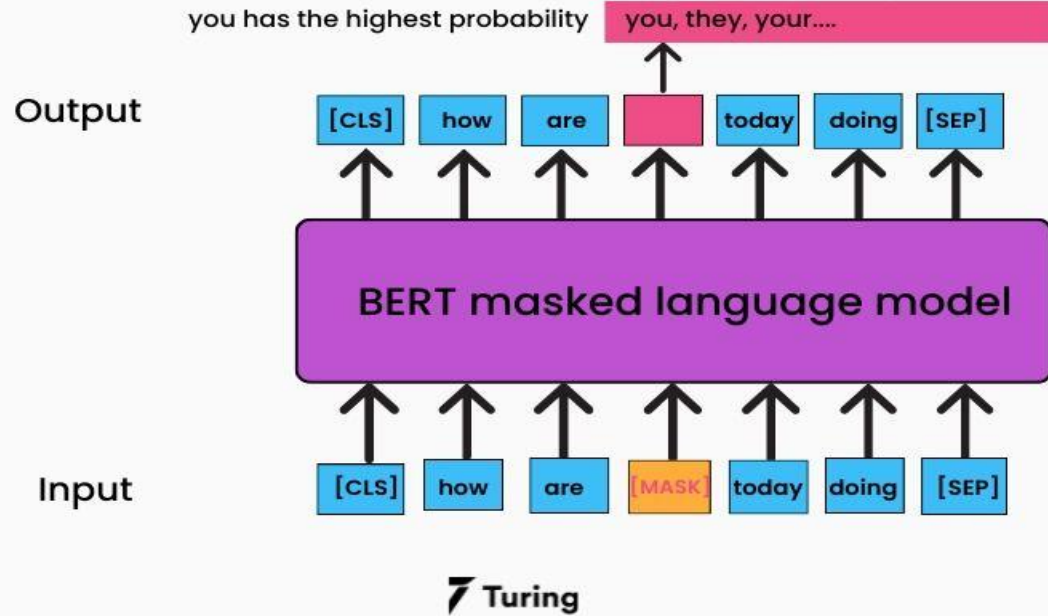
Data

Bert Architecture:

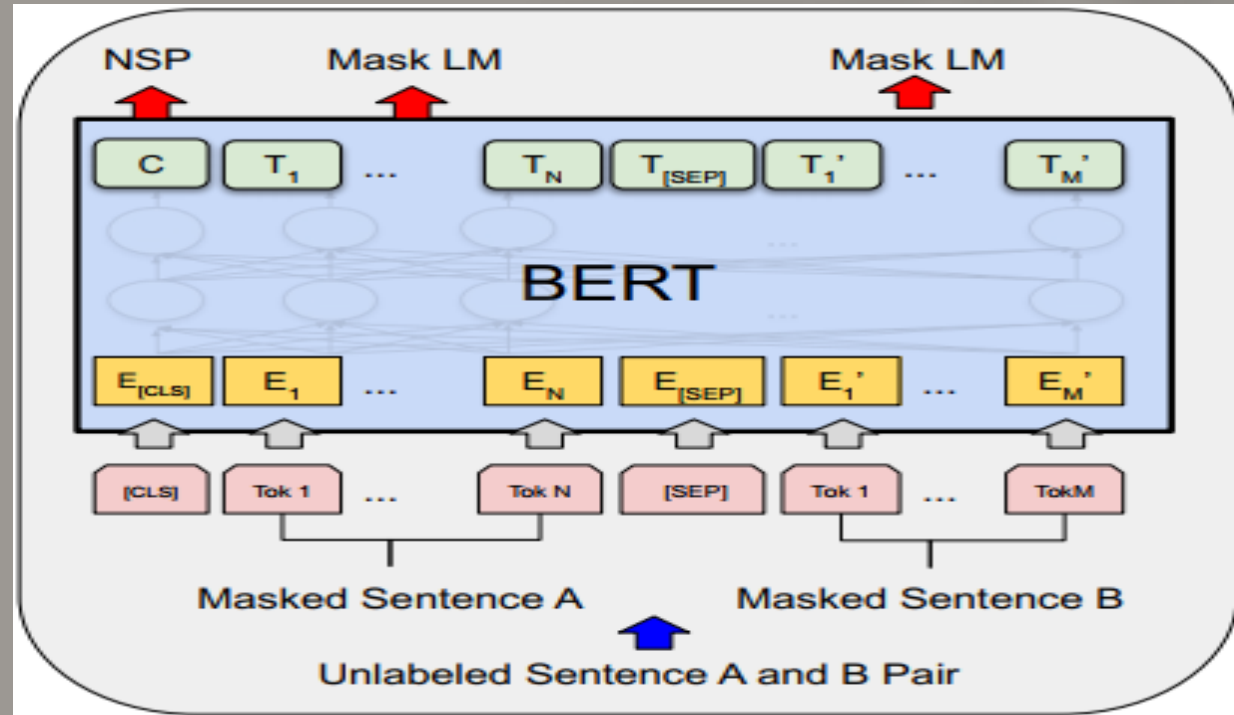


Pre-training:

Masked language model:



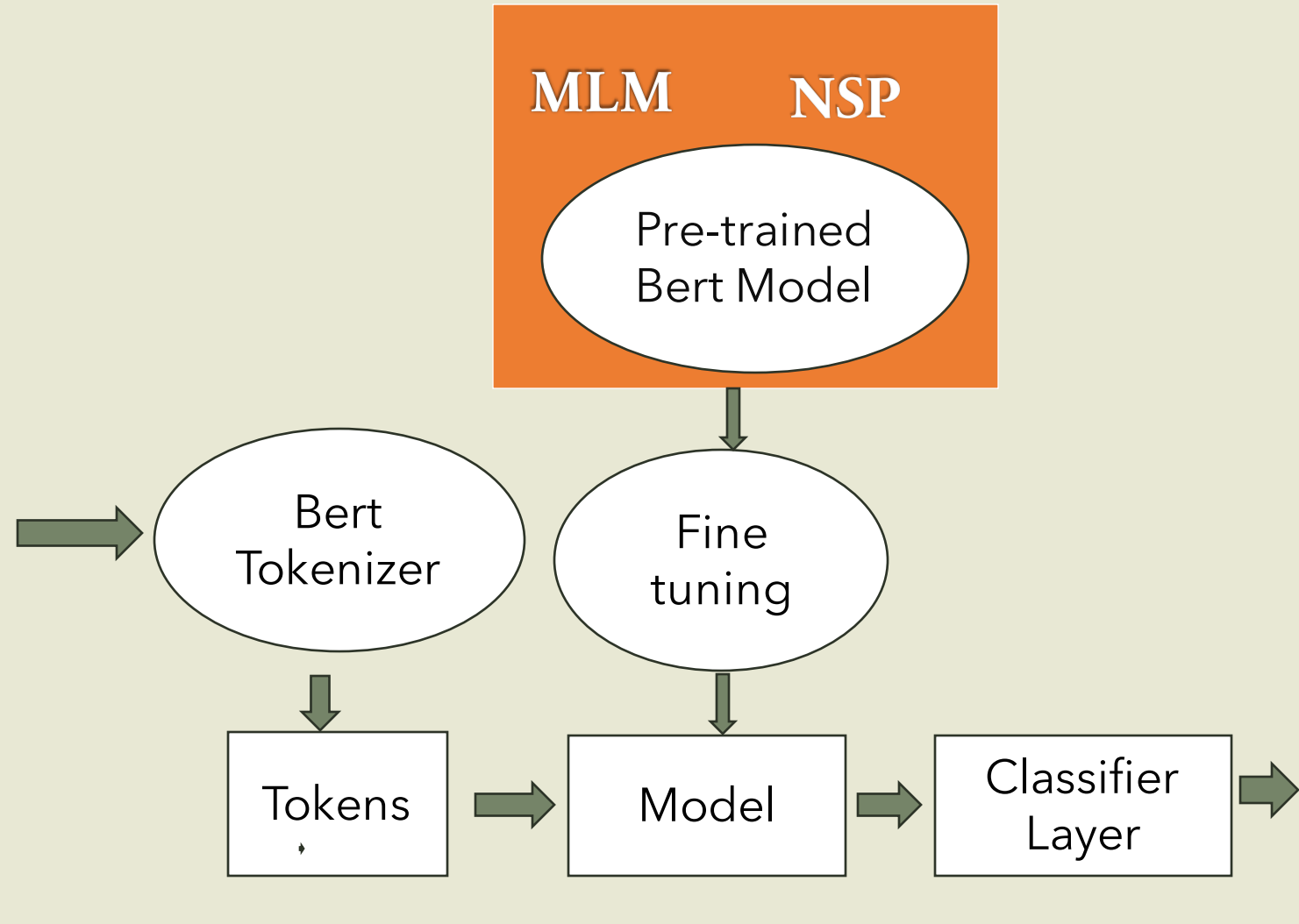
Next Sequence Prediction :



WORKFLOW

Input

Reviews



Output

Positive

Negative

Fine-Tuned Bert Model

From cleaning 3700 reviews given by the customers ,we obtained
Positive Reviews - 1850
Negative Reviews - 1850

