

# Which airline must be your next ride?

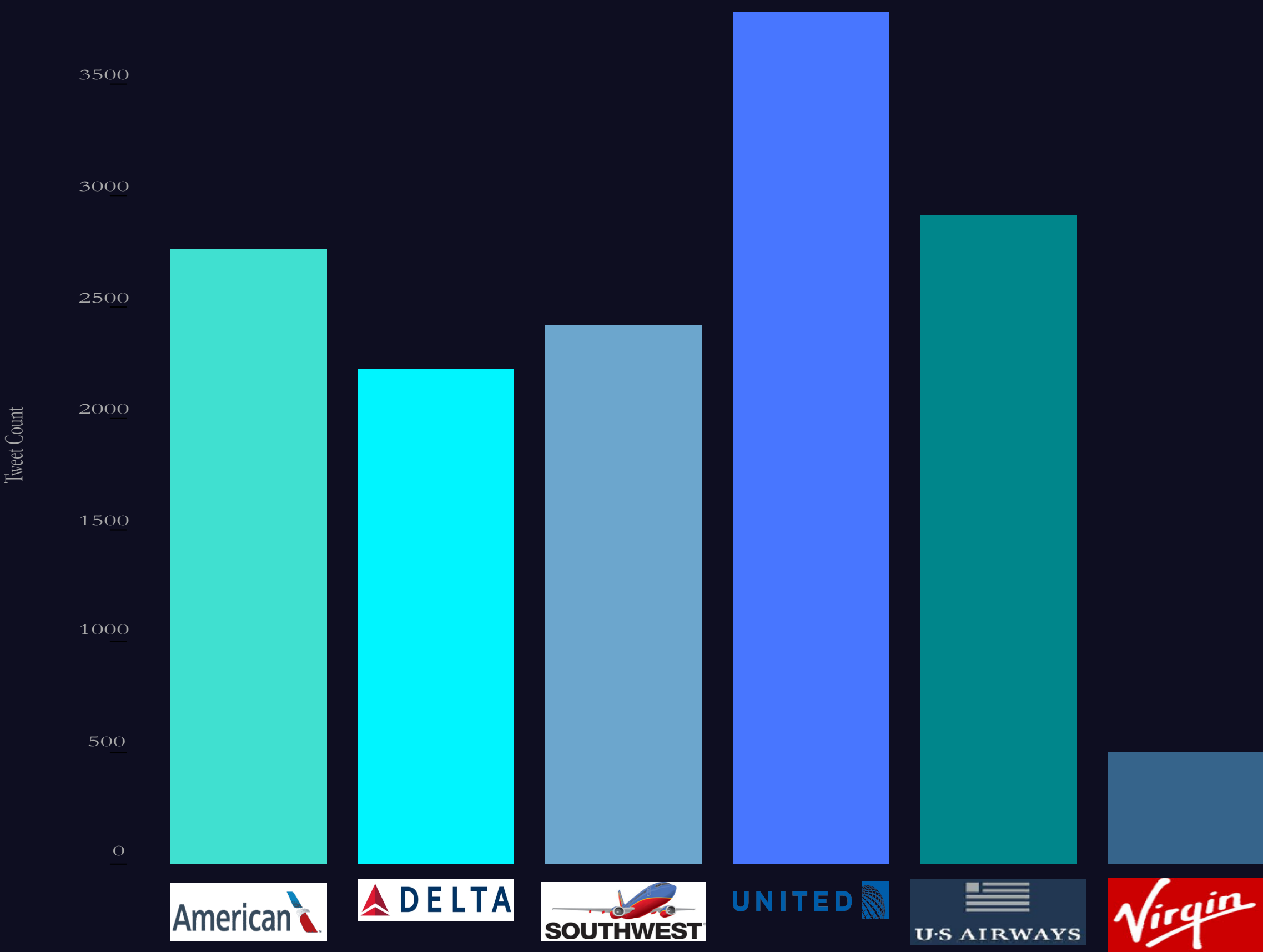
## Sentiment Analysis of twitter post in February 2015

The airline industry exists in an intensely competitive market. Travelers provoke the evolution of the industry, for this reason Airlines are investing large amounts of money in business intelligent tools that allow them to increase customer satisfaction. If the Airlines knows the preferences, opinions, and expectations of their customers regarding to the service provided, they can anticipate changes, access risks, reduce costs and increase profits.

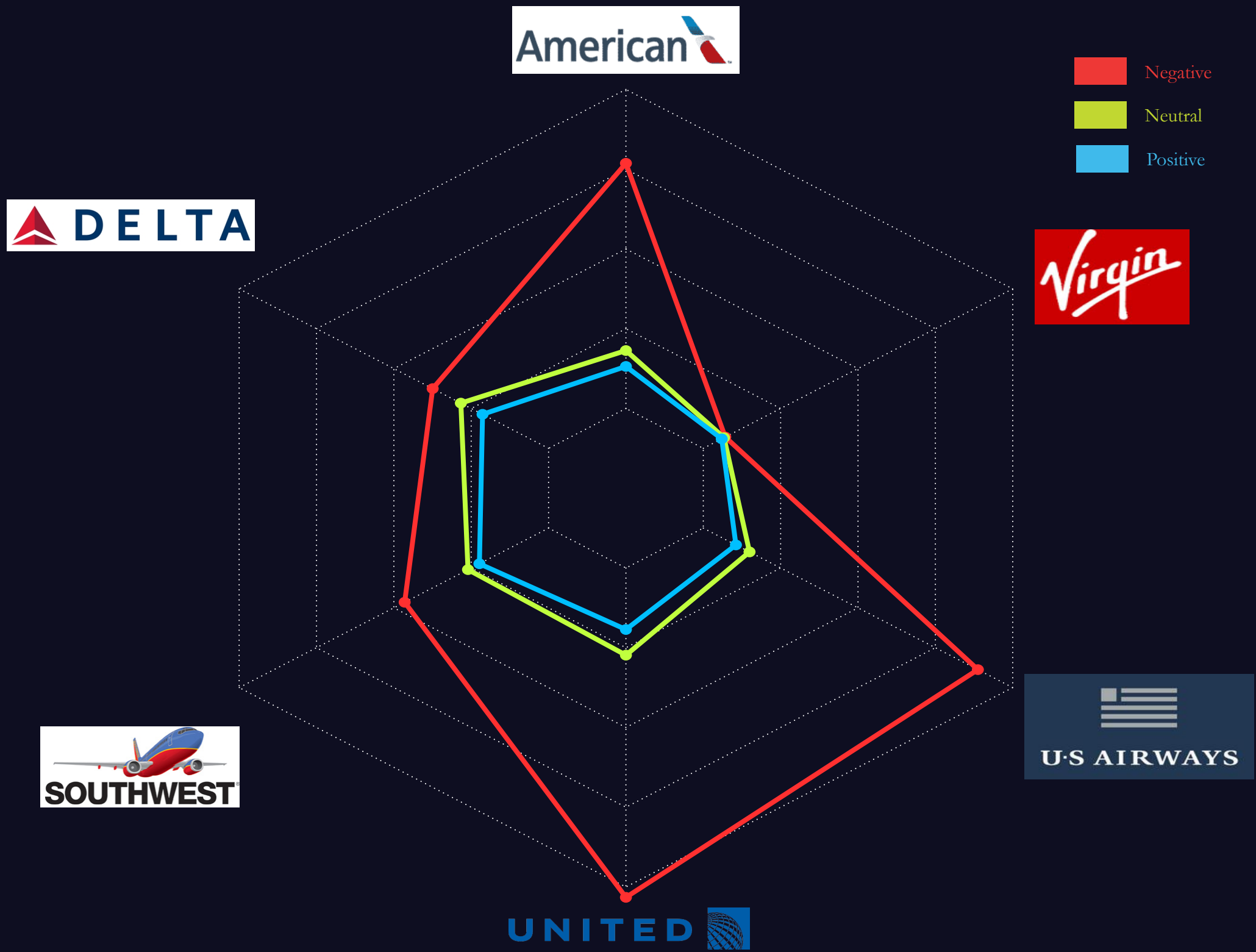
### Data

This dataset provides 14640 entries of twitter post from February 2015 with the sentiments of the users in those post. The database contains 18 different columns which will be used to analyze airlines service.

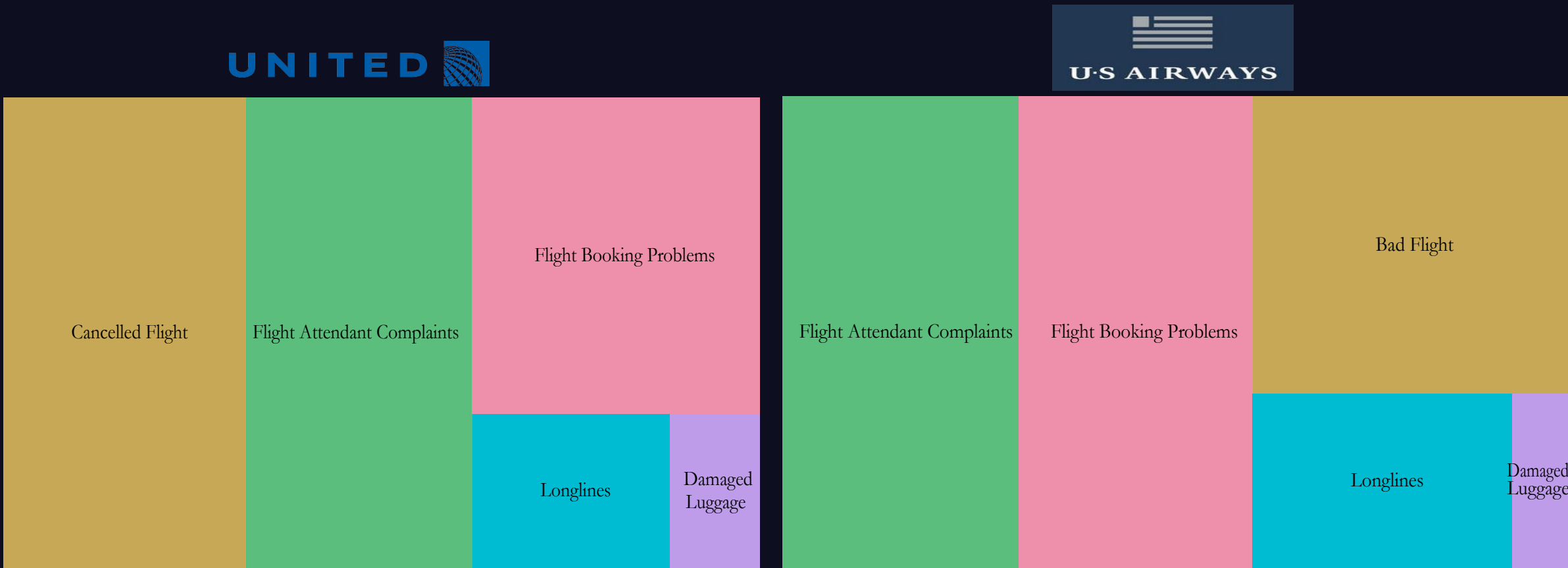
Number of Tweets per Airline



Which Airline has most negative and positive tweets?



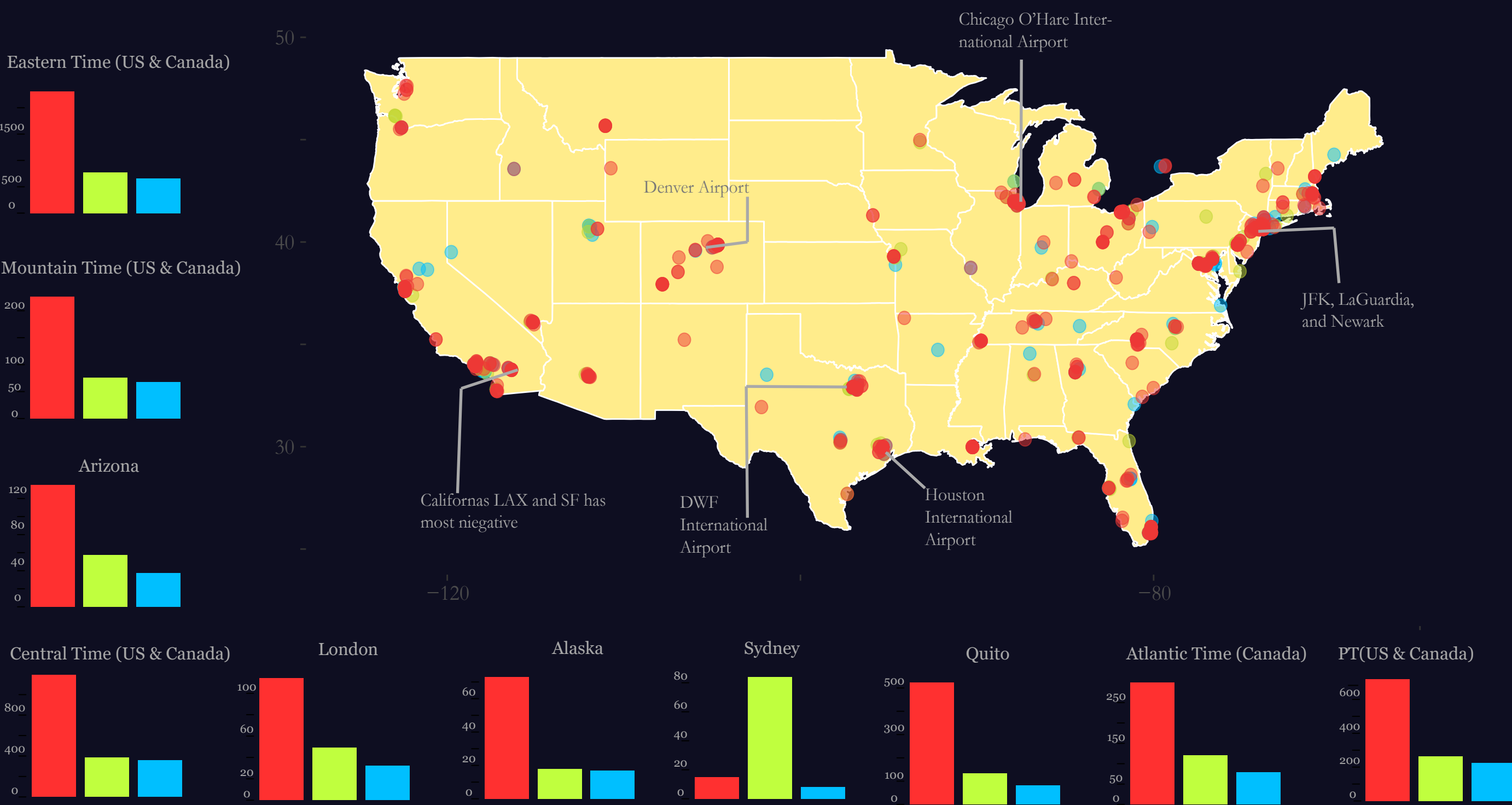
What service disappointed the most to top 2 negative scorers?



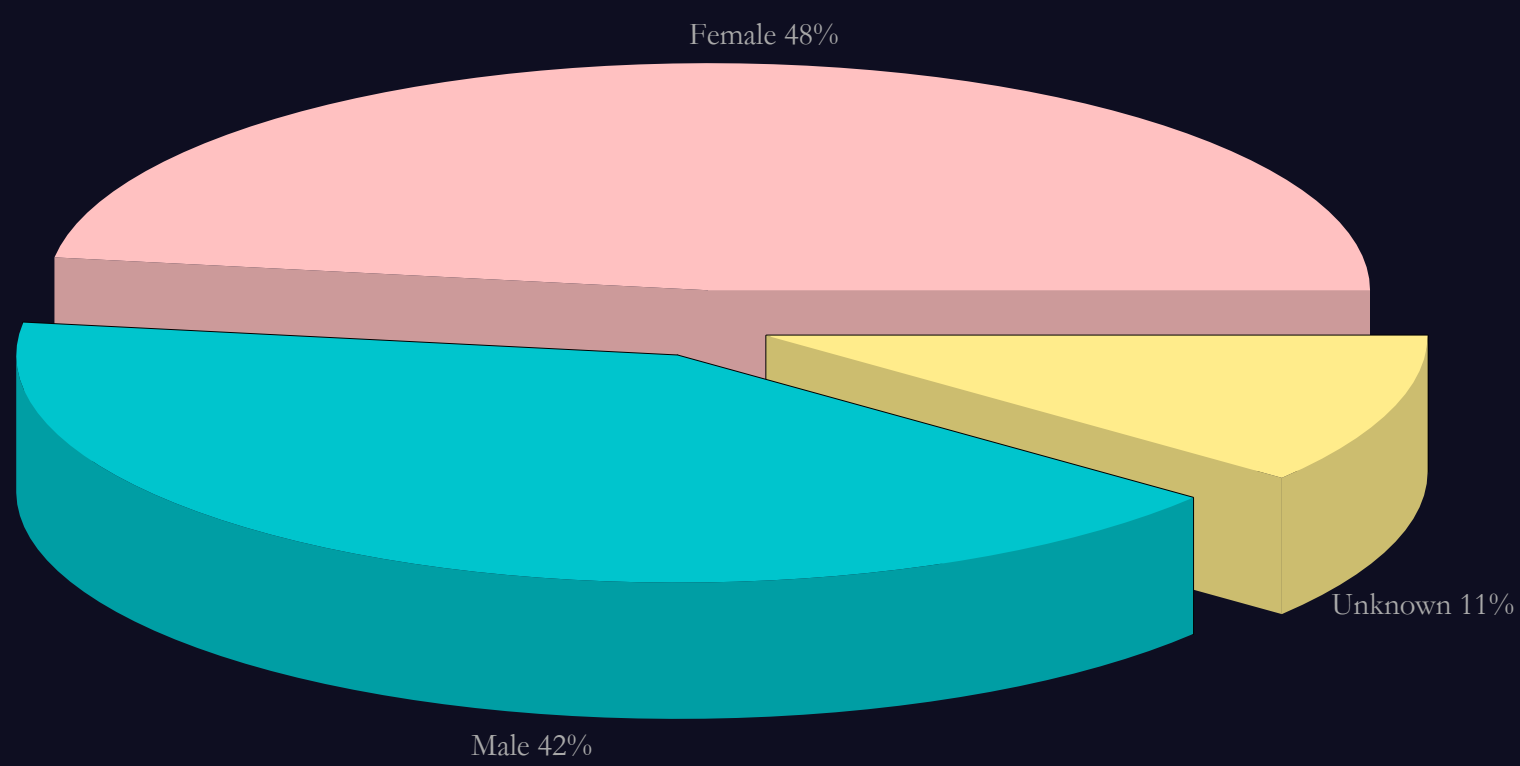
### Audience

Customers frequently flying through main six airlines in America (American Airlines, Delta, Southwest, United, US Airways, Virgin America), and the airlines themselves. It would help customers to choose and airlines to grow more.

What timezone and airport has most negative, neutral and positive tweets?



Gender-wise distribution of tweets



### Issues

- The major number of tweets stated negative feelings against Airline Service
- United and US Airways being the top in negative tweets
- Top 3 issues being “Cancelled Flight”, “Flight Attendent Complain” and “Flight Booking Problems”
- Female travellers are more unhappy
- People from the Sydney seemed to have tweeted more neutral feelings than negatives
- Delta Airlines offers a great service to Travelers as it recieved lowest negative tweets