



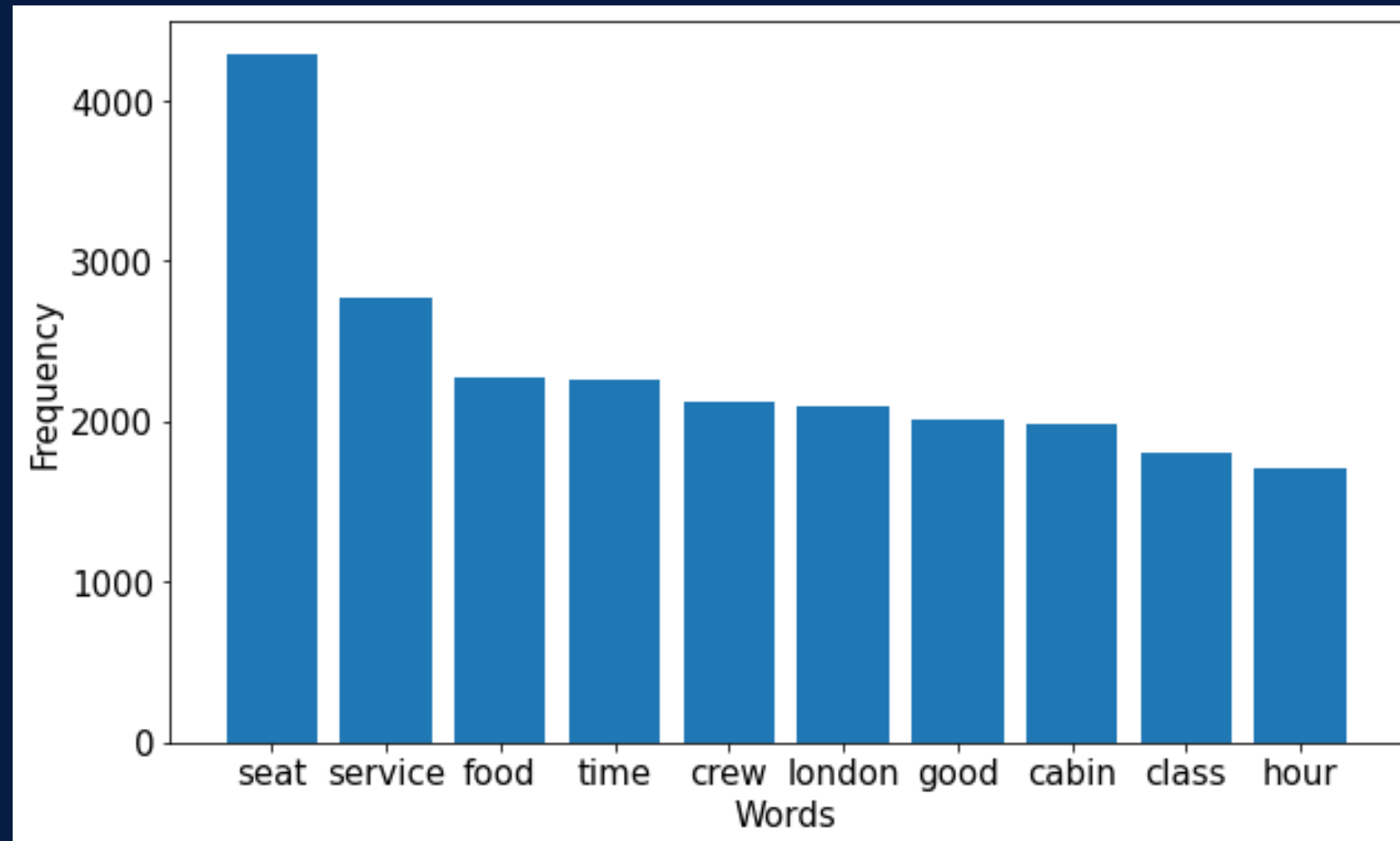
# **Airline Customer Review Analysis**

**Wei Xin Chua**



# Results

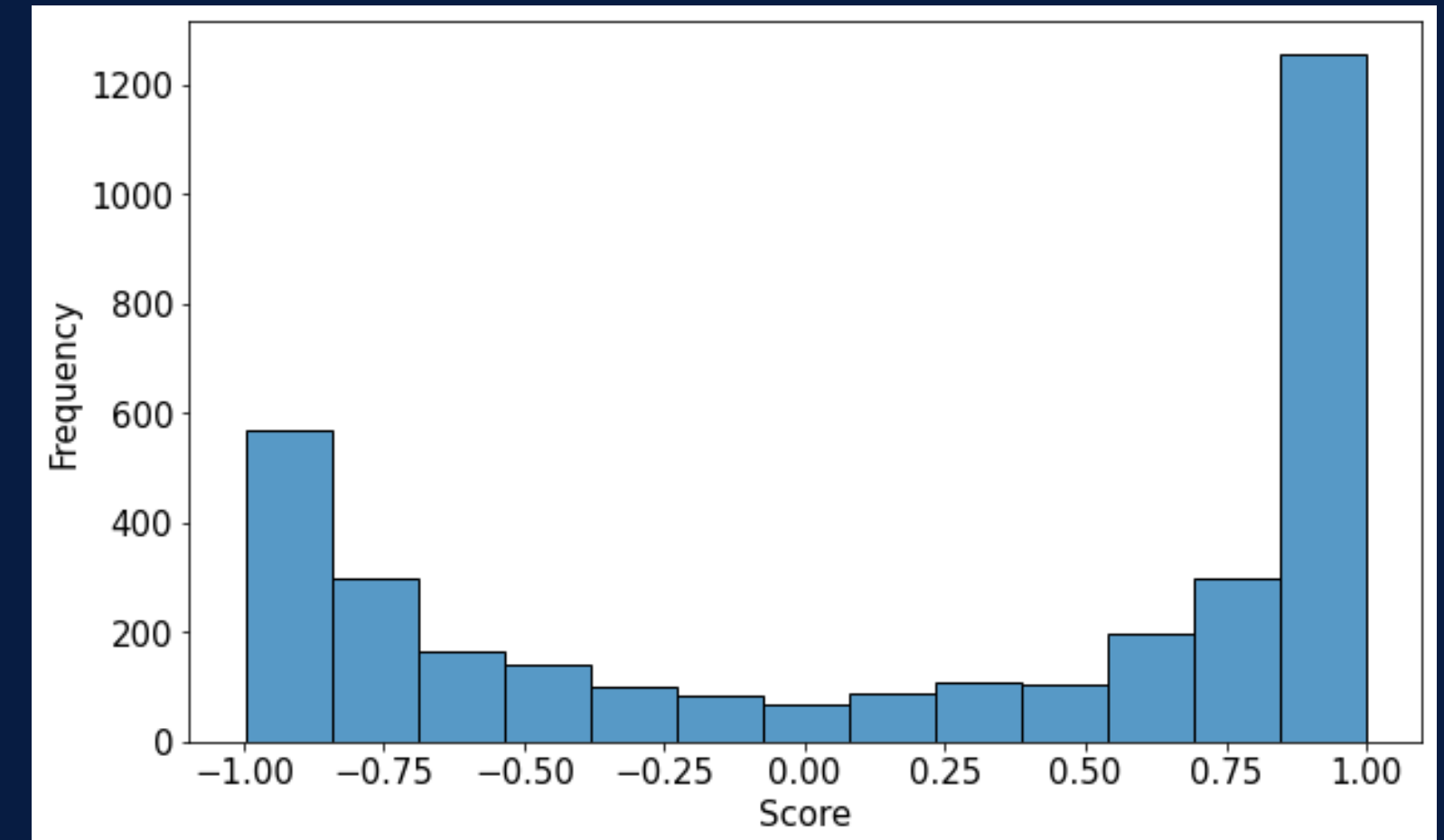
## Key topics



➤ The frequency chart above shows the top most frequently mentioned words in the 3476 reviews. These include "seat", "service", "food", "time" and "crew".

➤ Seat and service are mentioned more than the other words indicating that these aspects are likely important for the customers.

## Sentiment



Out of 3476 reviews on Skytrax:



59% were positive (Score above 0.05.)



39% were negative (Score below -0.05.)

1% were neutral (Score between -0.05 and 0.05.)



Most reviews were either positive or negative.



There were slightly more positive reviews than negative reviews.