

British Airways

DATA ANALYTICS

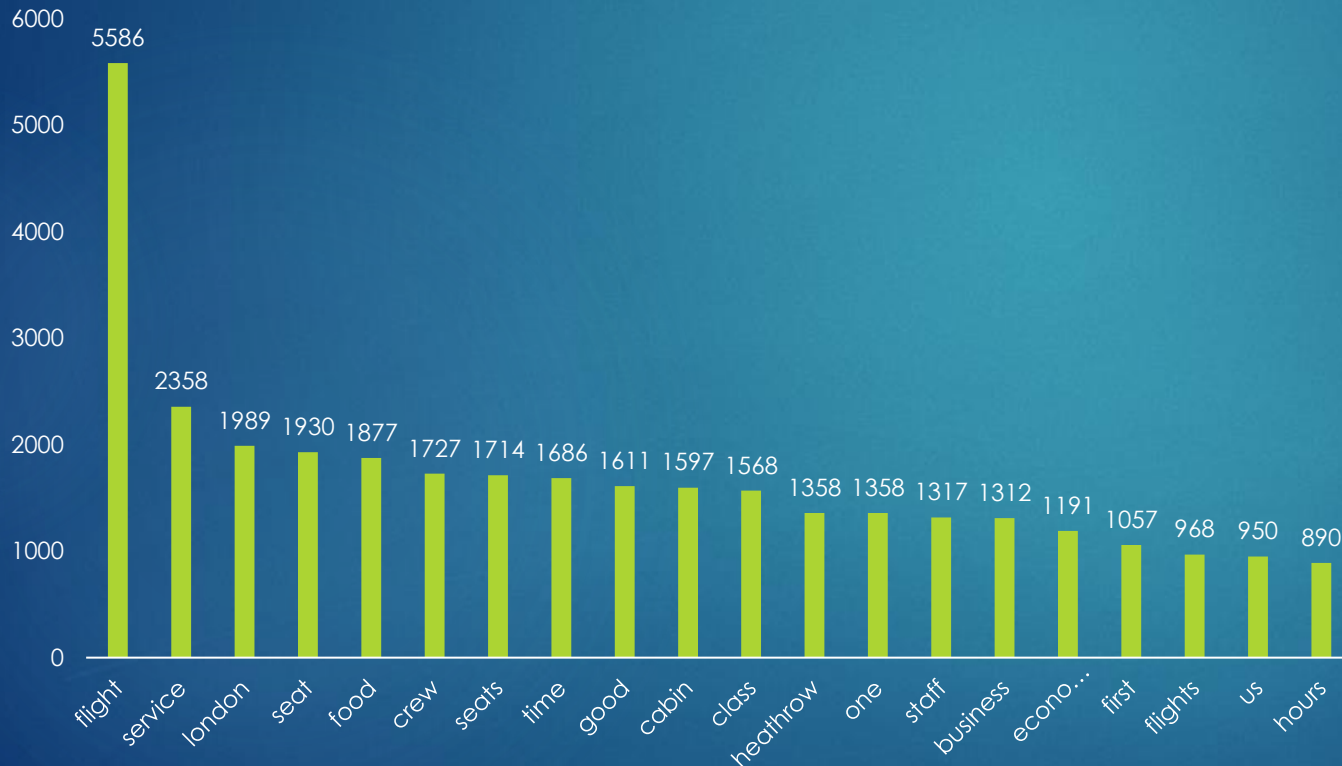
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Results: Reviews Analysis



Key Topics:

The frequency chart below shows that the key topics within the reviews include “service”, “seat”, “crew” and “staff”, showing that people are actively talking about their experience and staff.



Sentiment:

Out of 3056 reviews,



2/5

Recommend flying
British-Airways

Results : Predictive Analysis



Conclusions:

- Purchase Lead, Length of Stay, Flight Hour , Flight Day are significant features
- Booking Origin is not so important

Model Metrics:

0.878 **0.512** **0.088**
Accuracy Precision Recall

