

APR 590: Social Media Analytics Savannah Kelly Spring 2022





Southwest Airlines Whitepaper

Introduction · · · · · · · · · · · · · · · · · · ·	· · · · · · · 1
Brand Research · · · · · · · · · · · · · · · · · · ·	2
Audience Research · · · · · · · · · · · · · · · · · · ·	12
Lead Generation · · · · · · · · · · · · · · · · · · ·	19
Direct Lead · · · · · · · · · · · · · · · · · · ·	19
Competitor Steal · · · · · · · · · · · · · · · · · · ·	23
Life Event ·····	27
Crisis Research · · · · · · · · · · · · · · · · · · ·	31
Flight Attendant Issues · · · · · · · · · · · · · · · · · · ·	31
Cancelled Flights · · · · · · · · · · · · · · · · · · ·	33
Unruly Passengers · · · · · · · · · · · · · · · · · · ·	36
Location Analysis · · · · · · · · · · · · · · · · · ·	38



Introduction

I chose to do my Whitepaper on Southwest Airlines, with American Airlines, Delta Airlines, and United Airlines as competitors. I chose these brands because they make up the "big four" airlines in the United States. I wanted to analyze the airline industry because of the recent blocking of the federal mask mandate by a federal judge in Florida on April 18th.

When pulling the topics for Southwest Airlines, American Airlines, Delta Airlines, and United Airlines, I pulled posts from February 28th through April 28th, then pulled a random percentage of those posts to get approximately 1,000 posts per topic. I then created dashboards to analyze specific areas of research to better understand the current social media conversation. This report will cover Brand Research, Audience Research, Lead Generation, and Crisis Research.

Southwest Airlines is one of the largest airlines in the United States, with 121 destinations around the world. They are headquartered in Dallas, with the Dallas Fort Worth airport being the home base. Southwest Airlines differentiates itself from its competitors by offering cheaper flights and free bag check. However, they are the smallest of the "big four" airlines, with American, Delta, and United having more awareness and further reach. Southwest could be considered the "working man's airline" as they do not offer first-class accommodations.

Key Takeaways♥

United Airlines is Southwest's biggest competitor. They consistently score highest on metrics where Southwest scores the lowest.

I would recommend that Southwest invest in a partnership with a travel & tourism website or a hotel group.

There is a lot of discussion around music and music festivals, which is an opportunity for partnership.

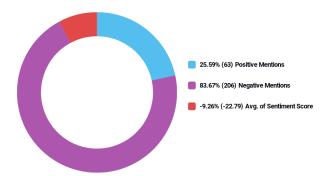
Southwest's three main potential crises are flight attendant issues, cancelled flights, and unruly passengers.

Southwest is doing well in Dallas, but there is still room for improvement in booking and airport experience.



Brand Research

Current Situation

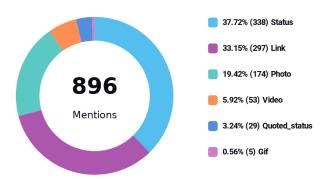


First, I created a custom dashboard to analyze the conversation around Southwest Airlines. This analysis included **896 mentions** with a **2.52 million reach.** This includes 63 positive mentions and 207 negative mentions, resulting in a **net sentiment score of -9.26.**

The top points of discussion were also analyzed in this dashboard. This produced a word cloud, with the largest words being the most discussed terms. We can see that **Southwest, airlines, flight,** and **@southwestair** are the most common terms in online conversations.



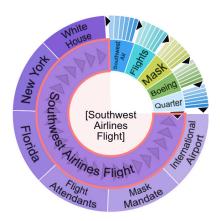
The analysis also shows that **statuses** and **links** are the most-used content types in online posts about Southwest Airlines, making up **70.87%** of all mentions.





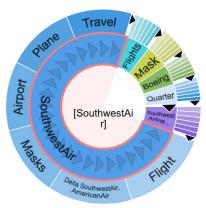
Top Themes of Discussion

The analysis also resulted in the top themes of discussion. There are six main themes, and each theme has sub-themes as well. This analysis can be helpful to see what people are talking about with Southwest.



The first theme is
"Southwest Airlines
Flight," which encompasses
any conversation about
Southwest flights.

These conversations mainly pertain to the rejected mask mandate.



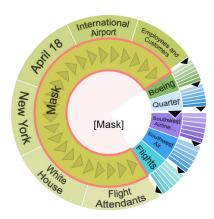
The second theme is "SouthwestAir," which refers to Southwest Airline's Twitter handle.

These are conversations that Southwest was tagged in on Twitter.



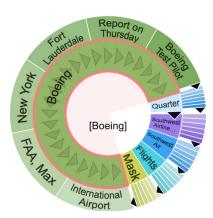
The third theme is "Flights," which refers to conversations involving flights.

These conversations also pertain to the rejected mask mandate.



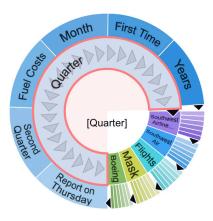
The fourth theme is "Mask," which refers to the mask mandate being lifted.

These conversations also pertain to the rejected mask mandate.



The fifth theme is "Boeing," which refers to a brand of airplane that Southwest, and many other airlines, uses.

These are conversations that refer to the aircraft itself.



The sixth theme is "Quarter," which refers to conversations involving the word "quarter."

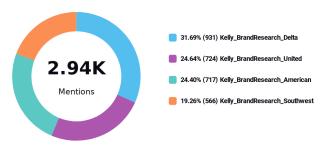
These conversations are mostly about the financials of Southwest.



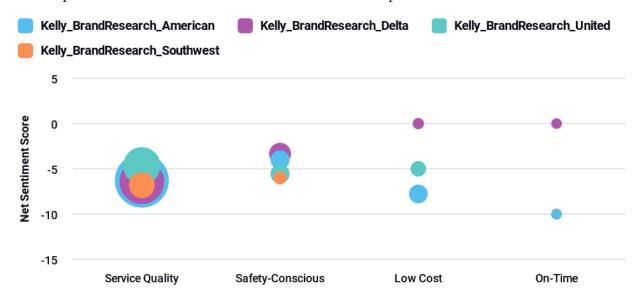
Competitor Analysis

To analyze Southwest against its competitors, I created topics for Southwest and each of the competitors: American Airlines, Delta Airlines, and United Airlines. I then plugged those topics into a Brand Health dashboard using the Airlines template.

The Brand Health dashboard shows that Southwest has the lowest awareness among its competitors, with 19.26% (566) of 2.94K mentions. Delta has the highest brand awareness, followed by United then American.

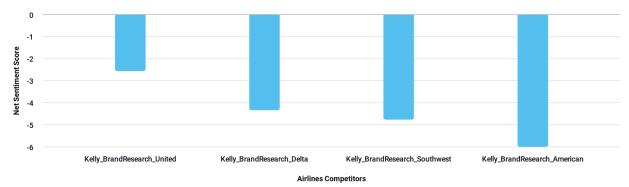


On positioning parameters, Southwest also scored the lowest among its competitors. On a scale of -10 – 10, they scored **-6.8 on Service Quality** and **-6 on Safety-Conscious.** There was no data for Southwest on the Low Cost and On-Time parameters. The size of the dots in the chart represents the number of mentions related to each parameter.

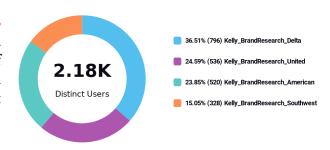


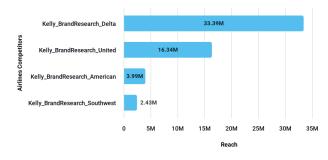


On the Delivering on Promises parameter, Southwest scored the second-lowest of its competitors, with only American being worse. On this parameter, **Southwest has a sentiment score of -4.77**, meaning that consumers don't believe that Southwest will deliver on its promises.



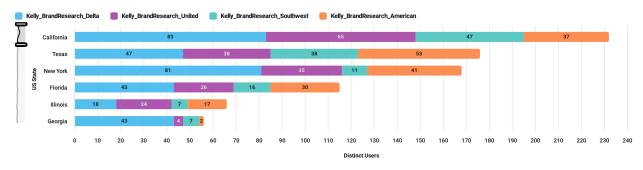
Compared to competitors, Southwest has the lowest amount of distinct users, with 15.05% of 2.18K users (328). This is over half of Delta's distinct users at 36.51% (796). United and American both have about 25% of distinct users.





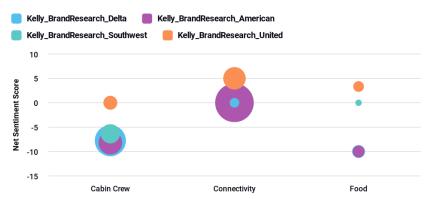
For potential impressions, Southwest scored the lowest among its competitors with 2.43M impressions. Delta scored the highest with almost 17 times more impressions than Southwest.

Across the United States, **Southwest has the lowest awareness score in every major state** except California and Georgia. This means there is great potential for new customers in different markets. Delta has the greatest brand awareness of the competitors.



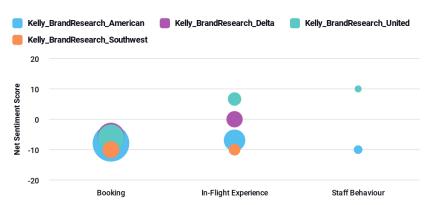


On Global Positioning parameters, which includes Cabin Crew, Connectivity, and Food, Southwest does pretty well among its competitors. For Cabin Crew, Southwest has the second highest score, -6.63. Delta has the highest score with 0, and the sentiment for Southwest is



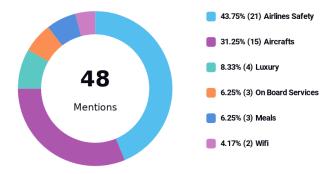
still negative, so that is an area for improvement. **Southwest has a score of 0 for connectivity,** tied with Delta and American. United has the highest score with 5. **Southwest does well on the food parameter,** with the second-highest score of o. United has the highest score with 3.33.

On Service Quality parameters, which include Booking, In-Flight Experience, and Staff Behavior, Southwest has room for improvement. Southwest scored -10 for both Booking and In-Flight Experience. This means that people are not enjoying their experience, from beginning to



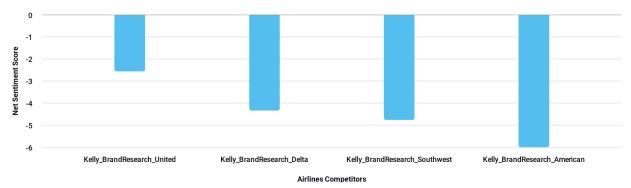
the end. The good news is that customers on competing airlines are also not having a good Booking experience; Delta has the highest with a -5.56 rating, followed by United with -6 then American with -7.89. This is an opportunity for Southwest to stand out from its competitors. However, Southwest obviously has the lowest In-Flight Experience score, so that is an area to focus on. American is the only other airline that has a negative score with -6.92. Delta and United both have positive scores, with scores of o and 6.67 respectively. There is no data available for Southwest for Staff Behavior.

The top brand associations for Southwest are **Airline Safety** (43.75%, 21 mentions) and **Aircrafts** (31.25%, 15 mentions). Luxury, On-Board Services, Meals, and Wifi were all mentioned less than five times.

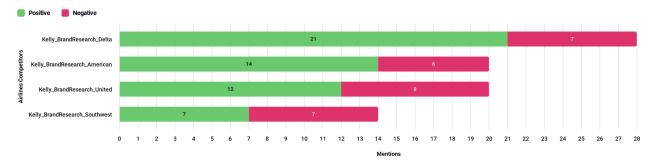




Southwest has a Customer Service score of -4.77. American is the only airline doing worse than Southwest on this parameter, with a score of -5.99. United has the highest score with -2.57, followed by Delta with -4.34. Customer Service is an important part of the consumer experience, so this is an area for improvement.



When it comes to Extreme Reactions, Delta has the best ratio with 21 positive and seven negative mentions. **Southwest has the worst ratio, with seven negative and seven positive mentions.** This is a 1:1 ratio, which is the worst by a wide margin. United has 12 positive mentions and eight negative mentions, followed by American with 14 positive mentions and six negative mentions.

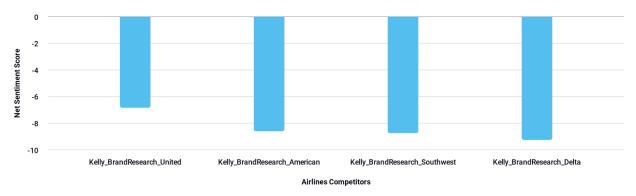




Customer Experience Insights

To gain more insight into the customer experience compared with Southwest's competitors, I created a Customer Experience Insights dashboard.

The first area of analysis is the Booking experience. As previously mentioned, no airline has a positive booking experience. **Southwest has the second lowest score with -8.75**, followed by Delta with -9.26. United has the highest score with -7.14, then American has a score of -8.6, almost the same as Southwest.

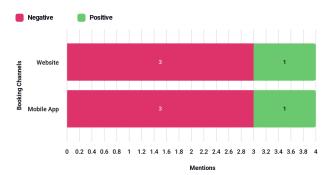


Digging deeper into the Booking experience, there are four parameters to be analyzed: Booking Cancellation, Airline Pricing, Booking Availability, and Discount Coupon. Southwest is doing better than competitors in some areas and worse in others. For Booking Cancellation, Pricing, and Availability, Southwest scored -10. Booking cancellation is also an area of top concern, with 27 mentions. However, they did score 10 on Discount Coupon, so customers are satisfied with that aspect of booking.





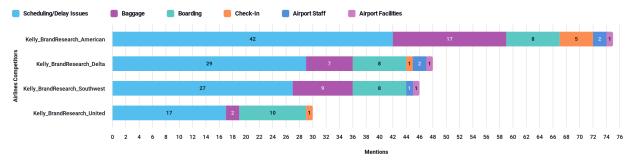
There are not very many mentions regarding the booking experience on different channels, but those mentions that do exist are mostly negative for booking on both the website and mobile app.



The Airport Experience widget analyzes the customer's experience in the airport by analyzing mentions around Baggage, Boarding, and Check-in. **Southwest scored the lowest on baggage with -10**, followed by American with -8.89 and Delta with -7.5. United had the highest score with 2. **On boarding, Southwest scored -6**, which is tied for highest with United. However, the sentiment is still negative so it should not be disregarded. The numbers in the circles represent the number of mentions of that topic.

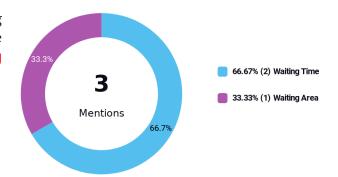


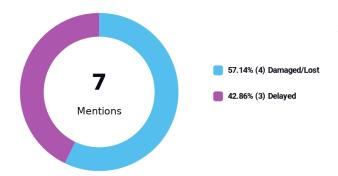
The major issues faced by customers at the airport include Scheduling/Delay Issues, Baggage issues, Boarding issues, Check-In issues, Airport Staff issues, and Airport Facility issues. The most common issue faced by customers is **Scheduling/Delay issues**. Southwest does well in this category, with fewer issues than both American and Delta. However, this does not take into account the fact that Southwest has the lowest awareness of its competitors, so people having issues with Southwest should be less frequent than issues faced by passengers of a competitor.





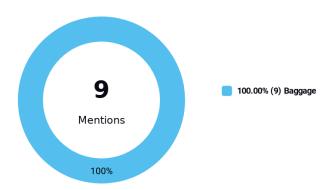
There are only three mentions regarding issues during the customer's experience in the airport, and they have to do with the waiting time and waiting area.



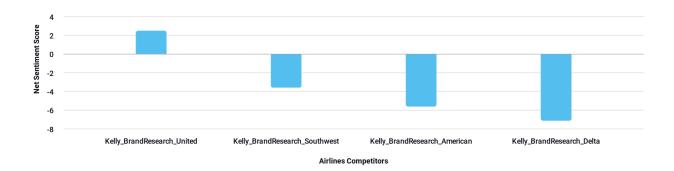


There are only seven mentions regarding baggage issues, with four regarding **damaged or lost baggage** and three regarding **delayed baggage**.

Of the nine mentions regarding check-in issues, all of them were about baggage.

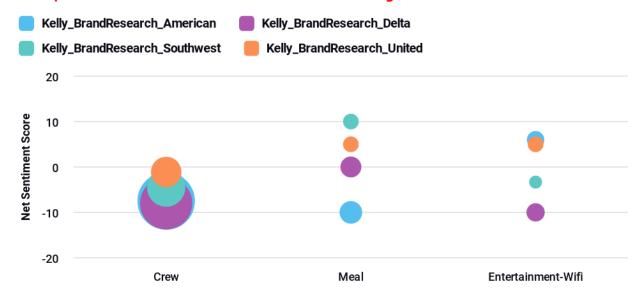


Compared to competitors, **Southwest is the second-highest in In-Flight Services with a score of -3.6.** However, just because they're the second-highest doesn't mean they shouldn't pay attention to this factor since it still has a negative sentiment. The only airline with positive sentiment is United, with a score of 2.5. American follows Southwest with a score of -5.63, then Delta with a score of -7.14.





Southwest is relatively competitive when it comes to in-flight services. This includes Crew, Meal, and Entertainment/Wifi. For Crew, Southwest scored the second-highest with -4.55, behind United with -1.11. For Meals, Southwest scored the highest with a score of 10. For Entertainment and Wifi, Southwest scored second-lowest with a score of -3.33. This shows that there is room for improvement when it comes to the Crew and In-flight Entertainment/Wifi.



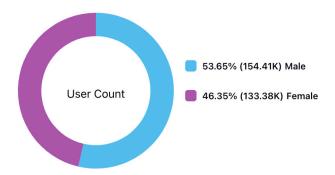


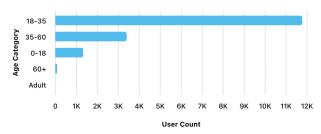
Audience Research

To conduct audience research, I created audience analysis reports in Sprinklr, which analyzes a selected Twitter audience. For Southwest, I created an Audience Overview report, a Brand Partnerships report, and a Media Planning report. For the competitor airlines I created Audience Overview reports so that I could compare Southwest's audience to its competitors' audiences.

Southwest Audience Overview

Regarding gender, **most of Southwest's followers are male** (53.65%, 154.41K users) and 46.35% are female (133.38K users).





Regarding age, the most prevalent age group is 18-35 with 11,776 users. The 35-60 age group has 3,403 users and the 0-18 group has 1,330. I find it interesting that there are so many teenage followers of Southwest – that could be an opportunity for them.

Upon analyzing the Travel and Tourism companies affinity score, I believe that Southwest could see good results in working with three travel companies: **Airbnb, Expedia, and Priceline.** Airbnb has an affinity rating of 34.97 with 2.74% popularity, Expedia has an affinity rating of 57.5 with 2.6% popularity, and Priceline has an affinity rating of 89.4 with 0.81% popularity.







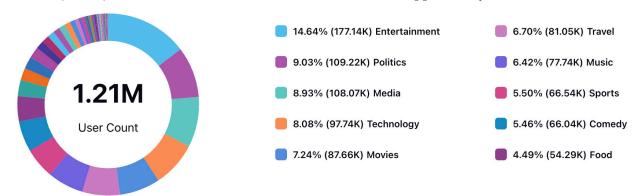
HOTELS® HOTELS®

The most mentions of any interests come from the **entertainment** category with 27 mentions, followed by politics with 21 mentions, media with 14 mentions, sports with 14 mentions, technology with 12 mentions, and movies with 10 mentions.

Analyzing the Hotels affinity scores, I believe that Southwest could benefit from working with four hotel groups: **Hilton, Four Seasons, IHG, and Omni.** DoubleTree by Hilton has an affinity score of 72.6 with 0.81% popularity, Four Seasons has an affinity score of 43.1 with a 1.21% popularity rating, IHG Hotels has an affinity rating of 54.74 with a 0.56% popularity rating, and Omni Hotels has an affinity rating of 76.7 with a 0.43% popularity rating.



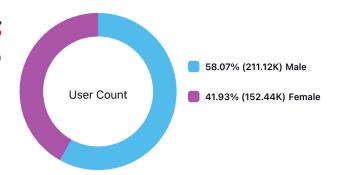
This chart shows the distribution of interests across the audience. Again, **entertainment** is the top interest with 14.64% (177.14K users), followed by **politics** with 9.03% (109.22K users), **media** with 8.93% (108.07K users), **technology** (8.08%), and **movies** with 7.24% (87.66K users). 81.05K (6.70%) of users are interested in **travel**, which is an opportunity for Southwest.

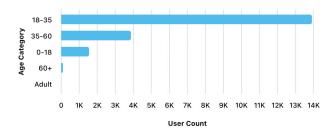




American Audience Overview

Regarding gender, compared to Southwest, a higher percentage of American Airlines' followers are male, with 58.07% (211.12K) and 41.93% female (152.44K).



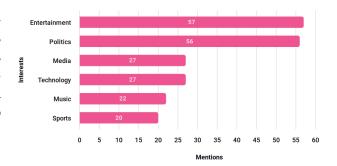


Regarding age, the most prevalent age group is 18-35 with 13,914 users. The 35-60 age group has 3,873 users and the 0-18 group has 1,551. Interestingly, this distribution is almost identical to Southwest, showing that the airline industry as a whole has a relatively similar audience.

When analyzing the Travel and Tourism widget, I noticed that American Airlines' audience has many of the same brand affinities as Southwest's audience. In particular, for Priceline, American has an affinity rating of 116.72 and a popularity rating of 1.06%, for Expedia, American has an affinity rating of 86.17 with a 3.9% popularity rating, and for Airbnb, American has an affinity rating of 49.84 and a popularity rating of 3.91%. These popularity ratings are all higher than those of Southwest when comparing the same brands.

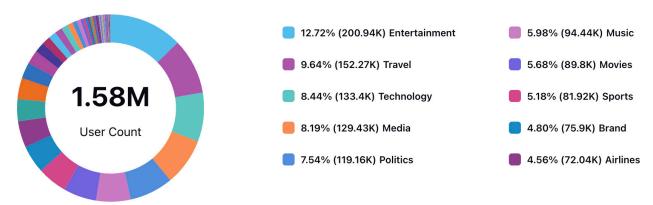
The most popular hotels for American's audience are also similar to those for Southwest's audience. DoubleTree by Hilton and Omni Hotels have the top two affinity scores, with 105.18 (1.18% popularity) and 103.05 (0.58% popularity) respectively. IHG Hotels has an affinity score of 90.38 with 0.92% popularity rating and Four Seasons has an affinity score of 71.45 with a 2.01% popularity rating.

The most mentions of any interest comes from the **entertainment** category with 57 mentions, closely followed by **politics** with 56 mentions, then media and technology with 27 mentions each, music with 22 mentions, and sports with 20 mentions. This distribution is similar to that of Southwest's audience.



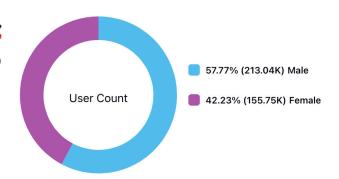


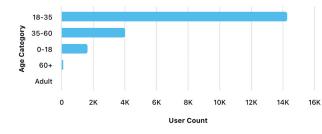
This chart shows the distribution of interests across American's Twitter audience. **Entertainment** is the top interest with 12.72% (200.94K users), followed by **travel** with 9.64% (152.27K users), **technology** with 8.44% (133.4K users), **media** with 8.19% (129.43K users), and **politics** with 7.54% (119.16K users). This is similar to Southwest's audience, except there is more of an interest in travel.



Delta Audience Overview

Regarding gender, compared to Southwest, a higher percentage of Delta Airlines' followers are male, with 57.77% (213.04K) and 42.23% female (155.75K).





Regarding age, the most prevalent age group is 18-35 with 14,269 users. The 35-60 age group has 4,015 users and the 0-18 group has 1,639. Interestingly, this distribution is almost identical to those of Southwest and American, showing that the airline industry as a whole has a relatively similar audience.

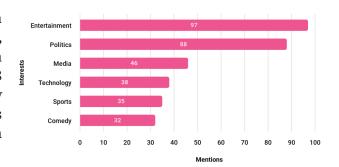
When analyzing the Travel and Tourism widget, I saw that Delta Airlines has many of the same brand affinities as Southwest's audience. In particular, for Priceline, Delta has an affinity rating of 108.69 and a popularity rating of 0.99%, for Expedia, Delta has an affinity rating of 79.82 with a 3.62% popularity rating, and for Airbnb, American has an affinity rating of 48.69 and a popularity rating of 3.82%.

The most popular hotels for Delta's audience are also similar to those for Southwest's audience.

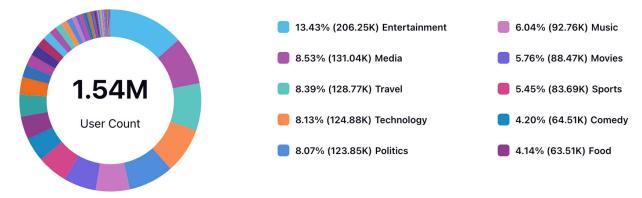


DoubleTree by Hilton has the highest affinity rating with 100.19 (1.12% popularity), then Omni Hotels is third with a 90.27 affinity rating and 0.50% popularity rating followed by IHG Hotels with a 87.56 affinity rating and a 0.89% popularity rating. Four Seasons Hotels has an affinity rating of 65.98 and a 1.86% popularity rating.

The most mentions of any interest comes from the **entertainment** category with 97 mentions, followed by **politics** with 88 mentions, then media with 46 mentions, technology with 38 mentions, sports with 35 mentions, and comedy with 32 mentions. Southwest's audience was not interested in comedy, so that could be an area to focus on to gain more market share.

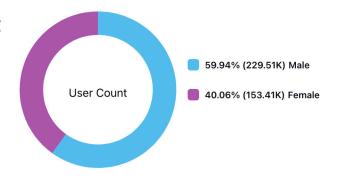


This chart shows the distribution of interests across the audience. Again, **entertainment** is the top interest with 13.43% (206.25K users), followed by **media** with 8.53% (131.04K users), **travel** with 8.39% (128.77K users), **technology** with 8.13% (124.88K users), and **politics** with 8.07% (123.85K users). The rest of the interests include music, movies, sports, comedy, and food.

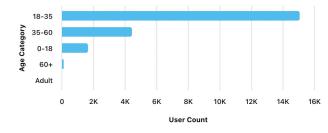


United Audience Overview

Regarding gender, compared to Southwest, a higher percentage of United Airlines' followers are male, with 59.94% (229.51K) and 40.06% female (153.41K).





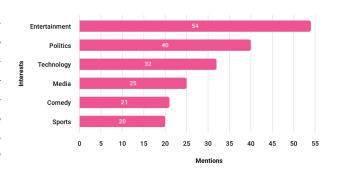


Regarding age, the most prevalent age group is 18-35 with 15,059 users. The 35-60 age group has 4,440 users and the 0-18 group has 1,655. Interestingly, this distribution is almost identical to those of Southwest, American, showing that the airline industry as a whole has a relatively similar audience.

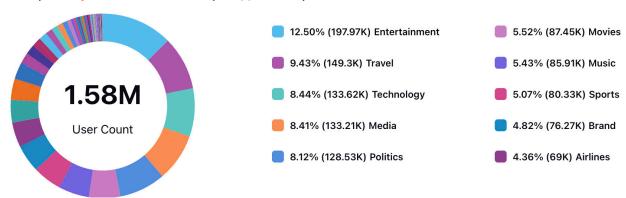
When analyzing the Travel and Tourism widget, I saw that United Airlines has many of the same brand affinities as Southwest's audience. In particular, Priceline has the highest affinity rating with 131.52 and 1.19% popularity. For Expedia, United has an affinity rating of 92.85 with a 4.21% popularity rating, and for Airbnb, United has an affinity rating of 61.8 and a popularity rating of 4.84%. These brands are more popular for United's audience than for Southwest's audience.

The most popular hotels for United's audience are also similar to those for Southwest's audience. DoubleTree by Hilton has the highest affinity rating with 117.69 (1.32% popularity), then IHG Hotels is third with a 108.41 affinity rating and 1.11% popularity rating followed by Omni Hotels with a 106.67 affinity rating and a 0.60% popularity rating. Four Seasons Hotels has an affinity rating of 79.94 and a 2.25% popularity rating.

The most mentions of any interest comes from the **entertainment** category with 54 mentions, followed by **politics** with 40 mentions, then technology with 32 mentions, media with 25 mentions, comedy with 21 mentions, and sports with 20 mentions. As previously noted, Southwest's audience was not interested in comedy, so that could be an area to focus on to gain more market share.



This chart shows that United's audience is more evenly distributed in their interests than Southwest's. **Entertainment** is the top interest with 12.50% (197.97K users), followed by **travel** with 9.43% (149.3K users), **technology** with 8.44% (133.62K users), **media** with 8.41% (133.21K users), and **politics** with 8.12% (128.53K users).





Brand Partnerships

After analyzing the Brand Partnerships Audience Study, I would recommend that Southwest partner with AT&T, either Priceline or Expedia, and either Omni Hotels or Double Tree by Hilton.



AT&T has the highest score of all of the telecom providers, with a score of 23.45 and 2.16% popularity. In addition, partnering with AT&T would be an opportunity to partner with a large brand that most people will have heard

of. AT&T is always doing funny commercials with celebrities, so this is not out of the realm of possibility.

priceline[®]



Priceline has the highest affinity score of all of the travel and tourism brands with an affinity rating of 86.92 and 0.79% popularity. Expedia has the third highest affinity score with a rating of 57.38 and 2.6% popularity. Both Priceline and Expedia are good choices for a tourism and travel brand partnership, but depending on which metric

Southwest favors (affinity or popularity), the choice may be different. By partnering with a popular travel booking site, Southwest could increase its bookings while the booking website gains traffic.



Omni Hotels has the highest affinity score of all of the hotel brands with a rating of 75.28 and a popularity rating of 0.79%. DoubleTree by Hilton has the third highest affinity score with a rating of 70.28 and a popularity rating of 0.80%. Partnering with a hotel would allow Southwest to offer a holistic travel experience for its customers.

Media Planning

After analyzing the Media Planning Audience Study, I would recommend that Southwest place TV advertisements on CNN and ESPN, news websites such as CNN.com, The Wall Street Journal, and The Associated Press, and podcasts such as Freakanomics and Pod Save America. It is apparent that Southwest's audience pays attention to the news and, to some extent, politics. By placing advertisements in these channels, Southwest can meet people where they are and ensure that messages are being seen by the right people.

CNN has an affinity score of 2.72 and a popularity rating of 15.66%. ESPN has an affinity score of 2.57 and a popularity rating of 10.42%. CNN.com has an affinity score of 2.72 and a popularity rating of 15.66%. The Wall Street Journal has an affinity rating of 5.57 with a 10.9% popularity rating. The AP has an affinity score of 6.97 and a popularity rating of 11.13%. For podcasts, Freakanomics has an affinity score of 14.9 and a popularity rating of 0.97% and Pod Save America has an affinity score of 15.21 and a popularity score of 0.94%.



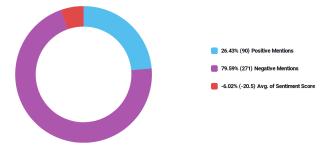
Lead Generation

To analyze lead generation, I created three different topics: Direct Lead, Competitor Steal, and Life Events. I then plugged the topics into a custom dashboard to get a general idea of the conversation around the leads.

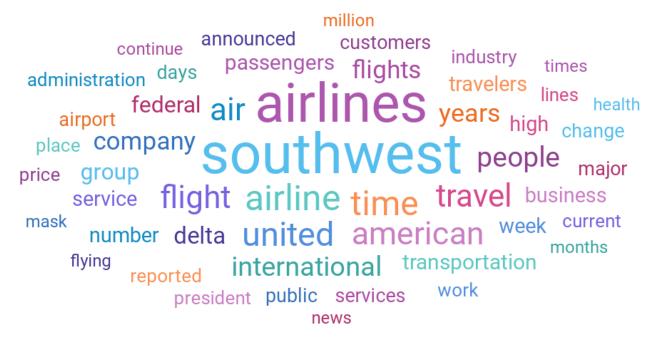
Direct Leads

To create a Direct Lead topic, I created Keyword Lists for Southwest Airlines as a brand, then created a list containing words such as "want," "need," and "must have." By combining those keyword lists into the Direct Lead topic, I can see people who are discussing Southwest along with expressing a desire to buy.

This dashboard resulted in **1.3K mentions** with a **reach of 2.11M**. This includes 26.43% (90) positive mentions and 79.59% (271) negative mentions. **The average sentiment score is -6.02% (-20.5).**

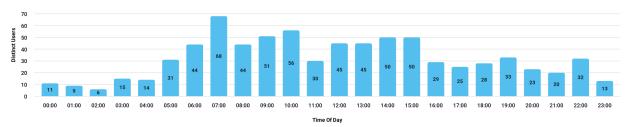


The top points of discussion were also analyzed in this dashboard. This produced a word cloud, with the largest words being the most discussed terms. We can see that **Southwest** and **airlines** are the top terms of discussion. We can also see that United and American are being discussed, thought slightly less than Southwest.

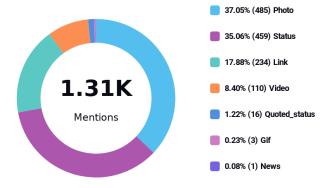




In the Time of Day analysis widget, we can see that the **highest mentions come at 7:00 a.m.**, and continue throughout the day until 3:00 p.m. when there is a bit of a drop-off. This shows when Southwest should be interacting with their customers online.

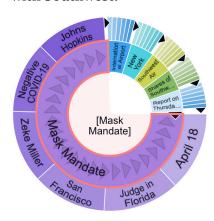


The **top content type is Photo,** with 37.05% (485 mentions) followed closely by Status,with 35.06% (459 mentions). **Links and videos also make up a large portion of the total mentions,** with 17.88% (234 mentions) and 8.40% (110 mentions) respectively. This can show what type of content people are interacting with, and what type of content Southwest should be posting.



Top Themes of Discussion

The analysis also resulted in the top themes of discussion. There are six main themes, and each theme has sub-themes as well. This analysis can be helpful to see what people are talking about with Southwest.



The first theme is "Mask Mandate," which refers to conversations around the mask mandate.

These conversations mainly pertain to the rejected mask mandate.



The second theme is "International Airport," which refers to airports that fly both domestic and international flights.

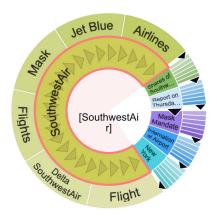
These are conversations about airports.



The third theme is "New York," which refers to the New York Stock Exchange.

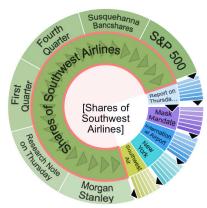
These conversations pertain to Southwest's financials.





The fourth theme is "SouthwestAir," Southwest's Twitter handle.

This includes conversations that Southwest was tagged in on Twitter.



The fifth theme is "Shares of Southwest Airline," which refers to the financials of Southwest Airlines.

These are conversations about Southwest's finances.

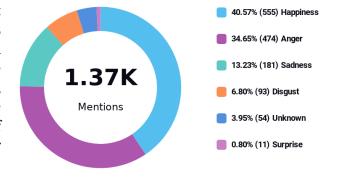


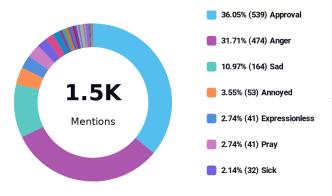
The sixth theme is "Report on Thursday, Costa Rica, Moving Average," which also involves financial conversations.

These conversations are mostly about the financials.

Sentiment

The emotion categories widget shows that the most prevalent emotions are **happiness** with 555 mentions (40.57%), and **anger** with 474 mentions (34.65%). These emotions are followed by sadness (12.23%, 181 mentions), Disgust (6.80%, 93 mentions), and Surprise (0.80%, 11 mentions). This shows that most of the emotions are negative, which is an area for improvement.





The emotion prevalence widget shows that the top three emotions are **Approval** (36.05%, 539 mentions), **Anger** (31.71%, 474 mentions), and **Sadness** (10.97%, 164 mentions). While Approval is the top mention, Anger and Sadness make up a larger percentage of mentions. Again, the emotional sentiment of conversations is an area for improvement.



The next widget shows the most used words in negative mentions. We can see that **Southwest**, **Airlines**, **and Flight** are all commonly mentioned in a negative way.

```
airways airports airports united alaska called united alaska called united alaska called spirit pilots time airline flight years hours place days service thousands travel southwest air news florida weather people airlines flights country week passengers federal american reported international administration working canceled mask travelers total
```

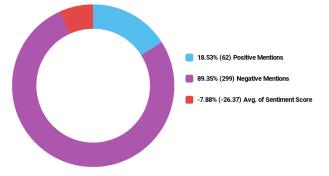
This widget shows the most used words in positive mentions. We can see that **Southwest**, **Airlines**, **business**, **time**, **and services** are all commonly mentioned in a positive way.

```
american companies city quality good industry stay years united airlines travel largest making price southwest great flight service business time services group work company airline place high additional prices options source content cost
```

Competitor Steal Leads

To create the Competitor Steal Lead Generation topic, I first created a keyword list containing keywords for Southwest's competitors, American Airlines, Delta Airlines, and United Airlines. I created an additional keyword list containing negative words that would indicate that a customer is dissatisfied with their experience with a competing brand. I then used those keyword lists to create the Competitor Steal Lead Generation topic to analyze in a custom dashboard to see the conversation surrounding Competitor Steal.

This dashboard resulted in **1.1K mentions** with a **reach of 4.78M.** This includes 18.53% (62) positive mentions and 89.35% (299) negative mentions. **The average sentiment score is -7.88% (-26.37).** This makes sense because the topic is analyzing negative mentions of competitor brands.

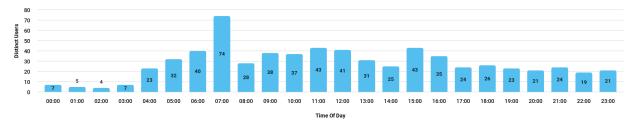


The top terms of discussion were also analyzed in this dashboard. This produced a word cloud, with the largest words being the most discussed terms. We can see that **airlines**, **United**, **American**, **and Time** are the top terms of discussion. This tells us that United and American are receiving the most mentions in this topic, and people are concerned about time.

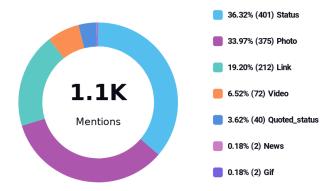




In the Time of Day analysis widget, we can see that the **highest mentions come at 7:00 a.m.** This shows that people are mainly mentioning competitors early in the morning.



The **top content type is Status**, with 36.32% (401 mentions) followed closely by Photo, with 33.97% (375 mentions). Links are also popular, with 19.20% (212 mentions), followed by Video, Quoted Statuses, News, and Gifs. This can show what type of content people are posting when talking about competitors.



Top Themes of Discussion

The analysis also resulted in the top themes of discussion. There are six main themes, and each theme has sub-themes as well. This analysis can be helpful to see what people are talking about with Southwest.



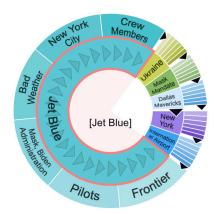
The first theme is "New York," which is mostly mentions of the New York Stock Exchange.

These conversations mainly pertain to financials.



The second theme is "International Airport," which refers to airports that fly both domestic and international flights.

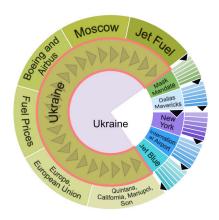
These are conversations about airports.



The third theme is "Jet Blue," which is another one of Southwest's competitors.

These conversations pertain to issues with Jet Blue.





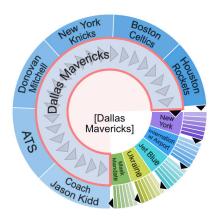
The fourth theme is "Ukraine," which refers to the current war in Ukraine against Russia.

These conversations mainly pertain to the war in Ukraine.



The fifth theme is "Mask Mandate," which refers to the recently rejected mask mandate on public transportation.

These are conversations the mask mandate.

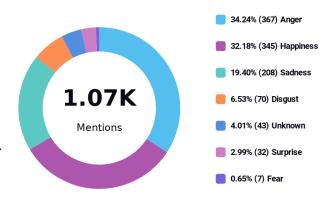


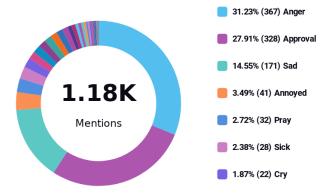
The sixth theme is "Dallas Mavericks," which refers to the NBA team in Dallas. The NBA playoffs are currently happening, which is why this was pulled into the topic.

These conversations pertain to the NBA.

Sentiment

The emotion categories widget shows that the most prevalent emotions are **anger** with 367 mentions (34.24%), **happiness** with 345 mentions (32.18%), and **sadness** with 208 mentions (19.40%). These emotions are followed by disgust (6.53%, 70 mentions), surprise (2.99%, 32 mentions), and fear (0.65%, 7 mentions). This shows that most of the emotions are negative, which makes sense since we are analyzing conversations from dissatisfied customers.





The emotion prevalence widget shows that the top three emotions are **anger** (31.23%, 367 mentions), **approval** (27.91%, 328 mentions), and **sadness** (14.55%, 171 mentions). The fact that anger and sadness are in the top three show that there is dissatisfaction among customers of competing brands.



The next widget shows the most used words in negative mentions. We can see that **airlines**, **bad**, **American**, **and flight** are all commonly used in negative mentions. We can also see Delta and United, showing that there are negative mentions surrounding Southwest's competitors.



This widget shows the most used words in positive mentions. We can see that **airlines**, **American**, **and United** are all used in positive mentions. This shows that there is a balance of negative and positive mentions, although there are more negative mentions in this topic overall.

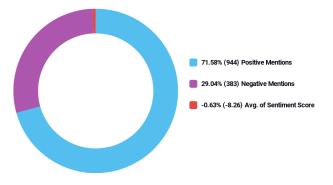
```
today
                         nice
             area bad
                     people
       number cost
difficult
         years 🛜
                                             commercial
                   united business
check start
                                                small
 services air travel good long work
      international
                     airport high
                                          quality
                     passengers
```



Life Event Leads

To create the Life Event Lead Generation topic, I first created a keyword list for life events, which included terms such as "holiday," "vacation," "getaway," "celebration," and "business trip." I then used this keyword list to create the Life Event Lead topic, then plugged that topic into a custom dashboard to monitor and analyze the conversation around different life events that could lead to a purchase from Southwest.

This dashboard resulted in 4.34K mentions with a reach of 265.24M. This includes 71.58% (944) positive mentions and 29.04% (383) negative mentions. The average sentiment score is -0.63% (-8.26). This makes sense because the topic is analyzing positive life events.

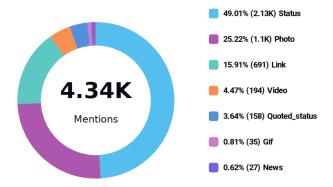


The top terms of discussion were also analyzed in this dashboard. This produced a word cloud, with the largest words being the most discussed terms. We can see that **trip, time, people, and music** are the top terms of discussion. We also see the words "festival," "summerfest," and "bonnaroo," which refers to music festivals. This shows that people are interested in going to music festivals, which requires travel. Southwest could capitalize on that by partnering with a festival or highlighting their destination offerings that are near music festivals.





The **most used content type is Status**, with 49.01% (2.13K mentions). This is followed by Photo, with 25.22% (1.1K mentions) and Links with 15.91% (691 mentions) then Video, Quoted Statuses, Gifs, and News. This shows what types of content people are posting when talking about different life events.



Top Themes of Discussion

The analysis also resulted in the top themes of discussion. There are six main themes, and each theme has sub-themes as well. This analysis can be helpful to see what people are talking about with Southwest.



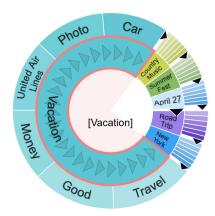
The first theme is "Road Trip," which seemingly does not bode well for air travel. However, one of the subthemes is Airport, Flying.

These conversations are about travel in general.



The second theme is "New York," and contains the subthemes American Airlines and United Airlines. This shows that people are not discussing Southwest when discussing New York, but are discussing competitor airlines.

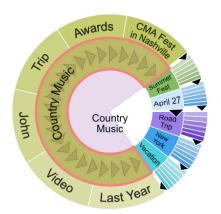
These are mainly conversations about people traveling to New York.

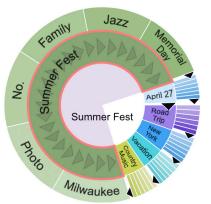


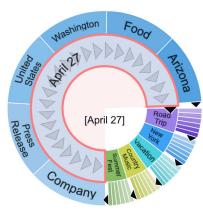
The third theme is
"Vacation." Again, United
Airlines is a sub-theme,
indicating that people are
not discussing Southwest
when discussing vacations,
but are discussing competitor
airlines.

These conversations are about taking a vacation.









The fourth theme is "Country Music," which is mostly referring to a contest put on by CMA Fest in Nashville to win a trip to the festival.

These conversations are about CMA Fest, a country music festival in Nashville.

The fifth theme is "Summer Fest," referring to a music festival in Milwaukee. It is interesting that multiple music festivals showed up as themes, and should be noted.

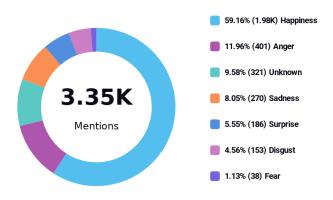
These are conversations about Summerfest, a music festival in Milwaukee.

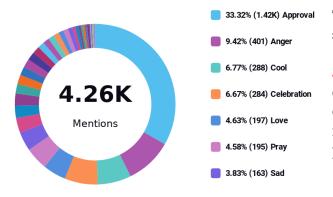
The sixth theme is "April 27." Evidently, many life events occurred on April 27th.

These conversations are about things that happened on April 27th.

Sentiment

The emotion categories widget shows that **happiness** is overwhelmingly the most prevalent emotion with 59.16% (1.98K mentions). This is followed by anger with 11.96% (401 mentions), unknown with 9.58% (321 mentions), and sadness with 8.05% (270 mentions). It makes sense that happiness would be the most prevalent emotion since people are generally happy when celebrating life events.





The emotion prevalence widget shows that almost a third of all mentions show approval (33.32%, 1.42K mentions). This is followed by anger with 9.42% (401 mentions), cool with 6.77% (288 mentions), and celebration with 6.67% (284 mentions). This shows that the majority of people discussing life events feel positively, with some feeling angry.



The next widget shows the most used words in negative mentions. We can see that **trip, time, and people** are all commonly used in negative mentions. We can also see United, indicating that people are discussing a competitor airline in negative mentions.

```
group president members
            pandemic
            weeks married called lot working
     return
               week days news united health
                                 years told life road good c
                                                     money
  public
                                                     court
                                                  company
    american family
                                                    house
         case police
support
                        don place vacation city
        today making
                                     service flight
                       government
              reported
                             wednesday
```

This widget shows the most used words in positive mentions. We can see that **trip**, **celebrate**, **great**, **road**, **and time** are all used commonly in positive mentions. We also see "music" and "festival" again, indicating that people are taking trips to music festivals.

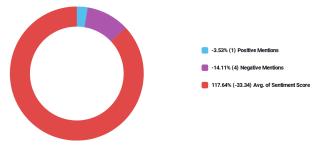
```
perfect holiday
                                      start
            friends
            celebration experience happy
                                             summer
                        celebrate long
      local big family
                                                   making
favorite fest fun
                                                     vacation
                               love today special
      news
           place
                    people
                                       enjoy set food
                              music
           beautiful
                     wedding
                               country amazing
               times
                        don
                            festival
```

Crisis Research

Flight Attendant Issues

To analyze any crisis around issues with flight attendants, I created a keyword list containing the terms "flight attendant" and "flight attendants," then created another keyword list containing terms such as "bad," "rude," and "mean." I then used these two keyword lists to create a theme through which to analyze the Southwest Brand Topic.

After filtering for the Flight Attendant Issues theme, there are 12 mentions with a 3.96K reach. The net sentiment widget shows that the average of the sentiment score is -117.64% (-33.34). This means that people are having issues with Southwest flight attendants.



This widget shows the most used terms of discussion. We can see that **southwest**, **airlines**, **flight**, **and federal** are all commonly used in discussions of flight attendant issues. We also see mask; that and federal show that the mask mandate has lead to issues with flight attendants.

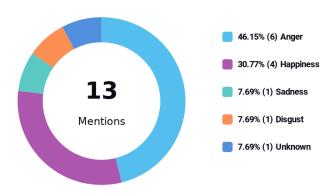






This widget shows the top themes of discussion. The first theme is **New York**, and consists of conversations about the repeal of the mask mandate. The next theme is **United States**, which is also about the mask mandate. The third theme, **Drummond**, is about a man who assaulted a Southwest flight attendant. The fifth theme, **Chicago O'Hare** refers to one of the airports in Chicago. The final theme, **April 18**, refers to the day that the mask mandate was struck down by a federal judge.

This widget shows that the most prevalent emotion was **anger** with 46.15% (6 mentions). **Happiness** is the only other emotion to get more than one mention, with 30.77% (4 mentions). Sadness, disgust, and unknown all got one mention.



This widget shows the most used terms in negative discussions. We can see that airlines, passengers, federal, airport, and flight are all commonly used in discussions of flight attendant issues.

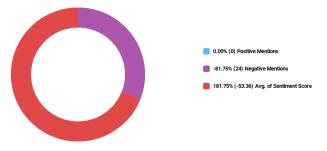




Cancelled Flights

To analyze any crisis around cancelled flights, I created a keyword list containing the terms "flight" and "flights" then created another keyword list containing the terms "cancel" and "cancelled." I then used these two keyword lists to create a theme through which to analyze the Southwest Brand Topic.

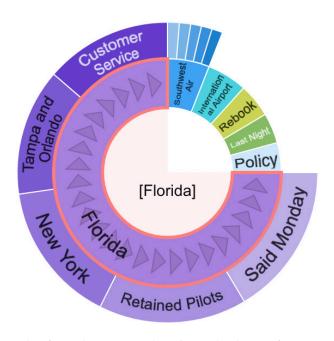
After filtering for the Flight Cancellations theme, there are 45 mentions with a 11.98K reach. The net sentiment widget shows that there are 24 negative mentions, and the average of the sentiment score is 181.75% (-53.36). This means that people are having issues with Southwest flight cancellations.

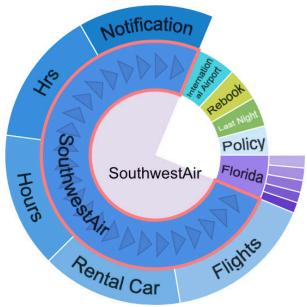


This widget shows the most used terms of discussion. We can see that **flight**, **flights**, **southwest**, **people**, **and airlines** are all commonly used in discussions of flight cancellation issues. We also see American, Alaska, and Spirit, which refer to competitors also having issues with flight cancellations.









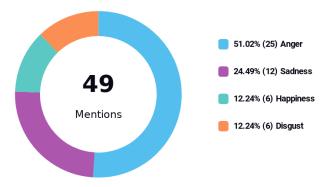
The first theme is "Florida," which is referring to a series of flight cancellations in Florida due to weather and other issues.

The second theme is "SouthwestAir," referring to tweets that Southwest was tagged in. The tweets refer to issues that people were having with flight cancellations.



The themes "International next are Airport," "Rebook," "Last Night," "Policy." "International Airport" refers to discussions about airports. "Rebook" refers to passengers having to rebook their flight after it being cancelled. "Last Night" refers to passengers being stuck overnight due to flight cancellations. "Policy" refers to conversations about people having issues with Southwest's cancellation policy because they only do flight credits, not refunds.

This widget shows that the most prevalent emotion was **anger** with 51.02% (25 mentions), followed by **sadness** with 24.49% (12 mentions) then **happiness** and **disgust** with 12.24% each (6 mentions). This shows that people are mostly expressing negative emotion when discussing flight cancellations.



This widget shows the most used terms in negative discussions. We can see that **flight**, **weather**, **and southwest** are all commonly used in discussions of flight cancellation issues. We can also see alaska, american, jetblue, and spirit, which are other competitors of Southwest, indicating that other airlines are also struggling with flight cancellation issues.

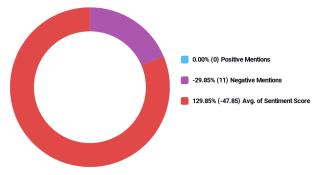




Unruly Passengers

To analyze any crisis around unruly passengers, I created a keyword list containing the terms "passenger" and "passengers" then created another keyword list containing the terms "drunk" and "unruly," "intoxicated," and "restrained." I then used these two keyword lists to create a theme through which to analyze the Southwest Brand Topic.

After filtering for the Unruly Passengers theme, there are 23 mentions with a reach of 0. The net sentiment widget shows that there are 11 negative mentions, and the average of the sentiment score is 129.85% (-47.85). This means that people are having issues with unruly passengers on Southwest flights.



This widget shows the most used terms of discussion. We can see that **southwest**, **airlines**, **unruly**, **passengers**, **flight**, **and mask** are all commonly used in discussions of unruly passengers. We also see federal and administration, which probably means many of the conversations are around the federal mask mandate being struck down.

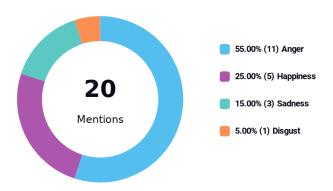






This widget shows the top themes of discussion. The first theme is American Airlines, indicating that American has had issues with unruly passengers. The next theme is Last Year, which is in reference to issues that happened last year. The third theme, January 2021, is about incidents that occurred during January 2021. The fifth theme, Atlanta refers to unruly passengers at the Atlanta airport. The fifth theme, Saying, is about things that Southwest has been saying about unruly passengers. The final theme, New York, refers to issues with unruly passengers in New York.

This widget shows that the most prevalent emotion was **anger** with 55% (11 mentions), followed by **happiness** with 25% (5 mentions), **sadness** with 15% (3 mentions) and **disgust** with 5% (1 mention). This shows that people are feeling negatively toward unruly passenger issues.



This widget shows the most used terms in negative discussions. We can see that **southwest**, **airlines**, **flight**, **passengers**, **unruly**, **federal**, **and incident** are all commonly used in discussions of flight attendant issues.

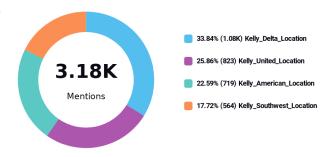




Location Analysis

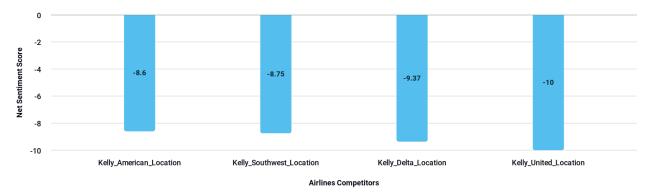
The location I chose to analyze is Dallas, TX because that is where Southwest is headquartered. To do a location analysis, I first created location-based topics for Southwest, American, Delta, and United. I then plugged those topics into a Customer Experience Insights dashboard using the airlines template to compare Southwest's metrics with their competitors'.

This widget shows the total amount of mentions being analyzed. Southwest has the fewest mentions, with 17.72% (564 mentions). Delta has the most mentions with 33.84% (1.08K mentions) followed by United with 25.86% (823 mentions) then American with 22.59% (719 mentions). Even though Dallas is the headquarters, Southwest still has the



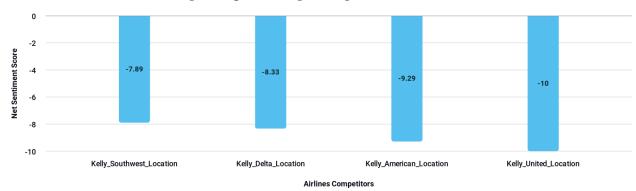
fewest mentions, highlighting the fact that they need to work on brand awareness.

This widget shows customers' booking experience. **Southwest scored the second highest** with a net sentiment score of -8.75. American is only slightly better with a score of -8.6. Delta scored -9.37 and United scored -10. This shows that all airlines need to work on their booking experience.

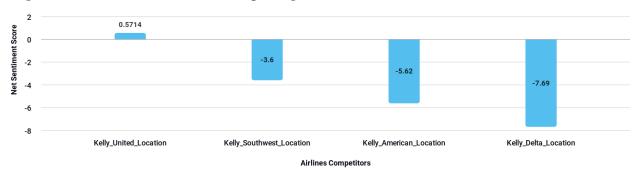




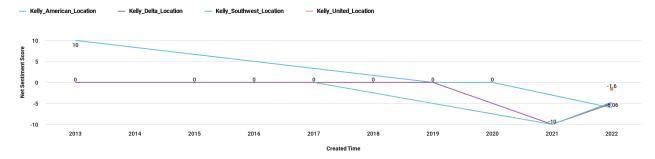
This widget shows customers' experience at the airport. **Southwest scored the highest** with -7.89. Delta scored -8.33, American scored -9.29, and United scored -10. This shows that all airlines need to work on improving their airport experience.



This widget shows the net sentiment score of customers' in-flight experience. **Southwest scored the second highest** with -3.6. United is the only airline to have a positive score with 0.57. American scored -5.62 and Delta scored -7.69. This shows that Southwest has room for improvement when it comes to in-flight experience.

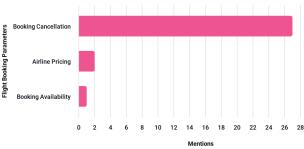


This widget shows the net sentiment score over time. Currently, **Southwest has the second highest sentiment score** with -4.74. United has the highest sentiment score with -1.6. Southwest is followed by Delta with -5.05 and American with -6.06. Southwest's net sentiment score declined in 2021, but has since improved.



This widget shows the net sentiment score of different aspects of flight booking. **Southwest scored -10 on every parameter for which there is data.** On the booking cancellation parameter, Southwest scored -10 along with every other airline. On airline pricing, Southwest scored -10 along with United. American scored -6.67 and Delta scored -6. For booking availability, Southwest and United scored -10, American scored -5, and Delta scored o. There is no data available for Southwest for the discount coupon parameter.





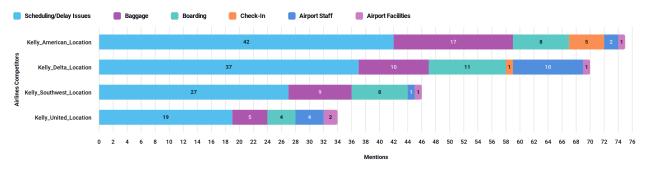
This widget shows the areas of top concern. Clearly, **booking cancellation** is the most concerning area with 27 mentions. Airline pricing has two mentions and booking availability has one mention.



This widget shows the net sentiment score of different aspects of the airport experience. For baggage, **Southwest scored -10** along with United. On boarding, **Southwest scored the highest with -6**, followed by Delta with -6.92 then American and United with -10. There is no data available for Southwest on the check-in parameter.



This widget shows the number of mentions for different issues that customers might face at the airport. **Southwest has the second fewest number of mentions** behind United. The most prevalent issue by far is scheduling/delay issues.





This widget shows the sentiment of in-flight parameters. For crew, **Southwest scored second highest with -4.55.** United scored highest with 0.91. Southwest is followed by American with -7.5 then Delta with -8.26. For meals, Southwest scored highest with 10, followed by Delta with -2, then American and United with -10. Southwest scored second lowest for entertainment/wifi with -3.33. United scored highest with 10, followed by American with 6. Delta scored lowest with -10.

