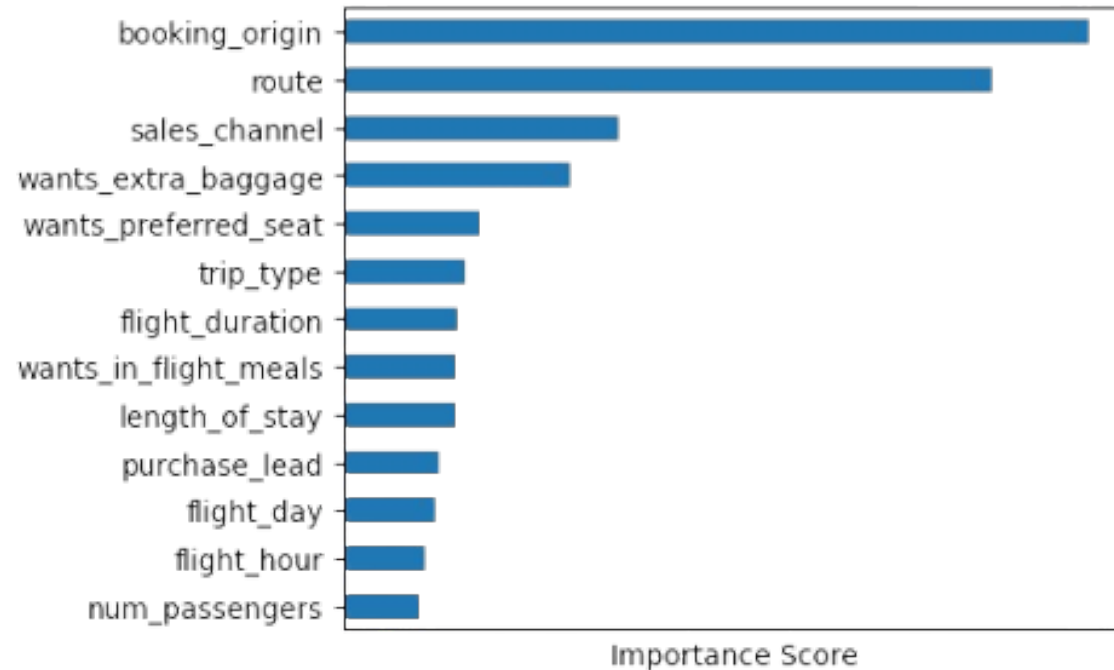# BRITISH AIRWAYS

Predictive Modeling for Customer Outreach

Employ advanced predictive modeling techniques to identify and target potential customers before their holidays

By: Alok Ranjan

Data Scientist

Our Model - Tuned XGBoost Classifier

Top Important Features :

Performance Metrics :

Metrics	On Training Set	On Testing Set
Accuracy (%)	85.06	72.54
F1 Score (%)	85.86	71.36
Precision (%)	81.49	74.58
Recall (%)	90.71	68.40
ROC AUC (%)	93.28	80.42

✓**Promising Results**: Our model demonstrates promising capabilities in forecasting customer bookings.

✓**Performance Validation**: Validation on the test set reveals an impressive ROC AUC score of 80.42%.

✓**Effective Customer Targeting**: Leveraging this model can significantly enhance our ability to reach and engage customers prior to their holiday periods.