

SOLELY FOR PURPOSES OF FORAGE WORK  
EXPERIENCE

The British Airways logo, featuring a red and blue ribbon that forms a stylized bird in flight, positioned to the right of the text.

# BRITISH AIRWAYS

A red circular logo with a white border, located in the bottom right corner of the slide.

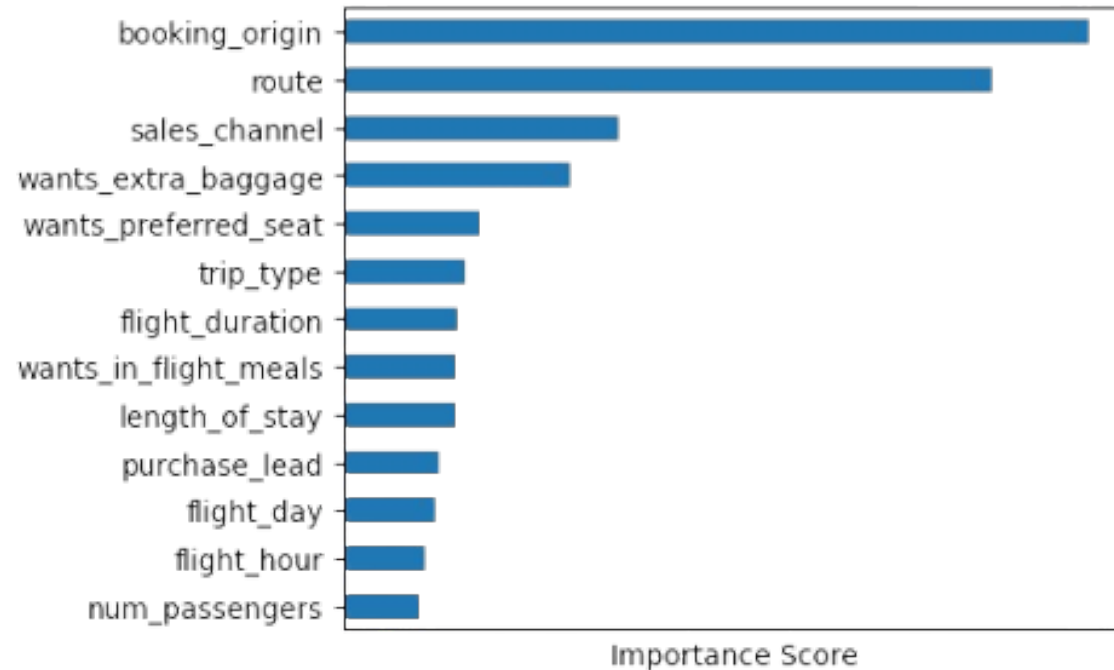
## Predictive Modeling for Customer Outreach

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

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## 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.

