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## PREDICTING CUSTOMER BUYING BEHAVIOUR

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# Predictive model to understand factors that influence buying behaviour

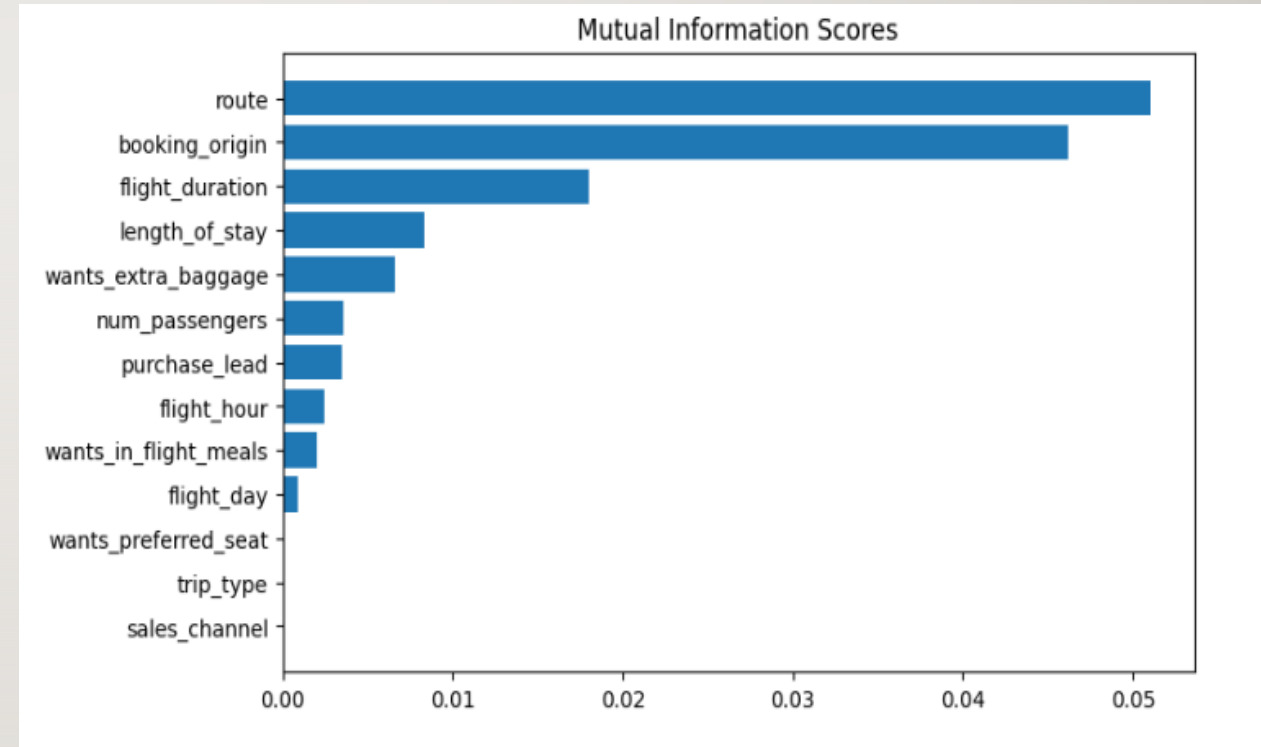
We have trained the data set with Random forest classifier model and received :-

ACCURACY:- 85.09

AUC score:- 0.56

Top 5 features which influence Customer buying behavior are :-

1. route
2. booking\_origin
3. flight\_duration
4. length\_of\_stay
5. wants\_extra\_baggage



We need to increase the AUC score.