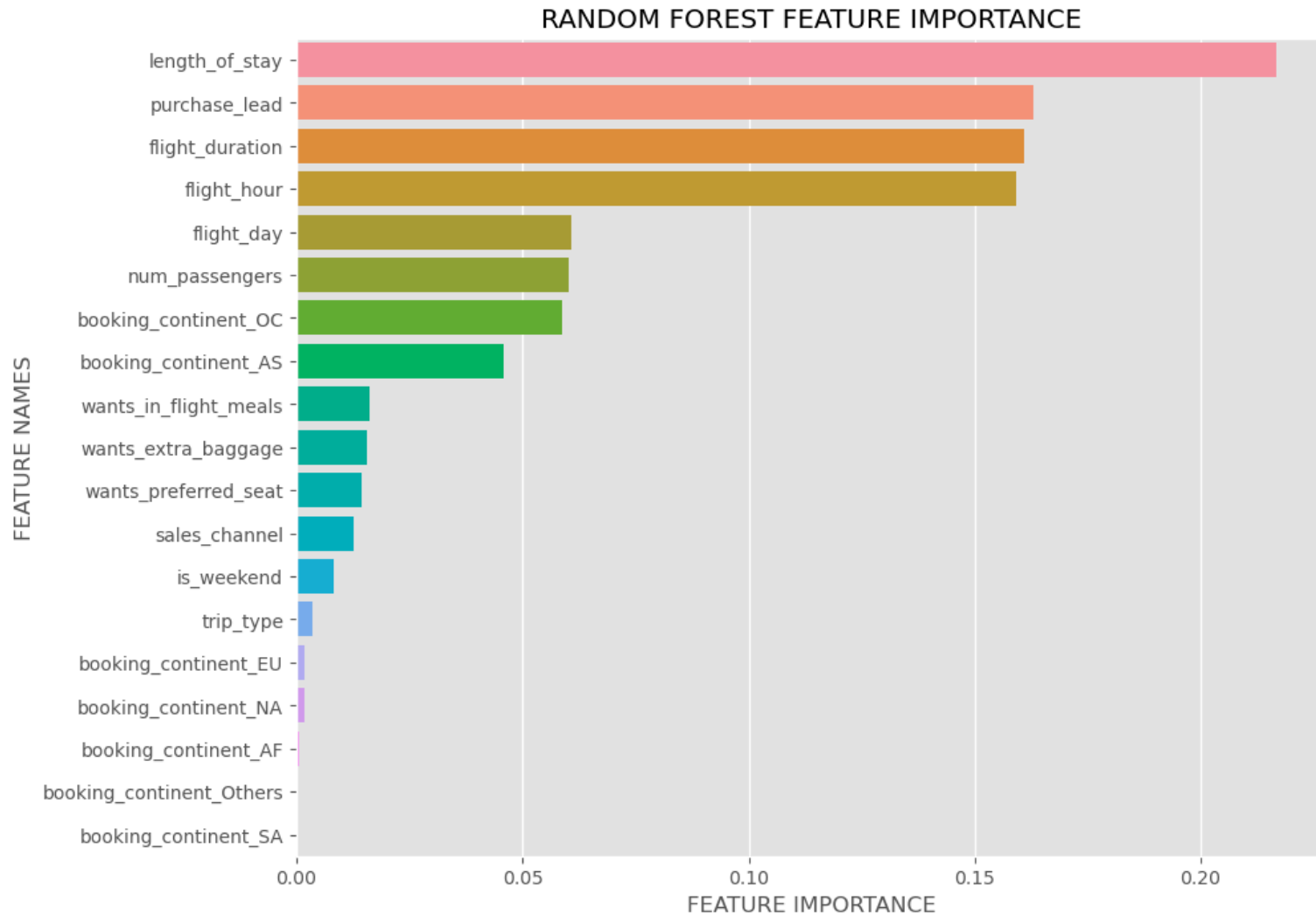


SOLELY FOR PURPOSES OF FORAGE WORK EXPERIENCE

BRITISH AIRWAYS

TASK 2 REPORT

PREDICTING CUSTOMER BUYING BEHAVIOUR



- Features that affect Buying Behaviour the most: **Length of the Stay & Purchase Lead**
- We need to add more flights on Weekends.
- More Flights can be added to these routes: **AKLKUL, DMKKIX, PENTPE, ICNSIN, MELSGN**