

CUSTOMER PREDICTION

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INSIGHTS FROM CUSTOMER PREDICTION



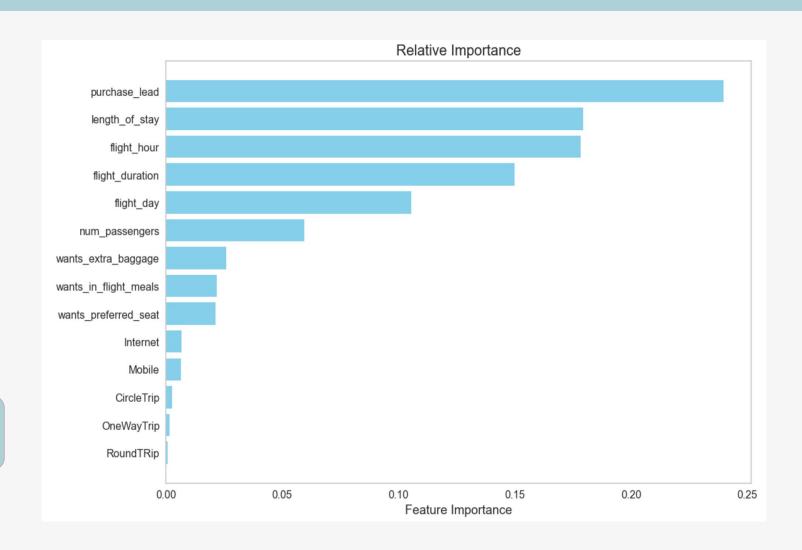
Evaluation:

- The primary predictor in the model was the purchase_lead variable, representing the time between purchase and departure.
- Flight-related information such as flight time and duration also exhibited significance in predicting outcomes.
- Conversely, the **booking** origin of the customer appeared to be less influential.
- The model achieved an accuracy of approximately 70% (Precision) and a recall of only 0.3%, indicating the need for further refinement.

Precision 70%

Recall 0.3%

 To enhance model performance, I recommend incorporating additional customer-centric features.



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