

FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM



BRITISH AIRWAYS

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.

