CUSTOMER PREDICTION

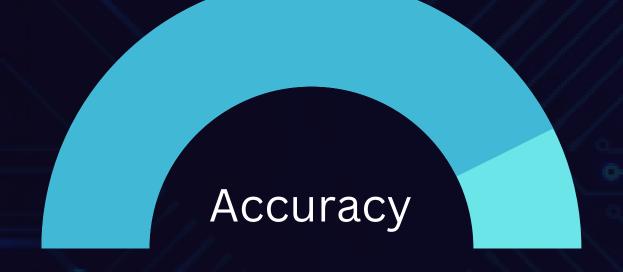**Model Performance:**

- The model demonstrates a respectable **accuracy** of **85.33%**, indicating the proportion of correct predictions.

- However, **precision** (**51.63%**) and **recall** (**13.92%**) scores reveal limitations in accurately identifying positive bookings, suggesting potential areas for improvement in the model's predictive power.

Feature Analysis:

- Key contributing features to the model's predictions include **purchase lead time**, **flight hour**, **length of stay**, **flight day**, and the **number of passengers**.

- Understanding the importance of these features can inform targeted strategies to optimize the booking process, enhance customer experience, and increase conversion rates.

Accuracy

Top 20 Important Features