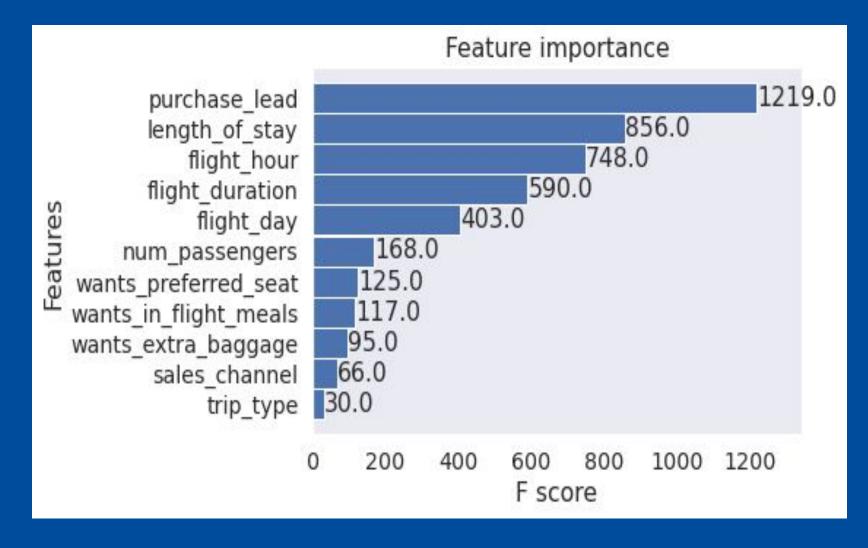BRITISH AIRWAYS

PREDICTING CUSTOMER BUYING BEHAVIOUR

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RESULT

Feature importance

After developing a model, it was discovered that the following are the most influencing factors for predicting customer buying holidays:

- ***purchase lead***
- ***length of stay***
- ***flight hour***

To boost sales for customer holidays, British Airways should consider controlling this variables to obtain desired business outcome.