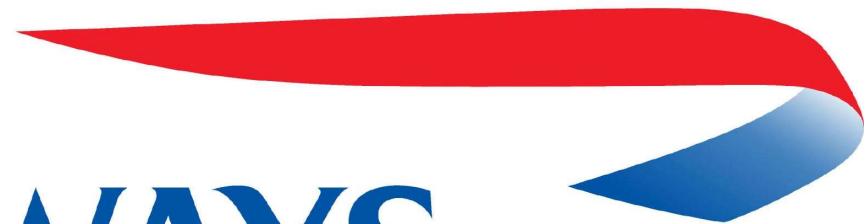


BRITISH AIRWAYS



PREDICTING CUSTOMER BUYING BEHAVIOUR

- We have trained the data set with Random forest classifier
- ACCURACY: 85.33

1. booking_origin
2. length_of_stay
3. route
4. sales_channel
5. wants_extra_baggage

- are the top 5 features which influence
- Customer booking behavior

