

BRITISH AIRWAYS



PREDICTING CUSTOMER BUYING BEHAVIOR

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Predictive model to understand factors that influence buying behavior

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We have trained the data set with Random Forest Classifier model and received

Training Accuracy: 99.98

Validation Accuracy: 85.17

Top 5 features which influence Customer buying behavior:

1. route
2. booking_origin
3. flight_duration
4. length_of_stay
5. purchase_lead

