

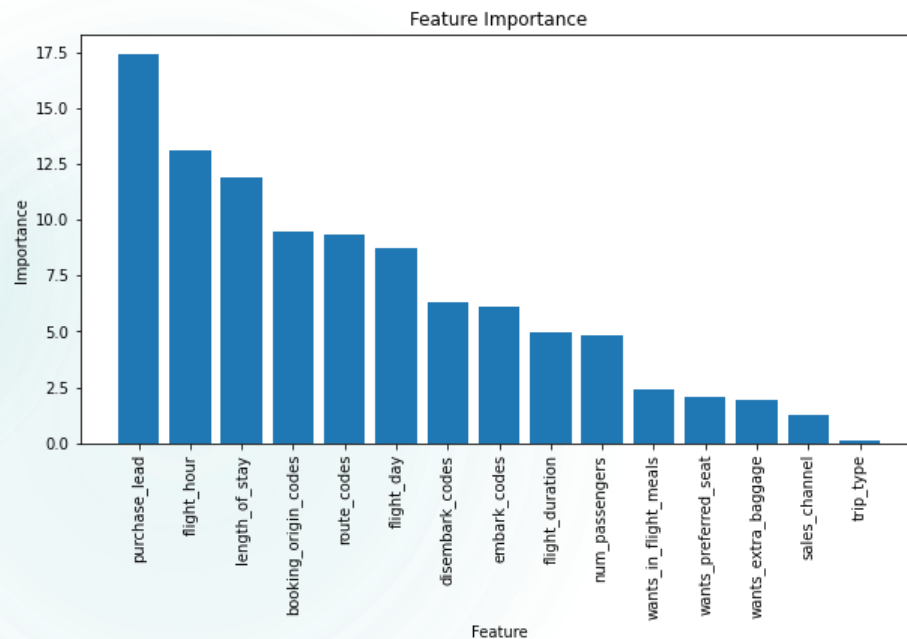
BA Customer Behaviour Analysis:

IDENTIFYING CUSTOMERS THAT ARE LIKELY TO COMPLETE A HOLIDAY
BOOKING OR NOT

Results

Important Predictive features:

The most important features for predictive purposes were: 'purchase_lead', 'flight_hour', 'length_of_stay', 'booking_origin_codes', 'route_codes', 'flight_day', airport they boarded and disembarked were the most predictive features holding about 80% of predictive information.



Metrics

The accuracy score is pretty high (~85%). However, the F1 score shows the model perform well predicting class 0 and terribly at class 1. This could have been due to the imbalance in the data available as only ~15% of the data represents class 1

Accuracy:

85%

F1 Score:

92% (class 1)

&

18% (class 0)