

FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM



BRITISH AIRWAYS

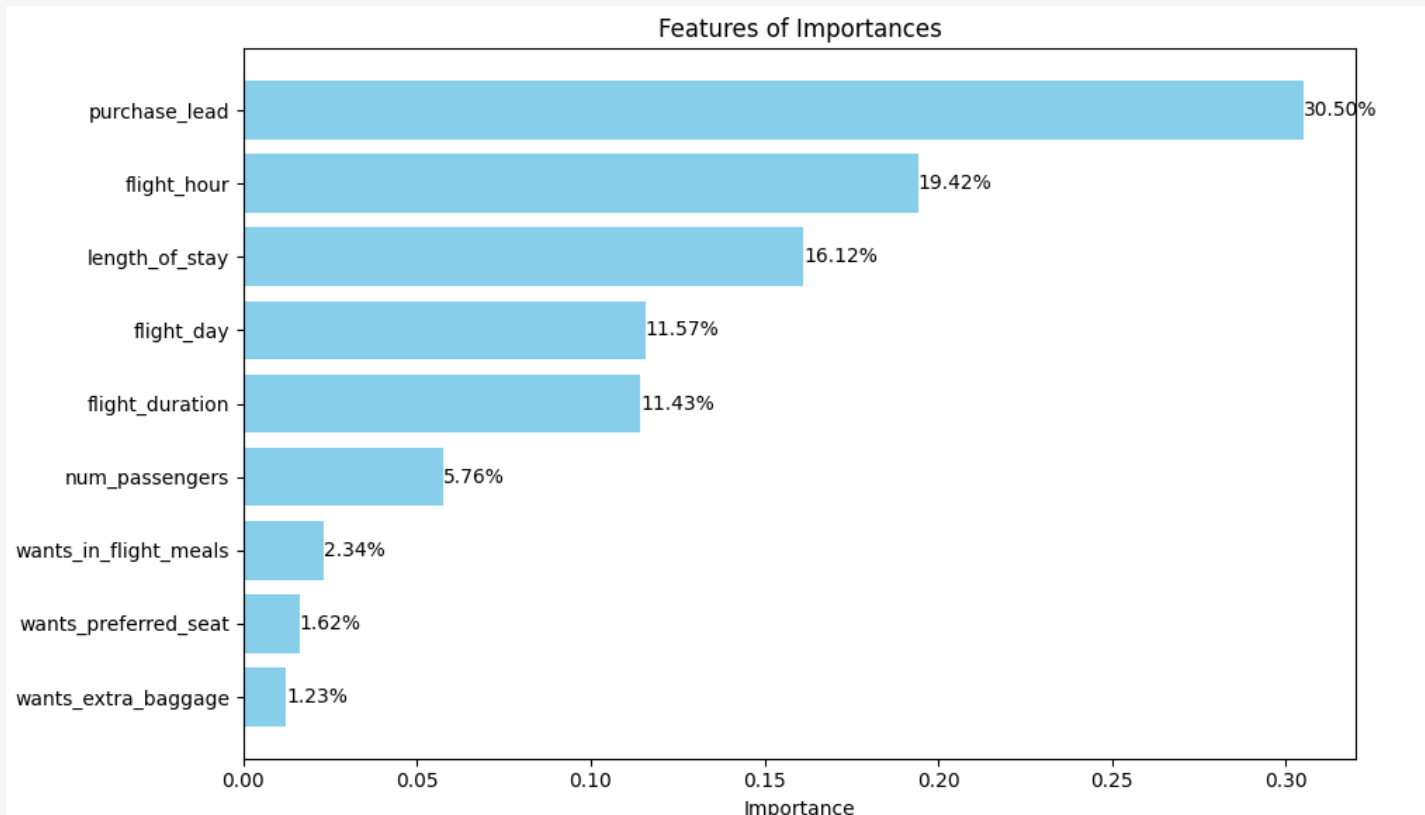
PREDICTING COMPLETED BOOKINGS

11/24/2023

# UNDERSTANDING COMPLETED BOOKINGS:



When using a random forest model to identify the largest contributing factors to a completed booking:



With an accuracy of 85%, our model is good at predicting if customers will purchase tickets. However, an AUC score of 65% could mean we need further analysis and refinement.

Cross-validation results:

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Accuracy: 0.8467

Precision: 0.4093

Recall: 0.0579

F1 Score: 0.1014

ROC AUC: 0.6522