

# BRITISH AIRWAYS

## Executive Summary



### **Sales Leads is the driver for bookings**

- most bookings occur when leads are ~ 80 days before travel, so prioritize lead generation and outreach in that period.



### **Customers Who Complete Booking Are Low**

- Nearly 15% across ~ 7.4k customers



### **Factors Influencing the Likelihood of Customer Booking can be measured & Predicted**

- A behavioral analysis was conducted to analyze the impact some features have on customer flight booking.



### **Purchase Leads is the primary driver of Customer bookings**

- Purchase leads, flight hours, length of days and flight duration are the largest drivers of customer booking.