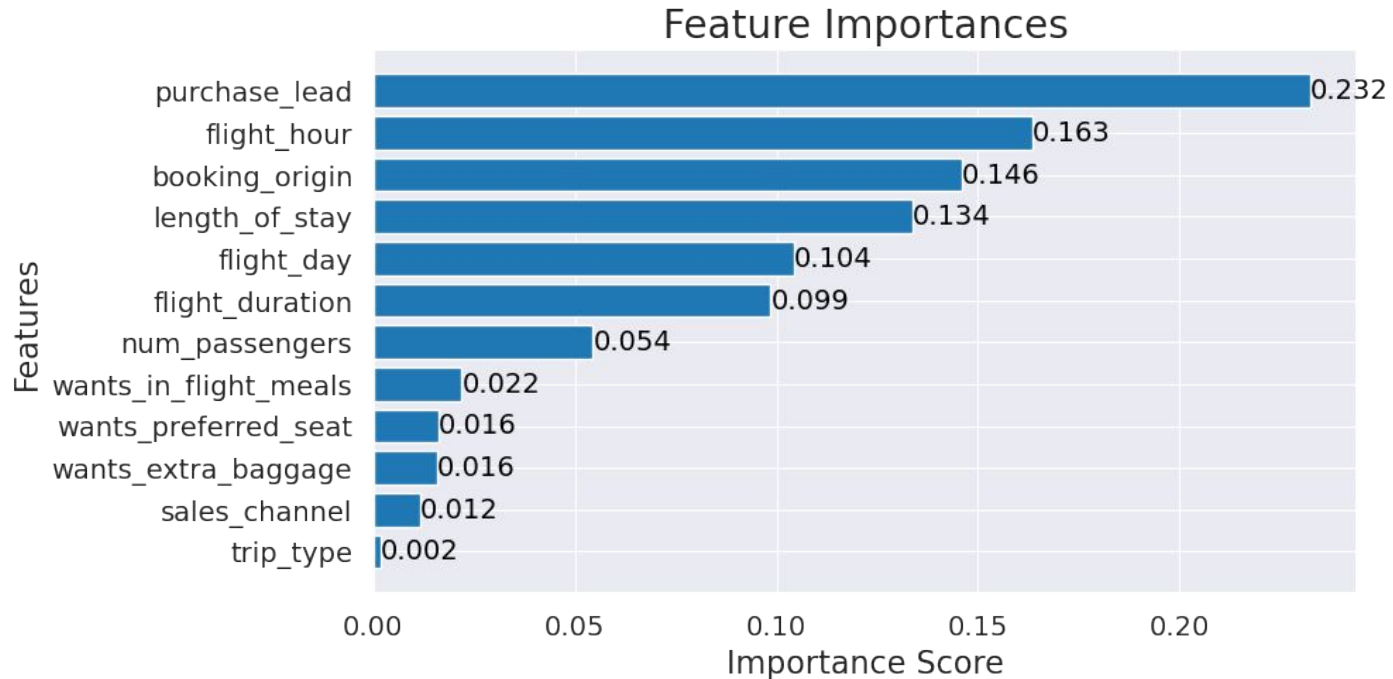




# Customer Bookings

The aim for these project was to evaluate how different features affect the customer making a booking for a flight.



This is how the following features affect the customer's purchasing power:

1. **Purchase\_lead:** The purchase\_lead column indicates the number of days between when a customer searches for a flight and when they actually purchase it. This feature could have a significant impact on the customer's buying behavior, as customers who purchase flights closer to the departure date may be more likely to pay a premium price for their tickets, whereas those who purchase well in advance may be more price-sensitive.
2. **Flight\_hour:** The flight\_hour column indicates the hour of the day when the flight is scheduled to depart. This feature could impact the customer's buying behavior, as flights departing at more convenient hours may be more in demand and therefore more expensive. On the other hand, flights departing at less convenient hours may be cheaper, but may not be as desirable to customers.
3. **Booking\_origin:** The booking\_origin column indicates the origin airport for the flight. This feature could have a significant impact on the customer's buying behavior, as customers may be more likely to purchase flights from airports that are closer to their home or work locations. Additionally, certain airports may have better connections or more flight options, which could influence customer buying behavior.
4. **Length\_of\_stay:** The length\_of\_stay column indicates the number of days between the flight departure date and the return date. This feature could impact the customer's buying behavior, as customers with more flexible schedules may be more willing to extend their stay, while those with tighter schedules may be more likely to book shorter trips.
5. **Flight\_day:** The flight\_day column indicates the day of the week when the flight is scheduled to depart. This feature could impact the customer's buying behavior, as certain days of the week may be more popular for travel than others, leading to higher prices for flights departing on those days. Additionally, customers may be more likely to book flights departing on weekdays rather than weekends due to work or other commitments.