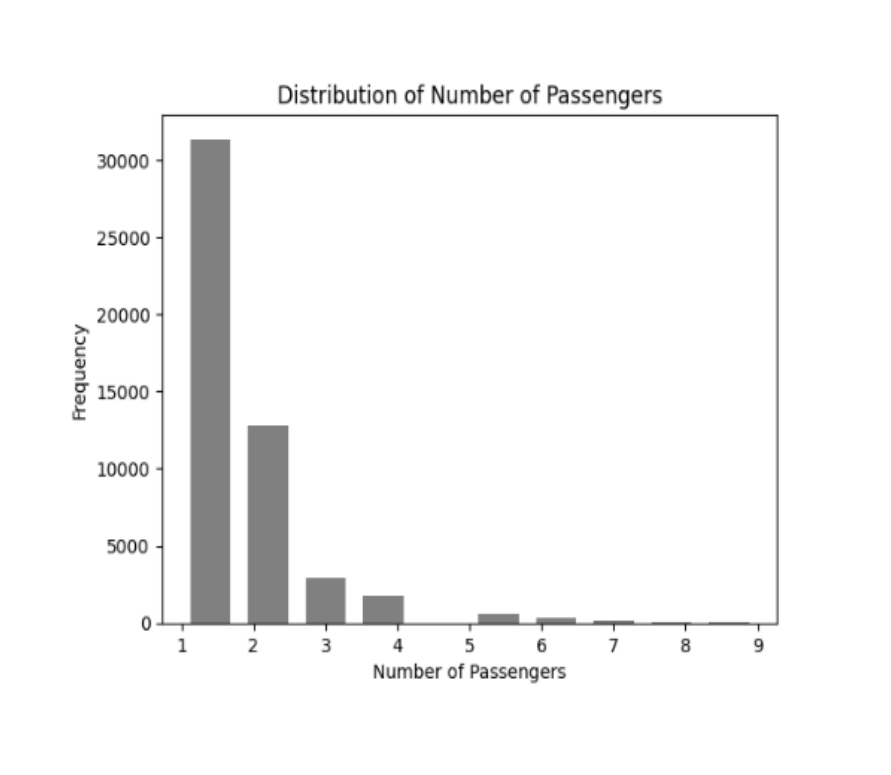
BRITISH AIRWAYS CUSTOMER BEHAVIOURS

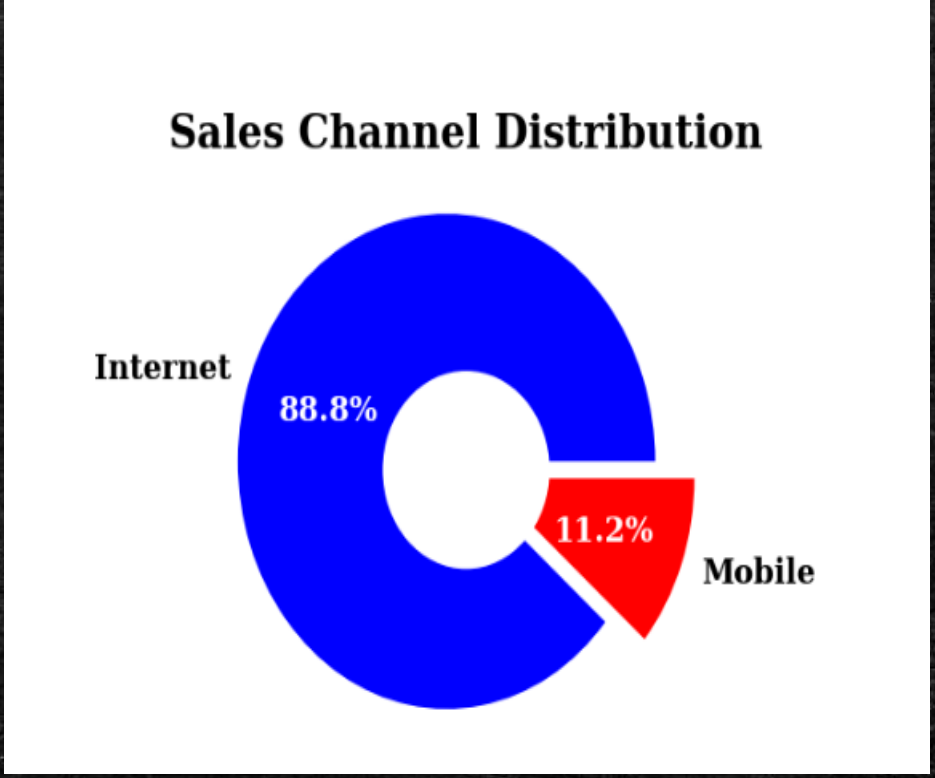
Predictive model to understand factors that influence buying behaviour

Title and Content Layout with List

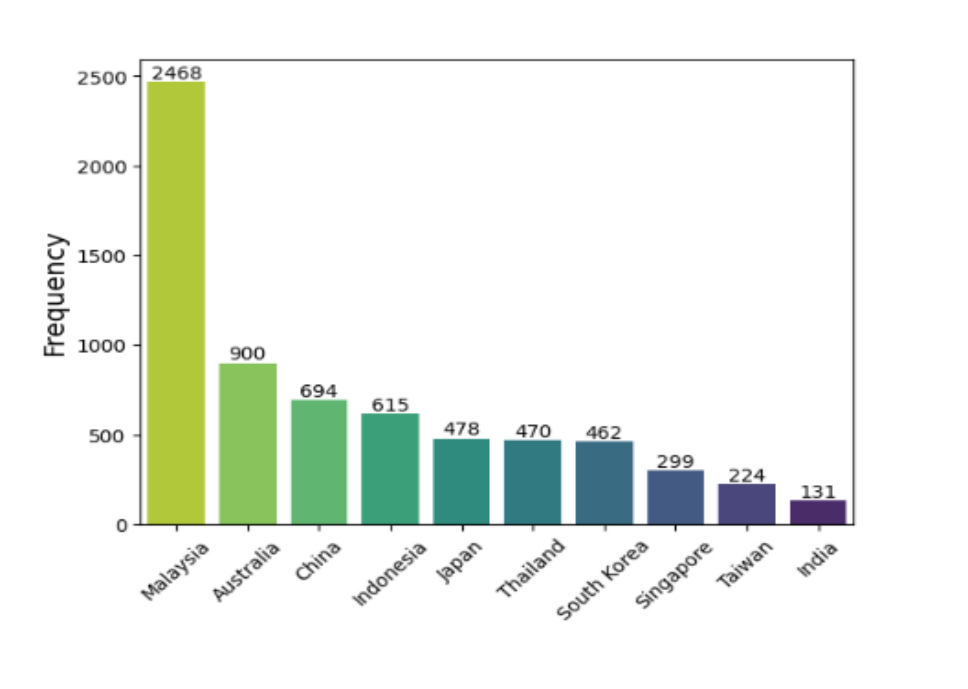
- Exploratory Data Analysis
- Encoding Categorical Column
- Building a Predictive model
- Finding Feature Impotance

Exploratory Data Analysis

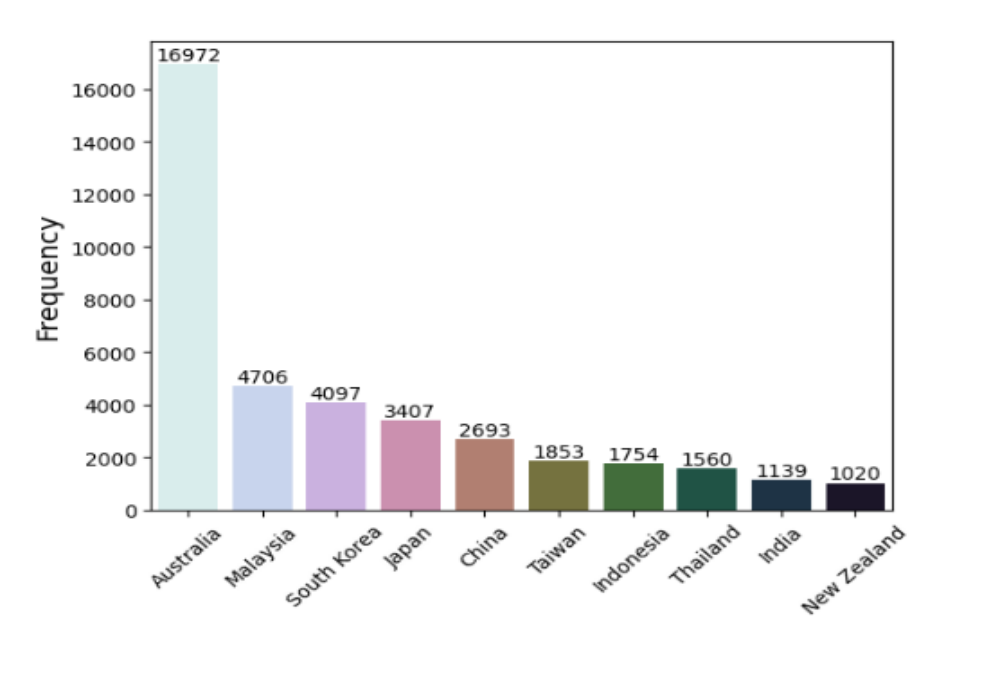




Exploratory Data Analysis

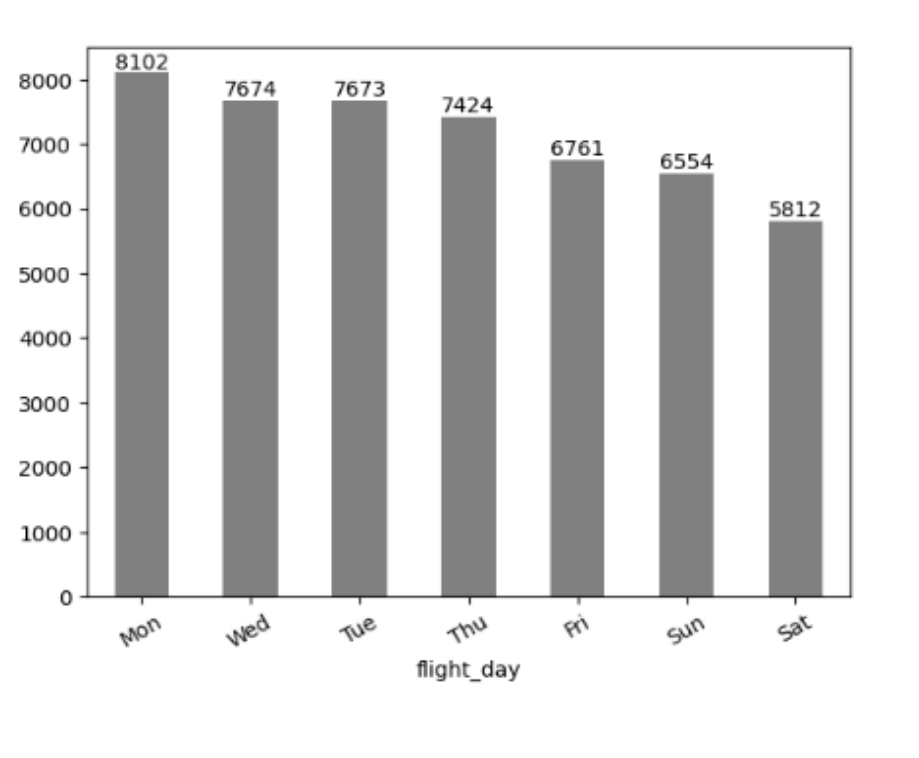


Successful Booking Origin Distribution

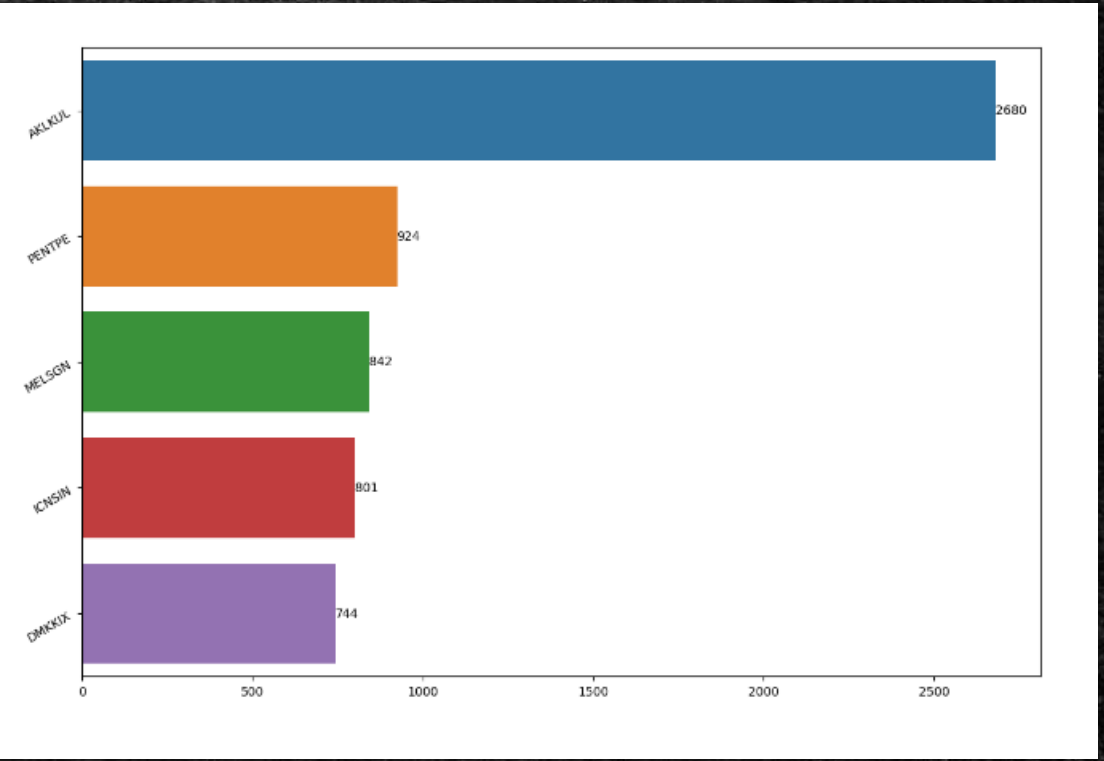


Unsuccessful Booking Origin Distribution

Exploratory Data Analysis

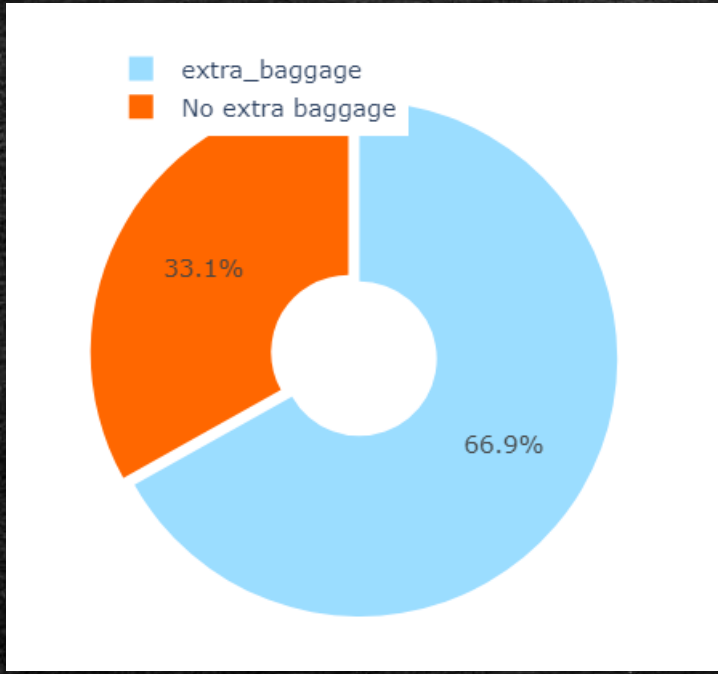


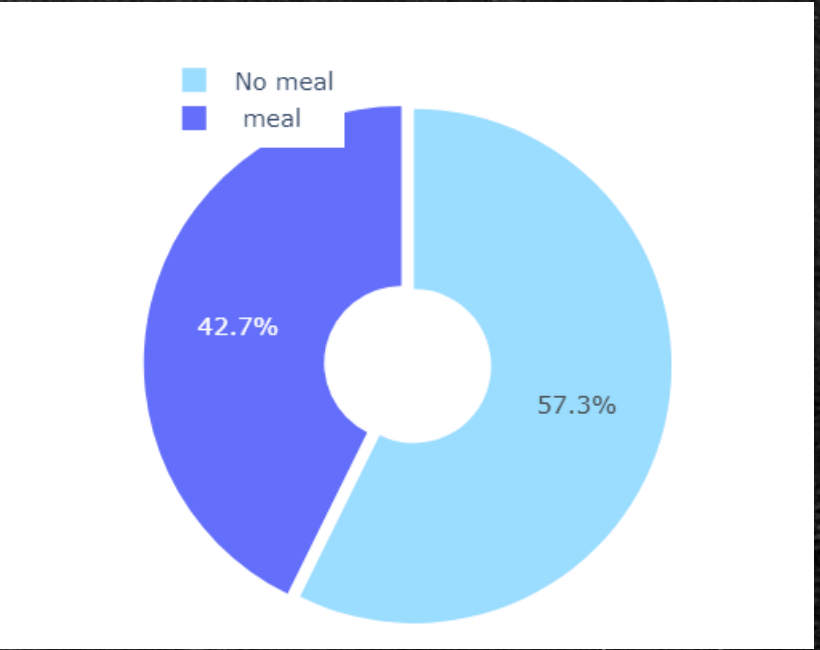
Flight Day Distribution



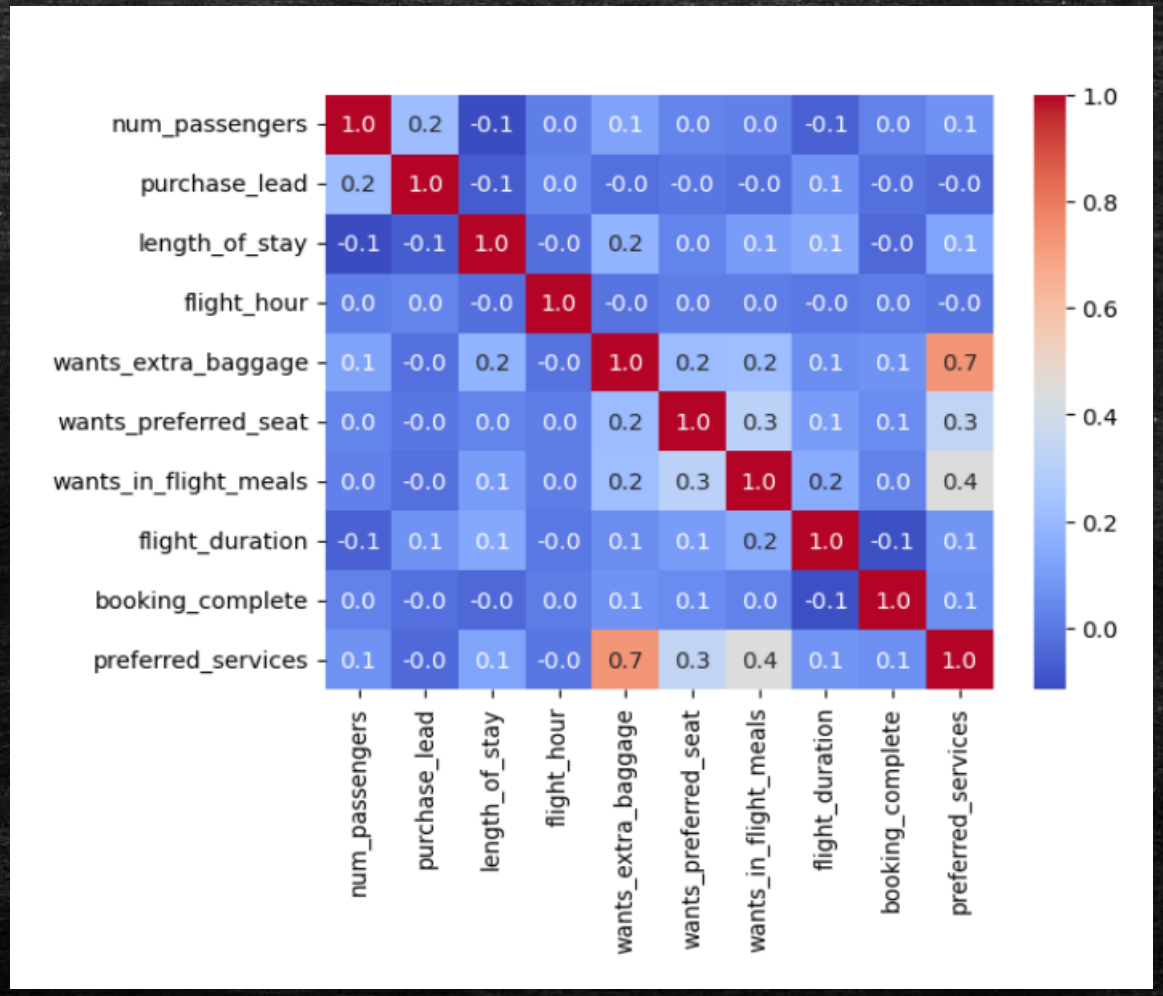
Top 5 Busiest Route

Exploratory Data Analysis

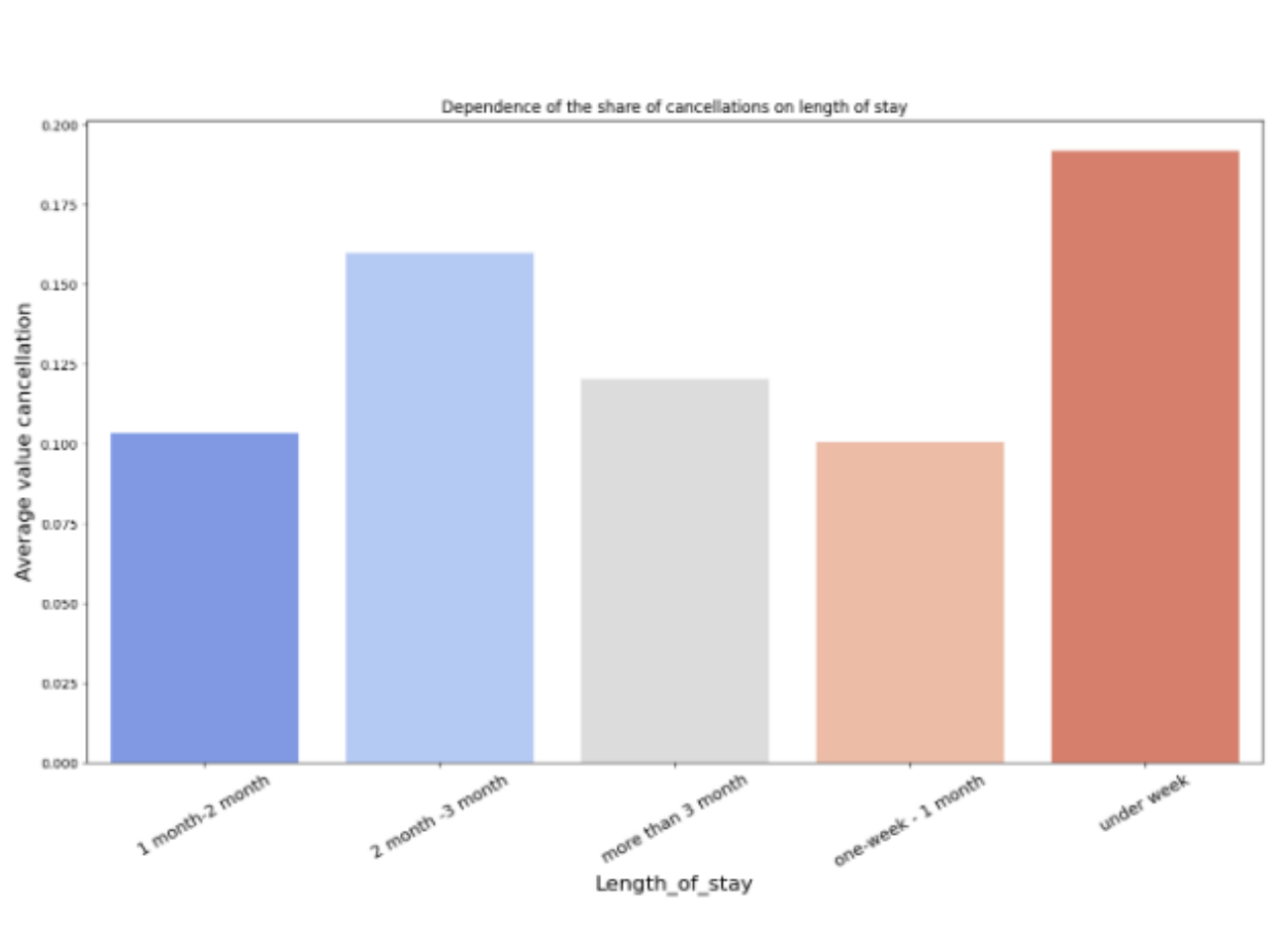




Exploratory Data Analysis

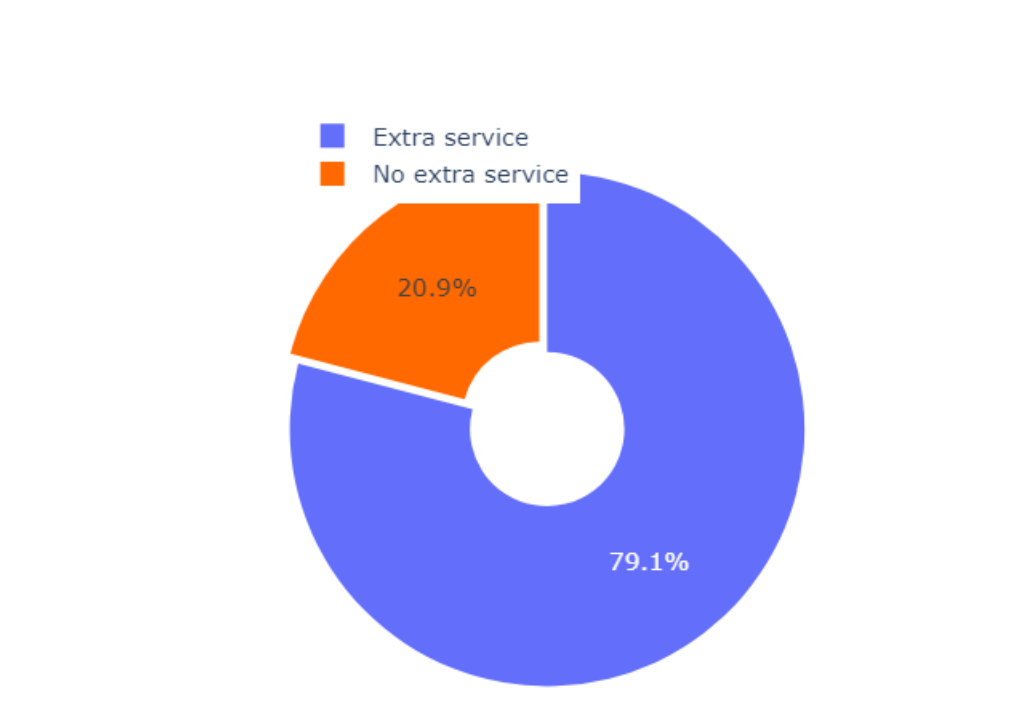


Feature Encoding



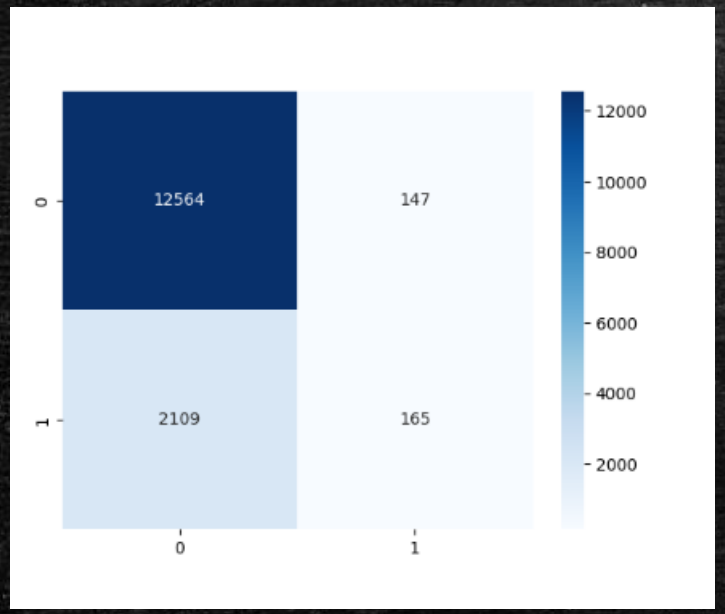
- Binning the Numerical Data Length of Stay into Categorical Data

Feature Encoding

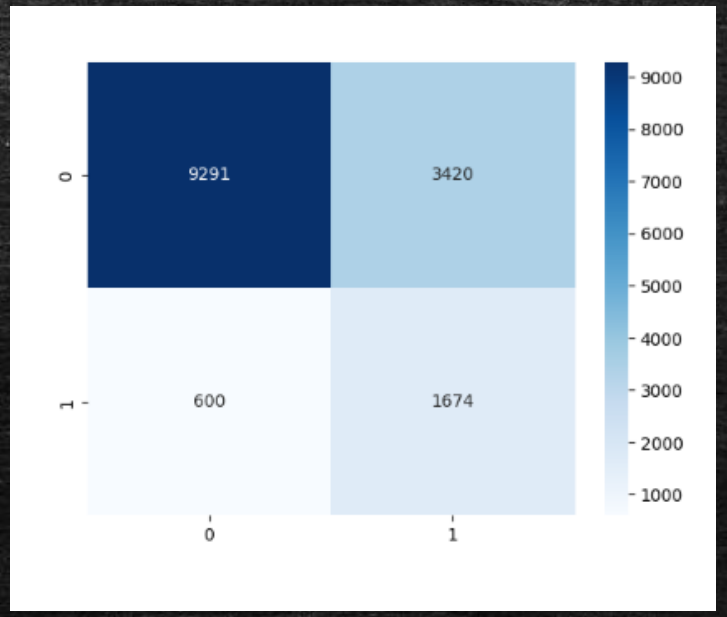


- Combining Extra Baggage Service and Meal Service Into Extra Service feature

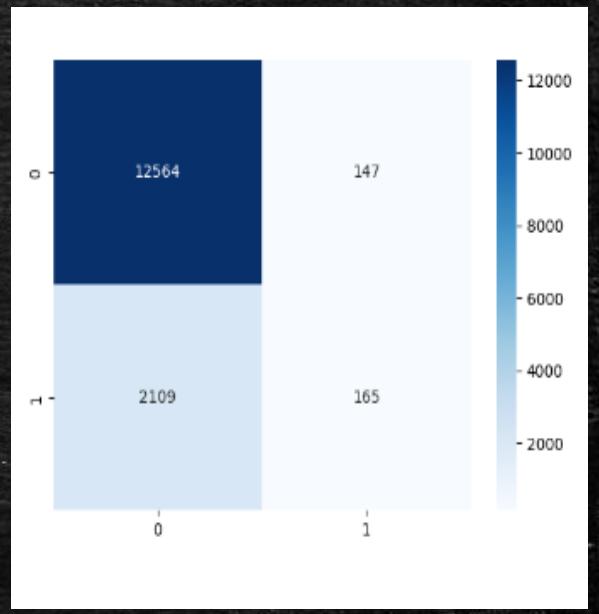
Model Building



Logistic Regression

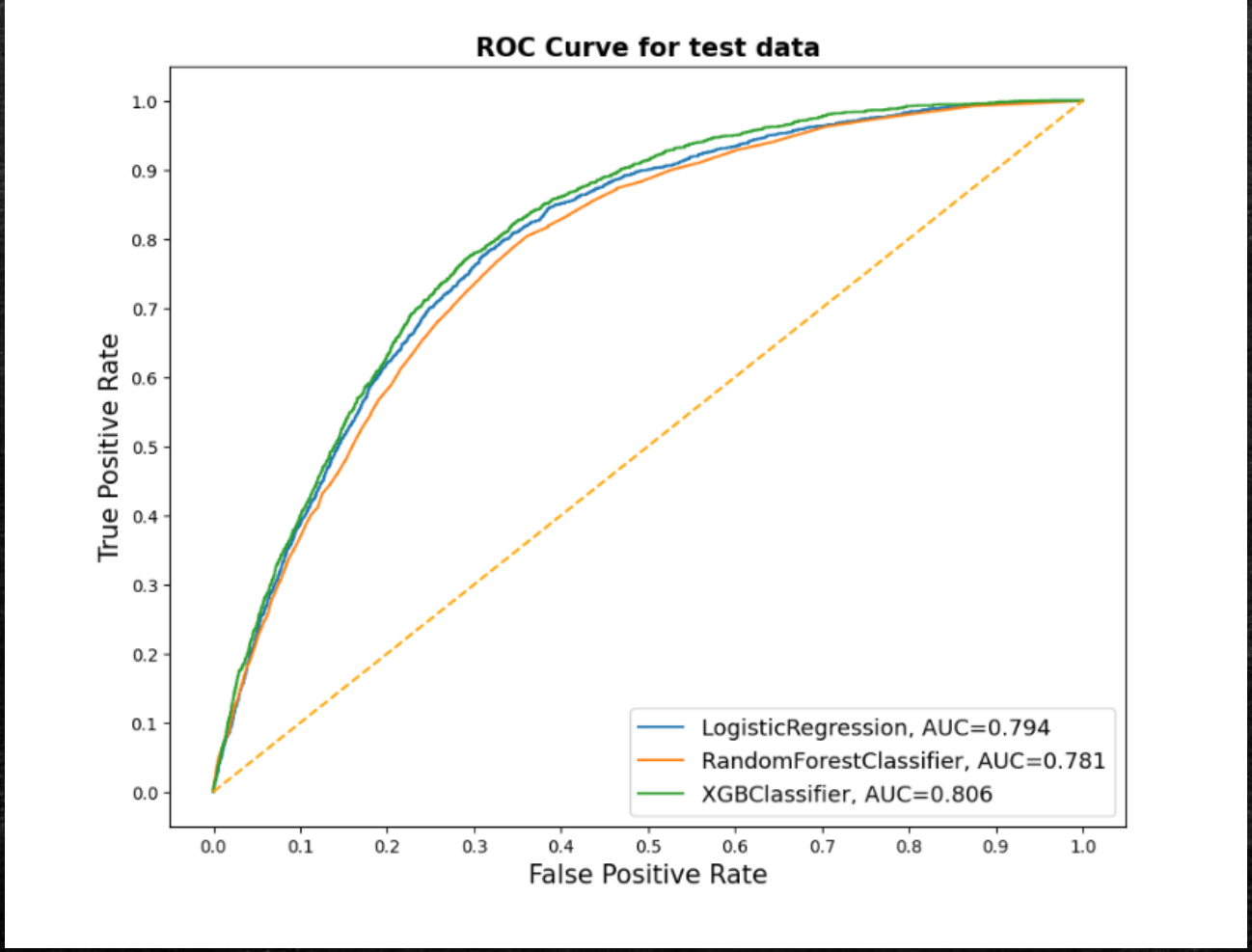


Random Forest Classifier

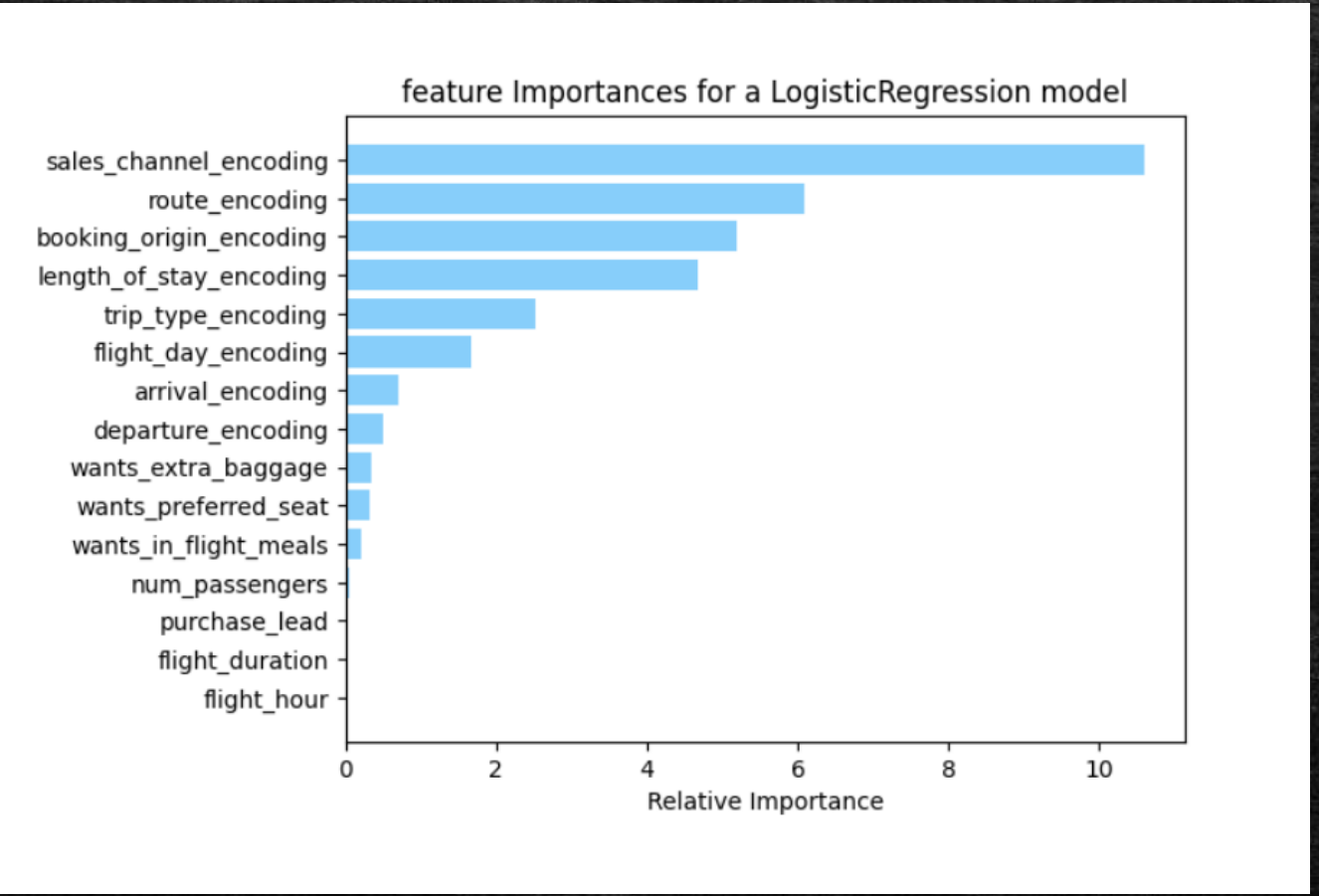


XGBoost Classifier

Model Building



Feature Importance



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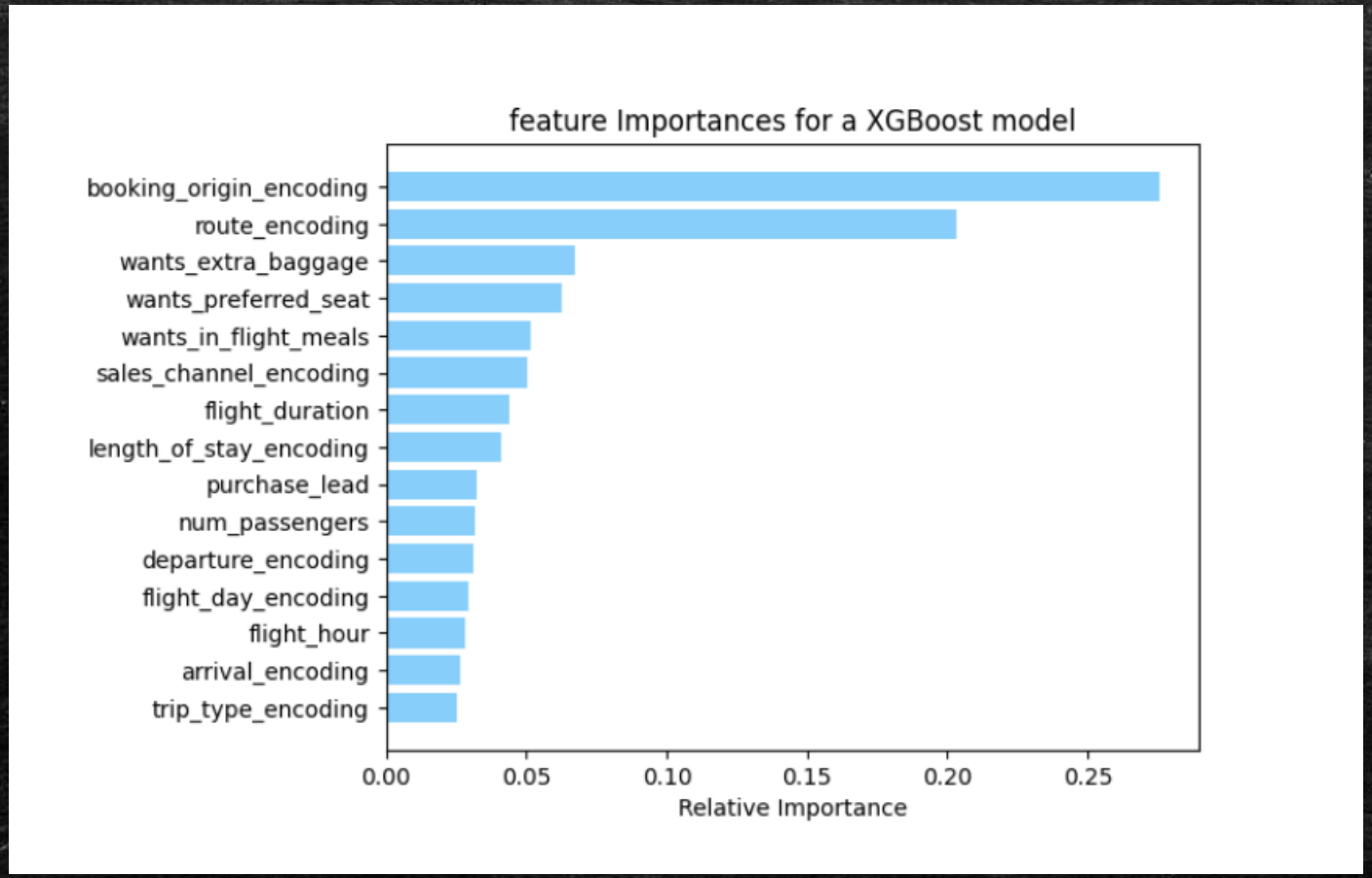

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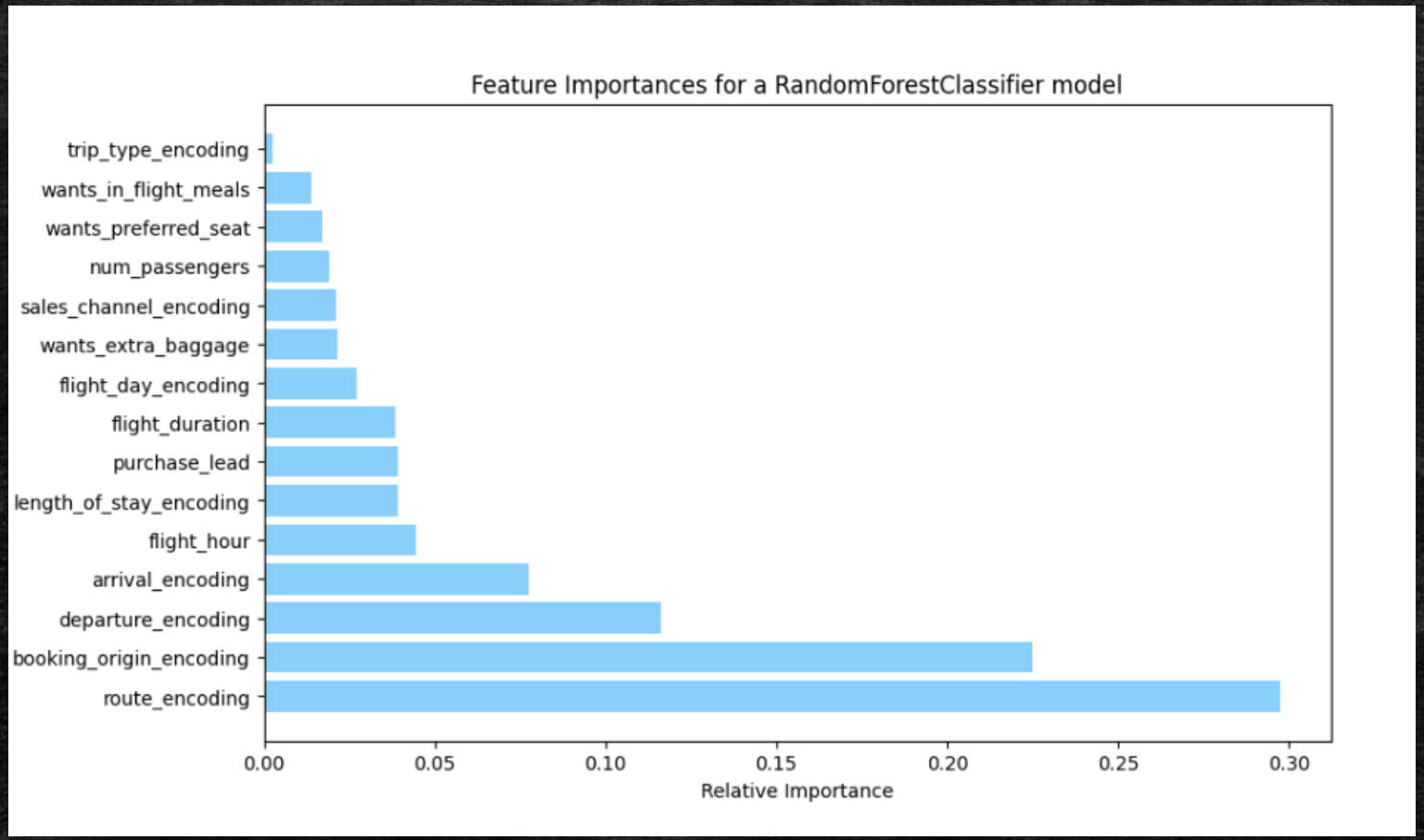

Thank You!