

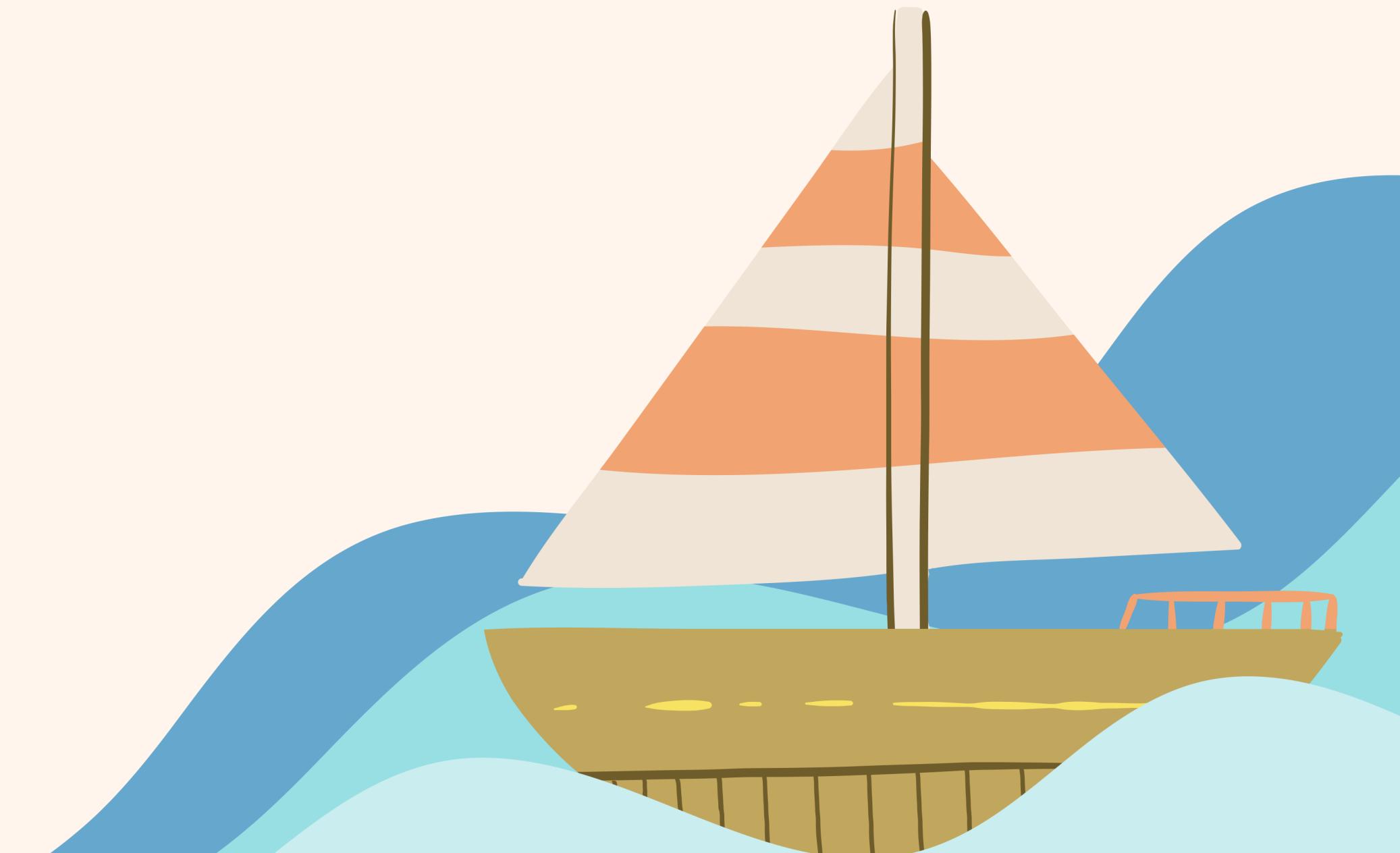


BUYING BEHAVIOUR OF CUSTOMERS

PREDICTIVE MODEL

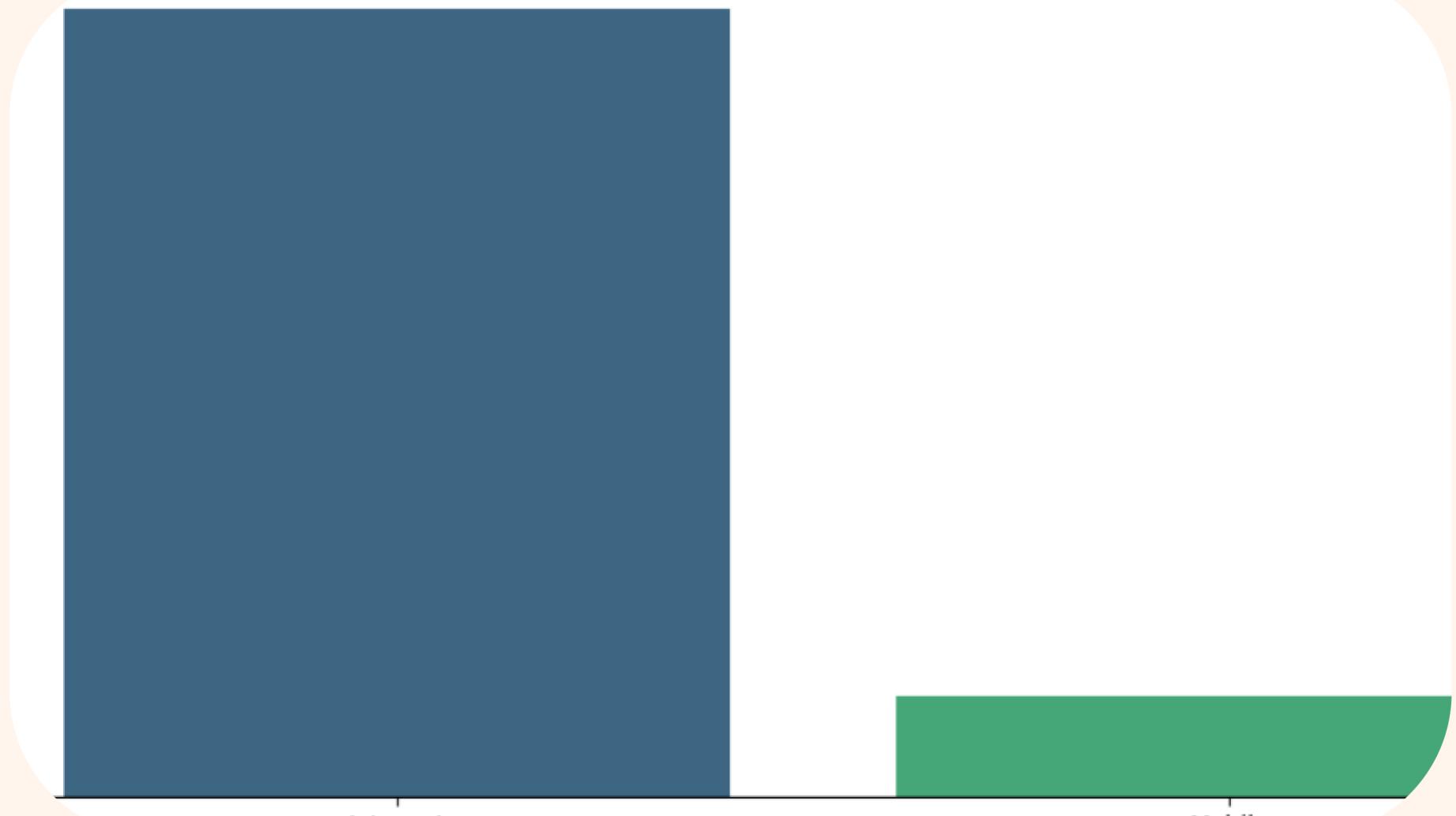
**Predictive model is applied in
order to know the buying
behaviour of the customers**

Exploratory Data Analysis have also
revealed some of the main areas to be
considered.

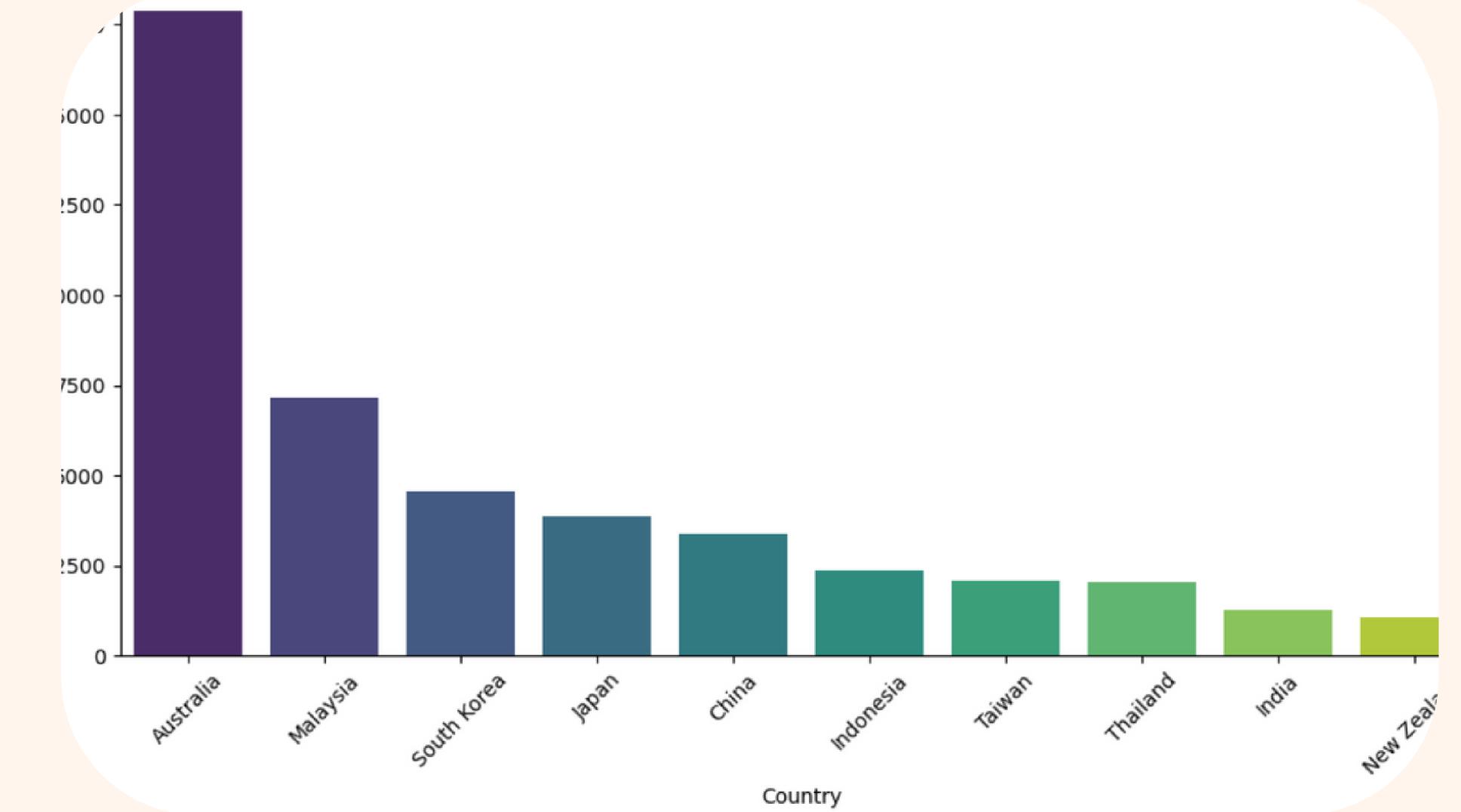


INSIGHTS FROM EDA

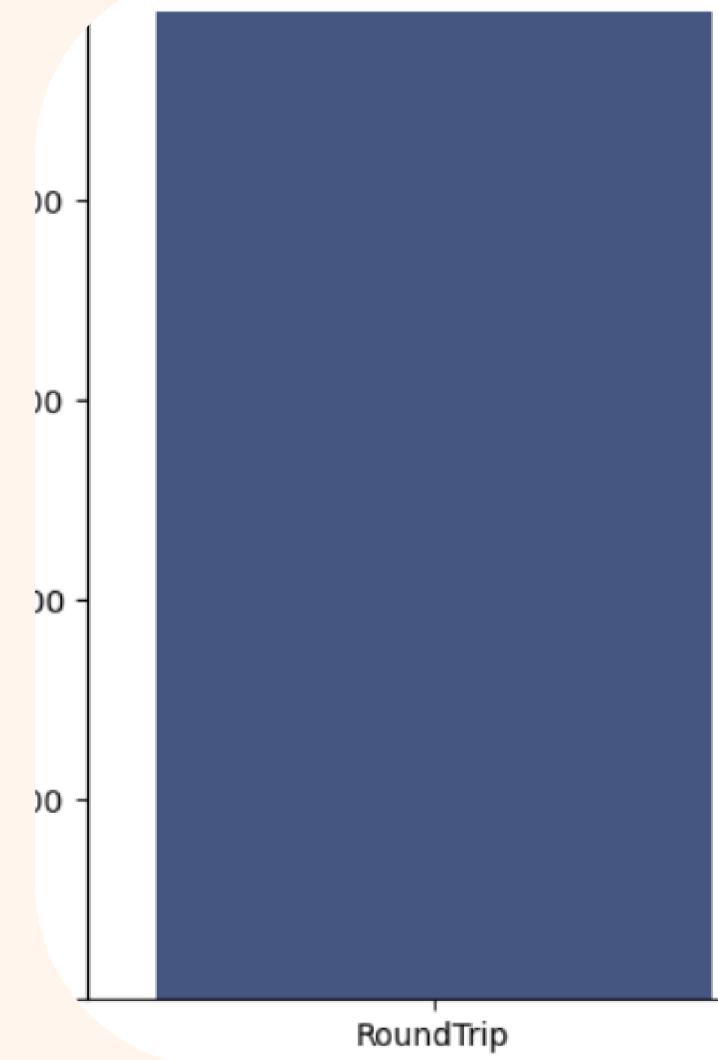
Internet is the
most used channel
by the customers



Australia is the top origin countries being choose by the customers



Round trip is the
most used trip type



MAJOR AREAS COMPANY SHOULD CONSIDER



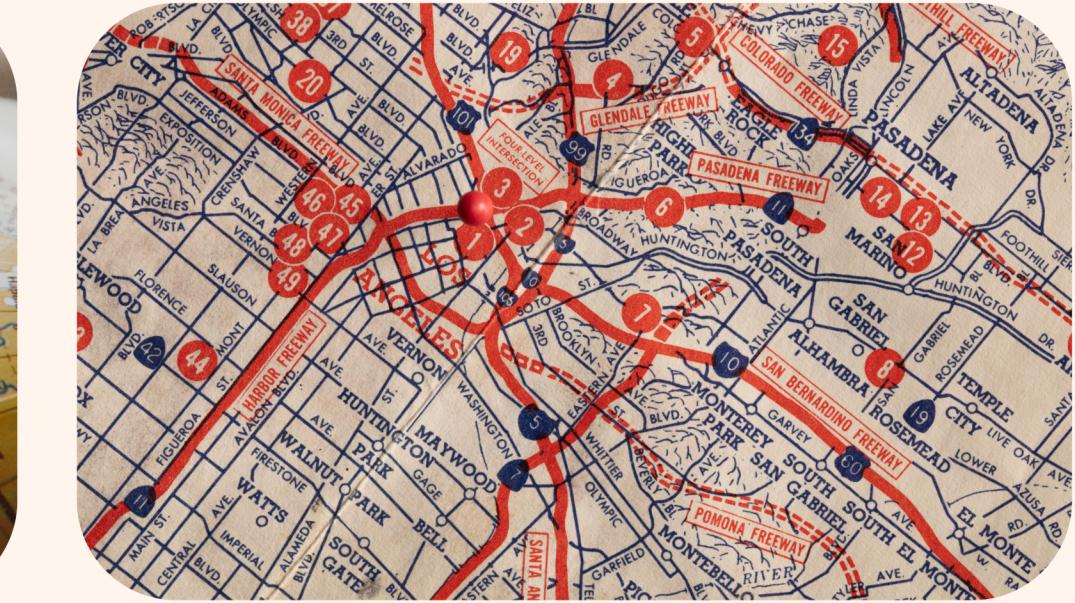
Booking origin



Sales Channel



Trip type



Route

Some Solutions company can consider

01.

Making the internet presence and advertising through most used platforms .

02.

Taking the shortest routes in order to shorten the flight duration

03.

Provide some loyalty schemes to the country having most of the flights in order to establish between the firm and its customer