



Predicting customer buying behaviour

Build a predictive model to understand factors that influence buying behaviour

Predictive model

Three most important features are

num_passengers
purchase_lead
length_of_stay

Scores of the predictive model

Accuracy: 0.8237

Precision: 0.20464135021097046

Recall: 0.06540795684423466

F1 score: 0.09913132345426673

AUC-ROC: 0.5105717722462338

Confusion matrix:

```
[[8140  377]
```

```
[1386  97]]
```