

FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM



**BRITISH AIRWAYS**



**PREDICTING CUSTOMER BUYING BEHAVIOR**

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# PREDICTIVE MODEL TO UNDERSTAND FACTORS THAT INFLUENCE BUYING BEHAVIOR



**We have trained the data set with Random Forest Classifier model and received**

**Training Accuracy: 99.98**

**Validation Accuracy: 85.17**

**Top 5 features which influence  
Customer buying behavior:**

1. **route**
2. **booking\_origin**
3. **flight\_duration**
4. **length\_of\_stay**
5. **trip\_type**

