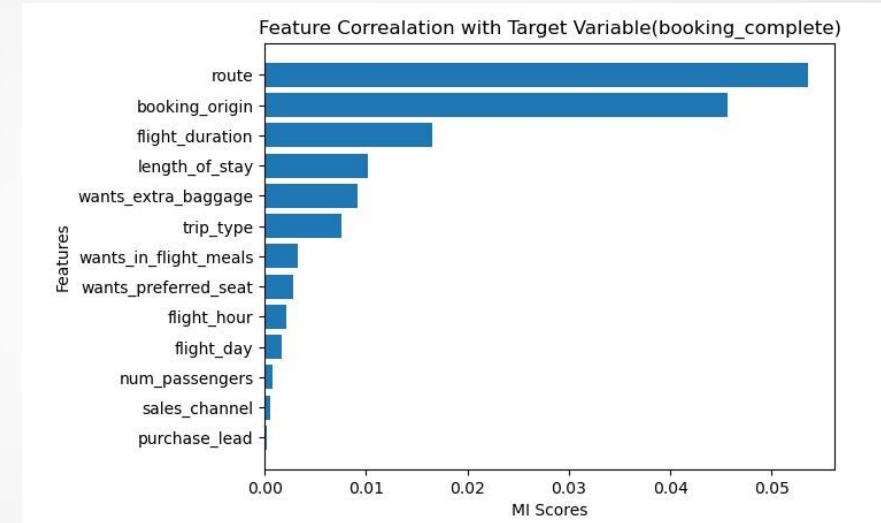# BRITISH AIRWAYS

PREDICTING CUSTOMER BUYING BEHAVIOR

Results

Key Findings -

Top 6 Features That seems to be correlated with Target Variable

1. Route
2. Booking_origin
3. Flight_duration
4. Length_of_stay
5. Wants_extra_baggage
6. Trip_type

Feature Correalation with Target Variable(booking_complete)

We used Different Models to train suitable model for our Dataset Here are Model Names with their Score and Accuracy

Best Model With Best Accuracy

Random Forest

ROC_AUC_SCORE	ACCURACY
72.69%	72.74%

MODEL NAME	ROC_AUC_SCORE	ACCURACY
Random Forest	72.69%	72.74%
XGBoost	72.42%	72.47%
Gradient Boosting	71.42%	72.49%
Logistic Regression	69.51%	69.53%
Decision Tree	63.66%	63.65%
SVM	58.43%	58.54%
KNN	56.82%	56.81%