BRITISH AIRWAYS PURCHASE PREDICTION

Insights on customer behaviour and purchase prediction

Summary of Findings

1. **Purchase Lead and Length of Stay:** Negative correlation between purchase_lead and length_of_stay.

2. **Outliers:** 2 outliers in purchase_lead, 1 outlier in length_of_stay.

3. **Preferred Booking Timing:** Customers tend to book around 84 days before the flight, especially on Thursdays.

4. **Model Performance:** Accuracy of 0.854, limited precision and recall for positive cases.

5. **F1-score:** 0.20, trade-off between precision and recall.

6. **Support:** 8,520 samples in negative class, 1,480 samples in positive class.

- **Insights: Early bookings linked to longer stays. Model needs improvement in identifying positive cases. Preferred booking timing and day of the week are influential.**

Model Performance Metrics

Feature Importances (Top 10)