**IN3062 Introduction to Artificial Intelligence**

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Link to github: https://github.com/adbt118/AI\_project

*Please include the following sections. You might also include a section on data and its exploration, and/or a section for literature.*

**Introduction-**

**Motivation and description of the problem:**

The study's goal is to analyse the flight booking dataset received from the "Ease My Trip" website and run different statistical hypothesis tests to extract valuable information from it. To train the dataset and predict a continuous target variable, the 'Linear Regression' statistical procedure would be utilised. 'Easemytrip' is an internet platform for buying aeroplane tickets, and hence a platform where potential passengers may purchase tickets. A thorough examination of the data will assist in the identification of unique insights that will be extremely beneficial to travellers.

**What is our Dataset and Problem Domain?**

The problem domain we decided for our dataset has allowed us to explore and use many different artificial intelligence algorithms and analysis techniques to demonstrate and predict the labels. Initially the group decided on a mobile phone classification dataset [1], however with pre-processing of the data and omitting the anomalies, we believed the dataset was impractical for demonstrating our knowledge of using artificial intelligence models, and unrealistic to achieve a credible result. The dataset for the mobile phone prices, was also very small in size and offered no accuracy when predicting the price as it classified the prices into 3 bands, rather than as a regression problem, this didn’t provide the right amount of difficulty or depth to the data that we felt was required for the coursework assignment. The dataset had 3000 records, split 2000/1000 for a presplit training/test dataset, and compared to our chosen dataset, it is over 100 times smaller. On initial inspection we noticed some data didn’t make sense, like the screen width, or pixel resolution width.

As a result, we changed the dataset to a Flight Price Prediction dataset [2], that was obtained from the “easemytrip” internet platform, which is used to book flight tickets, and contains 300,261 records of flight bookings between February 11th to 31st March. Over the 50 days the flight bookings were collected, they were all collected via the same way using Octoparse scraping tool, and the data was collected separately for economy and business, which is useful to be able to work on the data independently and compare ticket classes.

The dataset has 10 features, including airline, flight code, source city, destination city, departure time, arrival time, stops on the way, ticket class, days left, price and duration. It is available on Kaggle.com, is being used under the license of CC0 1.0 Universal (CC0 1.0) Public Domain Dedication. We created hypothesis questions which we used to begin our investigation and allowed us to extract relevant data which will allow us to understand correlations and potentially predict similar results. These will be demonstrated and shown throughout this report and project.

Questions we will attempt to answer:

* When is the optimum time (days) before booking before price increases drastically?
* Are there considerable differences in price when setting off during times of the day?
* Are certain airlines marketed higher, than competing airlines, if so, what features do they offer, more business class seats, afternoon departures, popular city destinations?
* What airlines have the monopoly out of the 6 cities recorded?

And overall,

* How does the 10 different features affect price?

We will need to analysis each of the features and evaluate if they can help with understanding and answering the questions asked.

We plan on setting achievable objectives which will allow us to monitor our data exploration and put to practice the artificial intelligence techniques we have learnt and apply them to our dataset and target label.

We will split the dataset into training, validating and testing, as this will allow our artificial intelligence models to be applied appropriately, and due to the scale of our dataset, we will have more opportunity to change the dataset split, and introduce a holdout test set, which we could apply during the end of the project.

**Is our model classification or regression?**

**Did we omit any data?**

**What techniques did we use to understand our dataset?**

**2. Method**

**Summary of the models used, and their pros and cons, a hypothesis statement, description of choice training and evaluation methodology.**

**Linear Regression:**

Linear Regression is a supervised Machine Learning model that seeks the best fit linear line between the independent and dependent variables.

**Pros-**

* The major benefit of linear regression is the ease with which the dataset may be represented as a simple linear model. As a result, the training time for linear regression is short.

**Cons-**

* Limited to 2 class classifications

**Neural network:**

A neural network is an artificial intelligence strategy for teaching computers to analyse data in a manner inspired by the human brain.

**Pros-**

* Because neural networks are adaptable, they may be utilised to solve both regression and classification issues. Because a neural network is a mathematical model with approximation functions, any data that can be converted to numbers may be incorporated in the model.
* Neural networks are effective in modelling nonlinear data with a high number of inputs.
* Any number of inputs and layers can be used to train neural networks.

**Cons-**

* Because neural networks are black boxes, we can't tell how much each independent variable influences the dependent variables.
* Training data is extremely important for neural networks. This creates the issue of over-fitting and generalisation. The mode is highly dependent on the training data and may be modified to the data.

**How we encoded the input variables?**

**What are the criteria for selecting model performance evaluation tools?**

**What were your outputs?**

**Did you have any problems or difficulties working with the dataset?**

**3. Results**

**4. Evaluation and Conclusion**

**References**