

A black silhouette of a Concorde aircraft is centered on a pink background. The aircraft is angled upwards from the bottom left towards the top right. Two thin white horizontal lines are positioned behind the aircraft, one above the wings and one below the fuselage. The text "British Airways" is written in a large, white, sans-serif font across the middle of the aircraft's fuselage.

British Airways

Customer Booking Prediction

2022-11-09

Predictive modelling results

Recall Rate
61%

Chance of predicting true successful bookings.

65% Chance of predicting true incomplete bookings correctly.

Accuracy of the model predicting successful or incomplete booking is

due to data imbalance we are unable to predict the booking successfully . Imbalance dataset drives higher accuracy but it does not accurately predict the successful bookings.

Dataset was balanced with 8k labelled as incomplete bookings and 7k as complete bookings.

Precision
61%

Will be predicted as actually completed bookings out of all successfully completed bookings.

Accuracy
63%



Top features that can drive successful flight bookings.

