British Airways

Customer Booking Prediction

2022-11-09

Predictive modelling results

Recall Rate
61%

Precision
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

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

Accuracy
63%

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.

Top features that can drive successful flight bookings.