



British Airways

Predictive model and its results

PREDICTIVE MODELLING RESULTS



Recall Rate
60%

Chance of predicting true successful bookings.

66% Chance of predicting true incomplete bookings correctly.

Accuracy of the model predicting successful or incomplete booking is

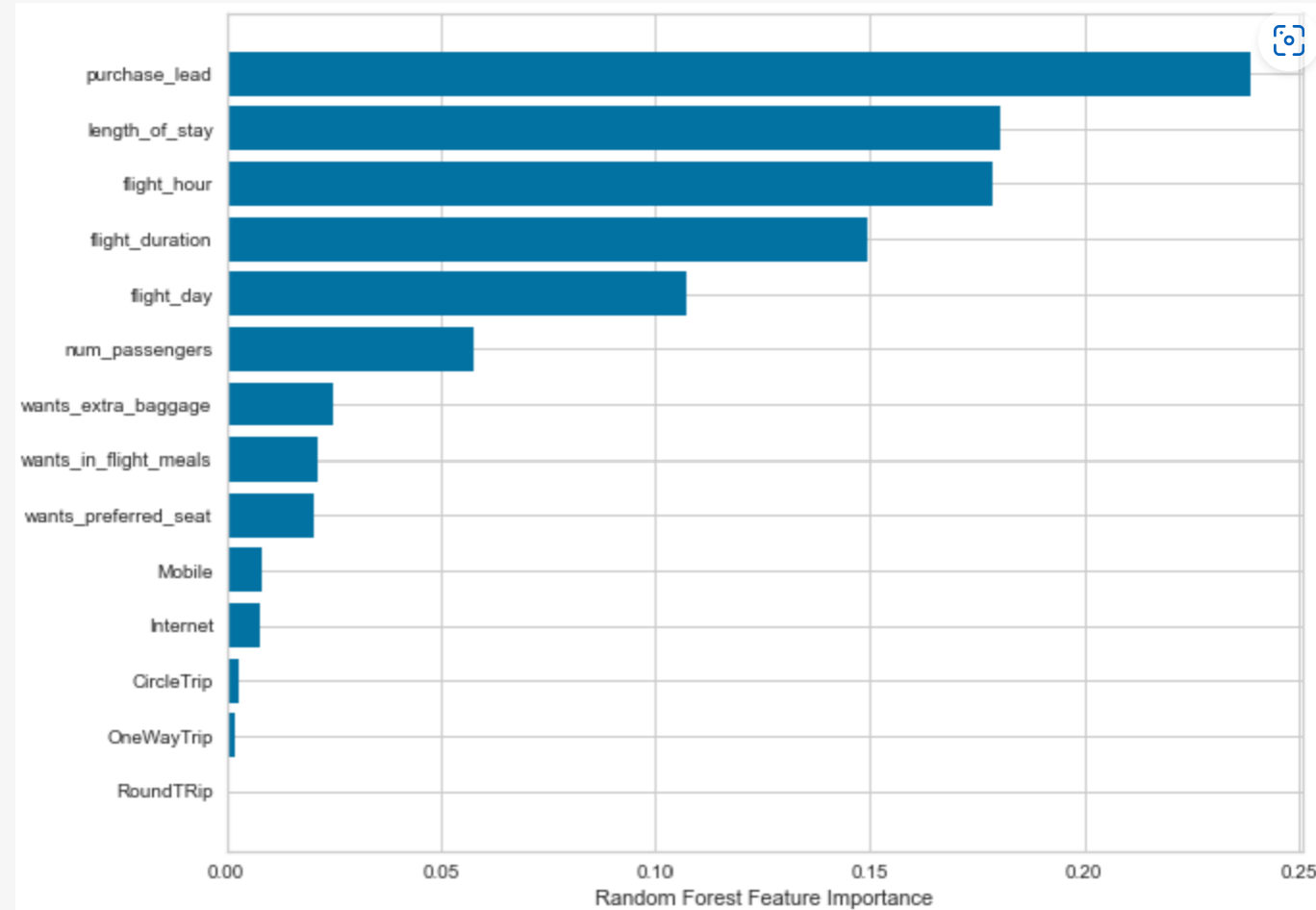
We are concerned with not predicting the successful bookings correctly. Imbalance dataset drives higher accuracy but it does not accurately predict the successful bookings.

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
62%



Top features that can drive successful flight bookings.