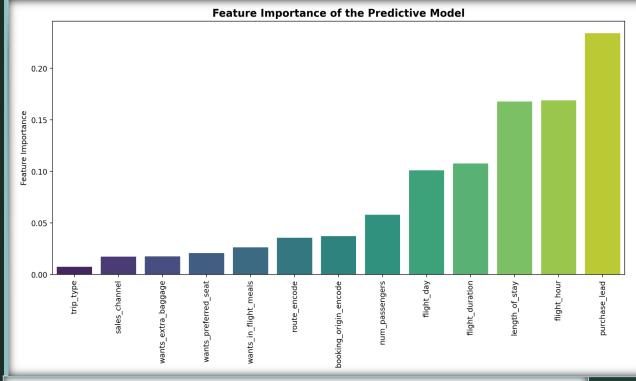
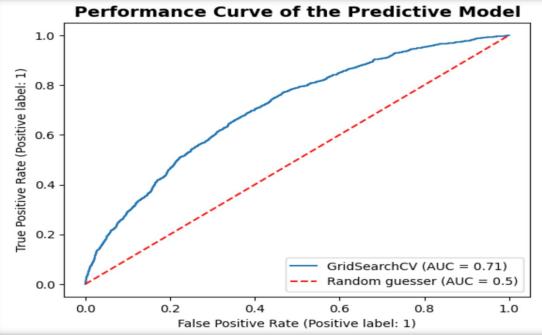
Predictive Model
Predicting
Customer
buying
behaviour







■Model Focus :

- Designed the model to catch as many actual holiday bookings as possible, critical for increasing sales with a recall of 0.78 for the positive class (i.e. complete booking).
- Chose to accept some incorrect predictions to ensure we don't miss real opportunities.

■Key Findings :

- The time before a customer books (purchase lead) and the flight's duration are highly influential in predicting bookings.
- When customers travel (flight hour and day) also affects the likelihood of completing a booking.

■Improvement Suggestions :

- Collect more detailed data around the timing of bookings and flight details, as these are strong indicators of customer behavior.
- Review and possibly streamline the data collection for less impactful factors like trip type and sales channel.
- Focus marketing efforts on times and conditions that are most likely to lead to completed bookings.
- Enhance customer service and incentives during key booking periods identified by the model.