

FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM

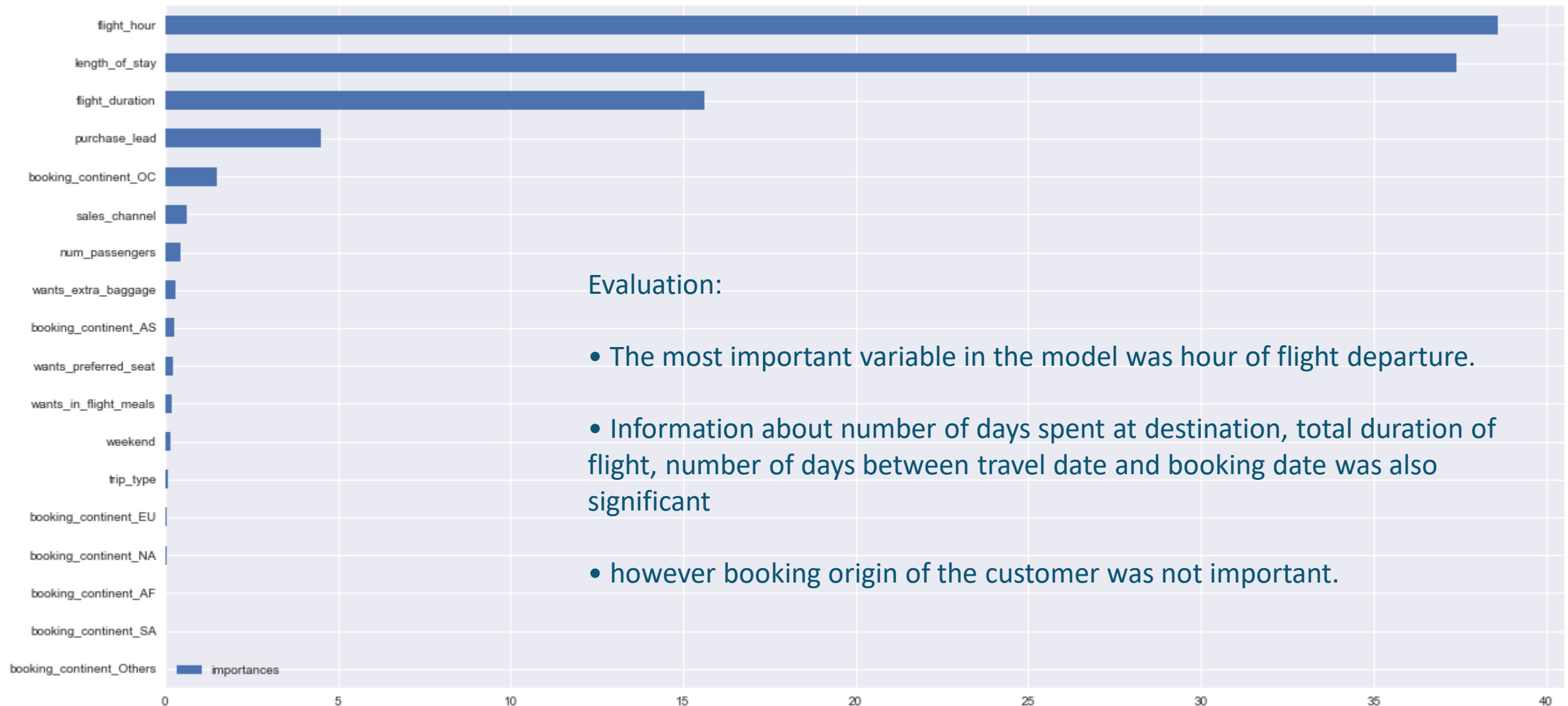


PREDICTING CUSTOMER BUYING BEHAVIOUR AT BRITISH AIRWAYS

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RESULT FEATURES IMPORTANCES



Evaluation:

- The most important variable in the model was hour of flight departure.
- Information about number of days spent at destination, total duration of flight, number of days between travel date and booking date was also significant
- however booking origin of the customer was not important.