



BRITISH AIRWAYS

PREDICTING CUSTOMER BUYING BEHAVIOUR

Exploring and preparing the dataset, training a machine learning model, and evaluating its performance through cross-validation and variable contribution analysis.

PRESENTED BY

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RANDOM FOREST

With default hyperparameter

	PRECISION	RECALL	F1-SCORE
NOT BUYER	87%	98%	92%
BUYER	51%	14%	22%
ACCURACY			85%
MACRO AVG	69%	56%	57%

CROSS-VALIDATION SCORES: [0.84925 0.84725 0.85375 0.85375 0.8545 0.851 0.85075 0.8485 0.85075 0.85025]