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Optimizing Flight Booking Decisions through Machine Learning Price Predictions

1.INTRODUCTION

1.1 OVERVIEW:

People who work frequently travel through flight will have better knowledge on best discount and right time to buy the ticket. For the business purpose many airline companies change prices according to the seasons or time duration. They will increase the price when people travel more. Estimating the highest prices of the airlines data for the route is collected with features such as Duration, Source, Destination, Arrival and Departure. Features are taken from chosen dataset and in the price wherein the airline price ticket costs vary overtime. we have implemented flight price prediction for users by using KNN, decision tree and random forest algorithms. Random Forest shows the best accuracy of 80% for predicting the flight price. also, we have done correlation tests and metrics for the statistical analysis.

The use of machine learning algorithms for flight price prediction can have significant benefits for both travelers and travel booking platforms. Travelers can save time and money by receiving personalized recommendations, while travel booking platforms can increase customer satisfaction by providing accurate and relevant information. Overall, this project aims to improve the customer experience in the travel industry through the use of data-driven insights and recommendations.

1.2. PURPOSE:

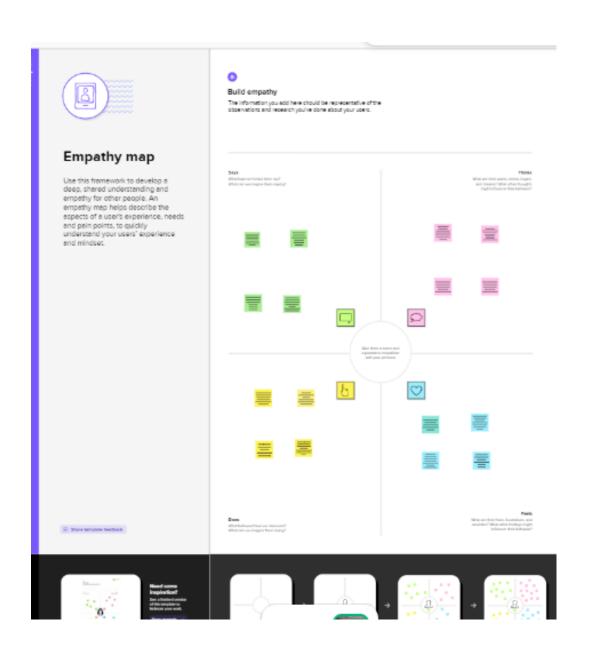
The purpose of optimizing flight booking decisions through machine learning price predictions is to help travelers make informed booking decisions and save money while improving the overall customer experience for travel booking platforms. By leveraging historical flight data and relevant factors, machine learning algorithms can accurately predict flight prices and provide personalized recommendations to travelers.

The use of machine learning algorithms for flight price prediction can have significant benefits for both travelers and travel booking platforms. For travelers, it can save time and money by providing accurate and relevant information on flight prices and optimal booking times. For travel booking platforms, it can increase customer satisfaction by providing a better customer experience and increasing customer loyalty.

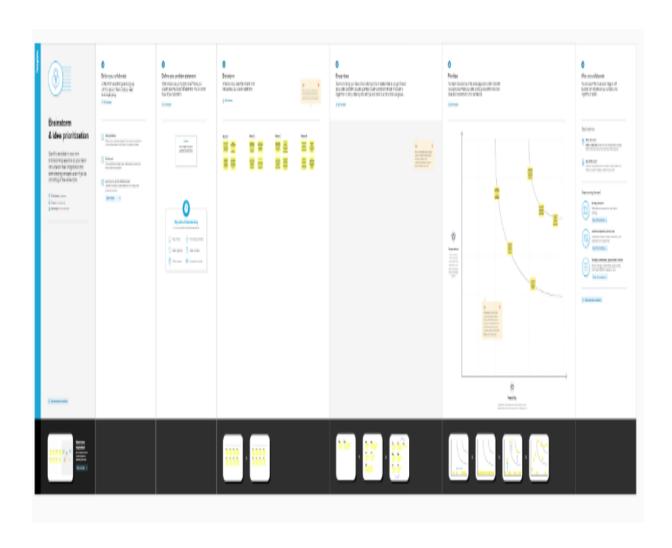
Overall, the purpose of this project is to improve the customer experience in the travel industry through the use of data-driven insights and recommendations. By optimizing flight booking decisions through machine learning price predictions, we can help travelers make better-informed decisions and ultimately make air travel more accessible and affordable.

2. PROBLEM DEFINITION & DESIGN THINKING

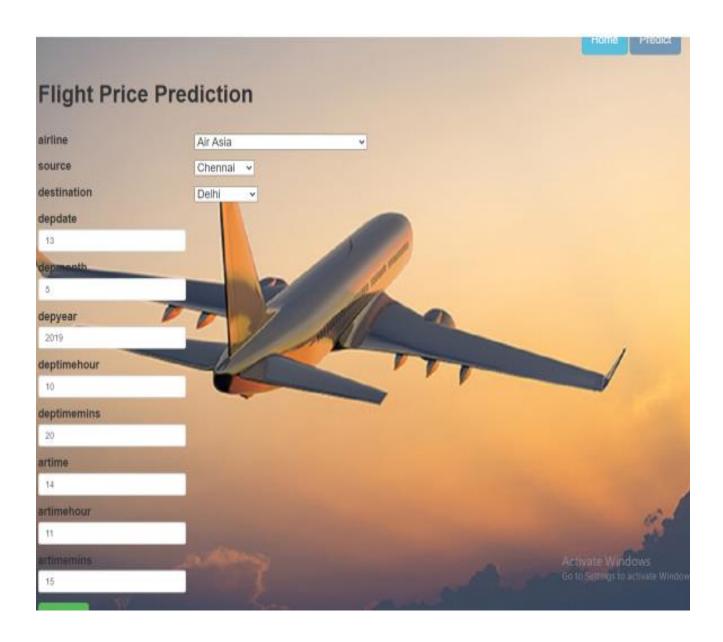
2.1. EMPATHY MAP



2.2 IDEATION & BRAINSTORMINGS MAP



3. RESULT



4.ADVANTAGES & DISADVANTAGES

ADVANTAGES:

Cost savings:

By analyzing historical data and current trends, machine learning algorithms can predict the optimal time to book a flight, allowing you to save money on your travel expenses.

Increased accuracy:

Machine learning algorithms can analyze large amounts of data quickly and accurately, providing more reliable price predictions than traditional methods.

Time savings:

By quickly identifying the best flight options for your travel needs, machine learning price prediction can save you time and frustration.

Personalization:

Machine learning algorithms can provide personalized recommendations based on your travel history and preferences, helping you find the best flights and routes for your specific needs.

Flexibility:

Machine learning algorithms can adapt to changing market conditions and fluctuations in flight prices, providing up-to-date predictions for when to book your flights.

DISADVANTAGES:

Limited data:

Machine learning algorithms require a significant amount of data to make accurate predictions. If there is not enough historical data available, the predictions may not be reliable.

Lack of transparency:

Machine learning algorithms can be complex, making it difficult to understand how they make their predictions. This lack of transparency can make it challenging to trust the predictions.

Unforeseen events:

Machine learning algorithms cannot account for unforeseen events such as natural disasters or political unrest, which can impact flight prices and availability.

Overreliance on predictions:

Relying too heavily on machine learning price predictions can lead to missed opportunities or overpaying for flights if the predictions are incorrect.

5. APPLICATION

There are several applications for using machine learning price prediction to optimize flight booking decisions, including:

Online travel agencies (OTAs):

OTAs can use machine learning algorithms to analyze large amounts of data and provide personalized recommendations to their users on when to book flights.

Airlines:

Airlines can use machine learning price prediction to optimize their revenue management strategies by predicting demand and setting prices accordingly.

Travel management companies:

Travel management companies can use machine learning price prediction to help their clients save money on business travel expenses by identifying the best times to book flights.

Travel search engines:

Travel search engines can use machine learning algorithms to analyze flight prices and provide users with real-time price predictions for different travel dates and destinations.

Loyalty programs:

Airlines and OTAs can use machine learning price prediction to provide personalized offers and rewards to their loyalty program members, such as discounts on flights or free upgrades.

6. CONCLUSION

Evaluating the algorithmic rule, a dataset is collected, pre-processed, performed data modelling and studied a value difference for the number of restricted days by the passengers for travelling. Machine Learning algorithms with square measure for forecasting the accurate fare of airlines and it gives accurate value of plane price ticket at limited and highest value. Information is collected from Kaggle websites that sell the flight tickets therefore restricting data which are often accessed. The results obtained by the random forest and decision tree algorithm has better accuracy, but best accuracy is predicted by decision tree algorithm as shown is the above analysis. Accuracy of the model is also forecasted by the R-squared value.

In Upcoming days when huge amount of information is accessed as in detailed information in the dataset, the expected results in future are highly correct. For further research anyone desire to expand upon it ought to request different sources of historical data or be a lot of organized in collection knowledge manually over amount of your time to boot, a lot of different combination of plane are going to be traversed. There is whole possibility that planes differ their execution ideas consisting characteristics of the plane. At last, it is curious to match our model accuracy with that of the business models accuracy offered nowadays.

7. FUTURE SCOPE

The future scope of optimizing flight booking decisions through machine learning price prediction is promising, as the technology and applications continue to evolve.

Some potential areas for future development and expansion include:

Increased personalization:

Machine learning algorithms can analyze individual traveler data to provide more personalized recommendations for when to book flights, taking into account travel history, preferences, and budget.

Integration with other travel services:

Machine learning price prediction can be integrated with other travel services, such as hotel and rental car bookings, to provide a more comprehensive and seamless travel experience.

Real-time pricing and availability updates:

Machine learning algorithms can be used to provide real-time updates on flight prices and availability, allowing travelers to make informed booking decisions.

Enhanced accuracy and reliability:

As machine learning algorithms continue to be refined and trained on larger data sets, their accuracy and reliability in predicting flight prices will likely improve.

Use of alternative data sources:

Machine learning algorithms can be trained on alternative data sources, such as social media and weather data, to provide more accurate predictions on flight prices and availability.

Integration with blockchain technology:

Blockchain technology can help improve the transparency and security of flight bookings and payment processing, which can further enhance the reliability and efficiency of machine learning price prediction.

8. APPENDIX

A.SOURCE CODE:

```
import numpy as np
import pandas as pd
import matplotlib.pyplot as plt
from sklearn import metrics
import seaborn as sns
sns.set()
# Mount Google Drive - applicable, if working on Goog
le Drive
from google.colab import drive
drive.mount('/content/drive')
# Set Working Directory - if working on Google Drive
%cd /content/drive/MyDrive/Project10 FlightPricePredi
ction
# # Set Working Directory - if working on Local Machi
# import os
# os.chdir('/Users//replace me')
# Load dataset from Project folder
dataset = pd.read excel("/content/Data Train.xlsx")
# To stretch head function output to the notebook wid
th
pd.set option('display.max columns', None)
dataset.head()
```

```
dataset.info()
dataset.isnull().sum()
dataset.dropna(inplace = True)
dataset.isnull().sum()
dataset.head()
# Date of Journey is the day when plane departs.
dataset["journey day"] = pd.to datetime(dataset.Date
of Journey, format="%d/%m/%Y").dt.day
dataset["journey month"] = pd.to datetime(dataset["Da
te of Journey"], format = "%d/%m/%Y").dt.month
dataset.head()
# Since we have converted Date of Journey column into
 integers, Now we can drop as it is of no use.
dataset.drop(["Date of Journey"], axis = 1, inplace =
 True)
# Departure time is when a plane leaves the gate.
# Similar to Date of Journey we can extract values fr
om Dep Time
# Extracting Hours
dataset["dep hour"] = pd.to datetime(dataset["Dep Tim
e"]).dt.hour
# Extracting Minutes
dataset["dep min"] = pd.to datetime(dataset["Dep Time
"1).dt.minute
# Now we drop Dep Time as it is of no use
```

```
dataset.drop(["Dep Time"], axis = 1, inplace = True)
# Arrival time is when the plane pulls up to the gate
# Similar to Date of Journey we can extract values fr
om Arrival Time
# Extracting Hours
dataset["arrival hour"] = pd.to datetime(dataset["Arr
ival Time"]).dt.hour
# Extracting Minutes
dataset["arrival min"] = pd.to datetime(dataset["Arri
val Time"]).dt.minute
# Now we can drop Arrival Time as it is of no use
dataset.drop(["Arrival Time"], axis = 1, inplace = Tr
ue)
dataset.head()
# Duration is the time taken by plane to reach destin
# It is the difference between Arrival Time and Depart
ure time
# Assigning and converting Duration column into list,
for looping through
duration = list(dataset["Duration"])
# In table above, Row Index=2, we have Duration = 19h
 (missing minutes)
# Looping through all duration values, to ensure it h
as both hours & mins: 'xh ym'
for i in range(len(duration)):
    if len(duration[i].split()) != 2: # Check if d
uration contains only hour or mins
        if "h" in duration[i]:
```

```
duration[i] = duration[i].strip() + " 0m"
   # Adds 0 minute
        else:
            duration[i] = "Oh " + duration[i]
   # Adds 0 hour
# Prepare separate duration hours and duration mins 1
ists
duration hours = []
duration mins = []
for i in range(len(duration)):
    duration hours.append(int(duration[i].split(sep =
            # Extract hours from duration
 "h") [0]))
    duration mins.append(int(duration[i].split(sep =
"m") [0].split() [-
1]))  # Extracts only minutes from duration
# Add duration hours and duration mins list to our da
taset df
dataset["Duration hours"] = duration_hours
dataset["Duration mins"] = duration mins
# Drop Duration column from the dataset
dataset.drop(["Duration"], axis = 1, inplace = True)
dataset.head()
# Feature engineering on: Airline
dataset["Airline"].value counts()
# As Airline is Nominal Categorical data we will perf
orm OneHotEncoding
Airline = dataset[["Airline"]]
Current Airline List = Airline['Airline']
New Airline List = []
for carrier in Current Airline List:
  if carrier in ['Jet Airways', 'IndiGo', 'Air India'
, 'SpiceJet',
```

```
'Multiple carriers', 'GoAir', 'Vistara', 'Air
Asia']:
    New Airline List.append(carrier)
    New Airline List.append('Other')
Airline['Airline'] = pd.DataFrame(New Airline List)
Airline['Airline'].value counts()
Airline = pd.get dummies(Airline, drop first= True)
Airline.head()
# Feature engineering on: Source
dataset["Source"].value counts()
# As Source is Nominal Categorical data we will perfo
rm OneHotEncoding
Source = dataset[["Source"]]
Source = pd.get dummies(Source, drop first= True)
# drop first= True means we drop the first column to
prevent multicollinearity
Source.head()
# Feature engineering on: Destination
dataset["Destination"].value counts()
# Renaming destination 'New Delhi' to 'Delhi' - to ma
tch with Source
Destination = dataset[["Destination"]]
```

```
Current Destination List = Destination['Destination']
New Destination List = []
for value in Current Destination List:
  if value in ['New Delhi']:
    New Destination List.append('Delhi')
  else:
    New Destination List.append(value)
Destination['Destination'] = pd.DataFrame(New Destina
tion List)
# As Destination is Nominal Categorical data we will
perform OneHotEncoding
Destination = pd.get dummies (Destination, drop first
= True)
Destination.head()
# Additional Info contains almost 80% no info
# Route and Total Stops are related to each other
dataset.drop(["Route", "Additional Info"], axis = 1,
inplace = True)
# Feature engineering on: Total Stops
dataset["Total Stops"].value counts()
# As this is case of Ordinal Categorical type we perf
orm LabelEncoder
# Here Values are assigned with corresponding keys
dataset.replace({"non-
stop": 0, "1 stop": 1, "2 stops": 2, "3 stops": 3, "4
 stops": 4}, inplace = True)
dataset.head()
```

```
# Concatenate dataframe --
> train data + Airline + Source + Destination
data train = pd.concat([dataset, Airline, Source, Des
tination], axis = 1) # axis = 1 signifies column
data train.drop(["Airline", "Source", "Destination"],
 axis = 1, inplace = True)
data train.head()
data train.shape
data train.columns
X = data train.loc[:, ['Total Stops', 'journey_day',
'journey month', 'dep hour',
       'dep min', 'arrival hour', 'arrival min', 'Dur
ation hours',
       'Duration mins', 'Airline Air India', 'Airline
GoAir', 'Airline IndiGo',
       'Airline Jet Airways', 'Airline Multiple carri
ers', 'Airline_Other',
      'Airline SpiceJet', 'Airline Vistara', 'Source
_Chennai', 'Source_Delhi',
       'Source Kolkata', 'Source Mumbai', 'Destinatio
n Cochin',
       'Destination Delhi', 'Destination Hyderabad',
'Destination Kolkata']]
y = data train.iloc[:, 1]
```

print(X.shape, y.shape)

```
# Important feature using ExtraTreesRegressor
from sklearn.ensemble import ExtraTreesRegressor
selection = ExtraTreesRegressor()
selection.fit(X, y)
print(selection.feature importances)
#plot graph of feature importances for better visuali
zation
plt.figure(figsize = (12,8))
feat importances = pd.Series(selection.feature import
ances , index=X.columns)
feat importances.nlargest(25).plot(kind='barh')
plt.show()
# Checking for Multicollinearity
from statsmodels.stats.outliers_influence import vari
ance inflation factor
def calc vif(z):
    # Calculating Variable Inflation Factor (VIF)
    vif = pd.DataFrame()
    vif["variables"] = z.columns
    vif["VIF"] = [variance inflation factor(z.values,
 i) for i in range(z.shape[1])]
    return (vif)
# Compute VIF on X
calc vif(X)
# Drop 'Source Delhi'
```

```
X = data train.loc[:, ['Total Stops', 'journey day',
'journey month', 'dep hour',
       'dep min', 'arrival hour', 'arrival min', 'Dur
ation hours',
       'Duration mins', 'Airline_Air India', 'Airline
GoAir', 'Airline IndiGo',
       'Airline Jet Airways', 'Airline Multiple carri
ers', 'Airline Other',
       'Airline SpiceJet', 'Airline Vistara', 'Source
Chennai',
       'Source Kolkata', 'Source Mumbai', 'Destinatio
n Cochin',
       'Destination Delhi', 'Destination Hyderabad',
'Destination Kolkata']]
X.head()
from sklearn.model selection import train test split
X train, X test, y train, y test = train test split(X
, y, test size = 0.2, random state = 42)
from sklearn.ensemble import RandomForestRegressor
rf reg = RandomForestRegressor()
rf reg.fit(X train, y train)
print('Model Performance on Training Set:', round(rf
reg.score(X train, y train)*100,2))
print('Model Performance on Test Set:', round(rf reg.
score (X test, y test) *100,2)
# Plot performance graph
y pred = rf reg.predict(X test)
plt.scatter(y_test, y_pred, alpha = 0.5)
plt.xlabel("y test")
plt.ylabel("y pred")
plt.show()
```

```
# Model Error Values
print('MAE:', metrics.mean absolute error(y test, y p
print('MSE:', metrics.mean squared error(y test, y pr
ed))
print('RMSE:', np.sqrt(metrics.mean squared error(y t
est, y pred)))
\#RMSE = sqrt((PV-OV)^2/n)
# RMSE/(max(DV)-min(DV))
print('Normalized RMSE ', round(np.sqrt(metrics.mean
squared error(y test, y pred))/(max(y test)-
min(y test)), 2))
print('Max Value: ', max(y), '\nMin Value: ', min(y))
import pickle
# open a file, where you ant to store the data
file = open('c2 flight rf.pkl', 'wb')
# dump information to that file
pickle.dump(rf reg, file)
import pickle
path = 'c1 flight rf.pkl'
model = open(path, 'rb')
rf model = pickle.load(model)
unseen dataset = pd.read excel("./a2 Unseen Dataset.x
lsx")
unseen dataset.head()
```

```
# Perform feature engineering on object dt variables
# Feature Engineering on: 'Date of Journey'
unseen dataset["journey day"] = pd.to datetime(unseen
dataset.Date of Journey, format="%d/%m/%Y").dt.day
unseen dataset["journey month"] = pd.to datetime(unse
en dataset["Date of Journey"], format = "%d/%m/%Y").d
t.month
unseen dataset.drop(["Date of Journey"], axis = 1, in
place = True)
# Feature Engineering on: 'Dep Time'
unseen dataset["dep hour"] = pd.to datetime(unseen da
taset["Dep Time"]).dt.hour
unseen dataset["dep min"] = pd.to datetime(unseen dat
aset["Dep Time"]).dt.minute
unseen dataset.drop(["Dep Time"], axis = 1, inplace =
 True)
# Feature Engineering on: 'Arrival Time'
unseen_dataset["arrival_hour"] = pd.to_datetime(unsee
n dataset["Arrival Time"]).dt.hour
unseen dataset["arrival min"] = pd.to datetime(unseen
dataset["Arrival Time"]).dt.minute
unseen dataset.drop(["Arrival Time"], axis = 1, inpla
ce = True
# Feature Engineering on: 'Duration'
duration = list(unseen dataset["Duration"])
for i in range(len(duration)):
    if len(duration[i].split()) != 2: # Check if d
uration contains only hour or mins
        if "h" in duration[i]:
            duration[i] = duration[i].strip() + " Om"
   # Adds 0 minute
        else:
            duration[i] = "Oh " + duration[i]
   # Adds 0 hour
duration hours = []
duration mins = []
for i in range(len(duration)):
    duration hours.append(int(duration[i].split(sep =
 "h")[0]))  # Extract hours from duration
```

```
duration mins.append(int(duration[i].split(sep =
"m")[0].split()[-
1]))  # Extracts only minutes from duration
unseen dataset["Duration hours"] = duration hours
unseen dataset["Duration mins"] = duration mins
unseen dataset.drop(["Duration"], axis = 1, inplace =
 True)
# Perform feature engineering on Categorical dt varia
bles
# Feature Engineering on: 'Airline'
Airline = unseen dataset[["Airline"]]
New Airline List = []
Current Airline List = Airline['Airline']
for carrier in Current Airline List:
  if carrier in ['IndiGo', 'Air India', 'Jet Airways'
, 'SpiceJet',
       'Multiple carriers', 'GoAir', 'Vistara', 'Air
Asia']:
    New Airline List.append(carrier)
  else:
    New Airline List.append('Other')
Airline['Airline'] = pd.DataFrame(New Airline List)
Airline = pd.get dummies(Airline, drop first= True)
# Feature Engineering on: 'Source'
Source = unseen dataset[["Source"]]
Source = pd.get dummies(Source, drop first= True)
Source.head()
# Feature Engineering on: 'Destination'
Destination = unseen dataset[["Destination"]]
Current Destination List = Destination['Destination']
New Destination List = []
for value in Current Destination List:
  if value in ['New Delhi']:
    New Destination List.append('Delhi')
  else:
    New Destination List.append(value)
Destination['Destination'] = pd.DataFrame(New Destina
tion List)
Destination['Destination'].value counts()
```

```
Destination = pd.get dummies (Destination, drop first
= True)
Destination.head()
# Feature Engineering on: 'Route', 'Additional Info
unseen dataset.drop(["Route", "Additional Info"], axi
s = 1, inplace = True)
# Feature Engineering on: 'Total Stops'
unseen dataset.replace({"non-
stop": 0, "1 stop": 1, "2 stops": 2, "3 stops": 3, "4
 stops": 4}, inplace = True)
# Concatenate dataframe --
> train data + Airline + Source + Destination
data test = pd.concat([unseen dataset, Airline, Sourc
e, Destination], axis = 1)
data test.drop(["Airline", "Source", "Destination"],
axis = 1, inplace = True)
# See how the test dataset looks
data test.head()
# Drop 'Source Delhi'
X unseen = data test.loc[:, ['Total Stops', 'journey
day', 'journey month', 'dep hour',
       'dep min', 'arrival_hour', 'arrival_min', 'Dur
ation hours',
       'Duration mins', 'Airline Air India', 'Airline
_GoAir', 'Airline IndiGo',
       'Airline Jet Airways', 'Airline Multiple carri
ers', 'Airline Other',
      'Airline SpiceJet', 'Airline Vistara', 'Source
Chennai',
       'Source Kolkata', 'Source Mumbai', 'Destinatio
n Cochin',
       'Destination Delhi', 'Destination Hyderabad',
'Destination Kolkata']]
y unseen = data test.iloc[:, 1]
```

```
y pred = rf model.predict(X unseen)
print('R2 value: ', round(metrics.r2 score(y unseen,
y pred),2))
print('Normalized RMSE: ', round(np.sqrt(metrics.mean
squared error(y unseen, y pred))/(max(y unseen)-
min(y unseen)),2))
print('Max Value: ', max(y unseen), '\nMin Value: ',
min(y unseen))
# writing model output file
df y pred = pd.DataFrame(y pred, columns= ['Predicted
Price'])
original dataset = pd.read excel("./a2 Unseen Dataset
.xlsx")
dfx = pd.concat([original dataset, df y pred], axis=1
dfx.to excel("c2 ModelOutput.xlsx")
dfx.head()
from sklearn.model selection import RandomizedSearchC
\nabla
#Randomized Search CV
# Number of trees in random forest
n = stimators = [int(x) for x in np.linspace(start = 1)]
00, stop = 1200, num = 12)
# Number of features to consider at every split
max features = ['auto', 'sqrt']
# Maximum number of levels in tree
\max depth = [int(x) for x in np.linspace(5, 30, num =
 6) 1
# Minimum number of samples required to split a node
min samples split = [2, 5, 10, 15, 100]
```

```
# Minimum number of samples required at each leaf nod
min samples leaf = [1, 2, 5, 10]
# Create the random grid
random grid = {'n estimators': n estimators,
               'max features': max features,
               'max depth': max depth,
               'min samples split': min samples split
               'min samples leaf': min samples leaf}
# Random search of parameters, using 5 fold cross val
idation,
# search across 100 different combinations
rf random = RandomizedSearchCV(estimator = rf reg, pa
ram_distributions = random grid,
                               scoring='neg mean squa
red error', n_iter = 10, cv = 5,
                               verbose=2, random stat
e=42, n jobs = 1)
# Model Training with Hyperparameter Tuning
rf random.fit(X train, y train)
rf random.best params
# Plot Performance Chart
prediction = rf random.predict(X test)
plt.figure(figsize = (8,8))
```

```
plt.scatter(y_test, prediction, alpha = 0.5)
plt.xlabel("y_test")
plt.ylabel("y_pred")
plt.show()

# RMSE/(max(DV)-min(DV))
print('R2 value: ', round(metrics.r2_score(y_test, prediction),2))
print('RMSE: ', round(np.sqrt(metrics.mean_squared_error(y_test, prediction)),2))
print('Normalized RMSE: ', round(np.sqrt(metrics.mean_squared_error(y_test, prediction))/(max(y_test)-min(y_test)),2))
print('Max Value: ', max(y_test), '\nMin Value: ', min(y_test))
```