

# British Airways Predicting Holidays

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A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

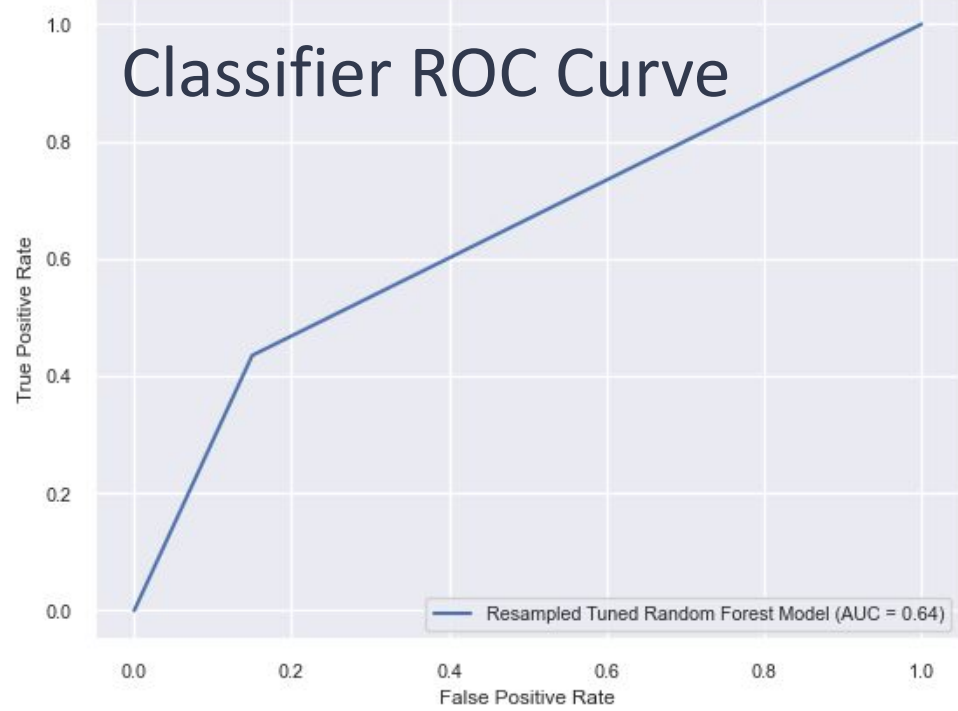


Fig 1. ROC Curve shows that the model does not classify trips purchased well. .64 is only slightly better than guessing 50%.

Fig 2. The classification scores of the model do poorly predicting the minority class (Holiday Purchased).

	Precision	Recall	F1	Support
Not purchased	.90	.85	.87	8,504
Purchased	.34	.44	.38	1,496
Overall Accuracy	79%			

Fig 3. The classification report shows the model does much better with the majority class (not purchased). Overall accuracy is 79% but with 85% if data being in the majority class this is not truly predictive.

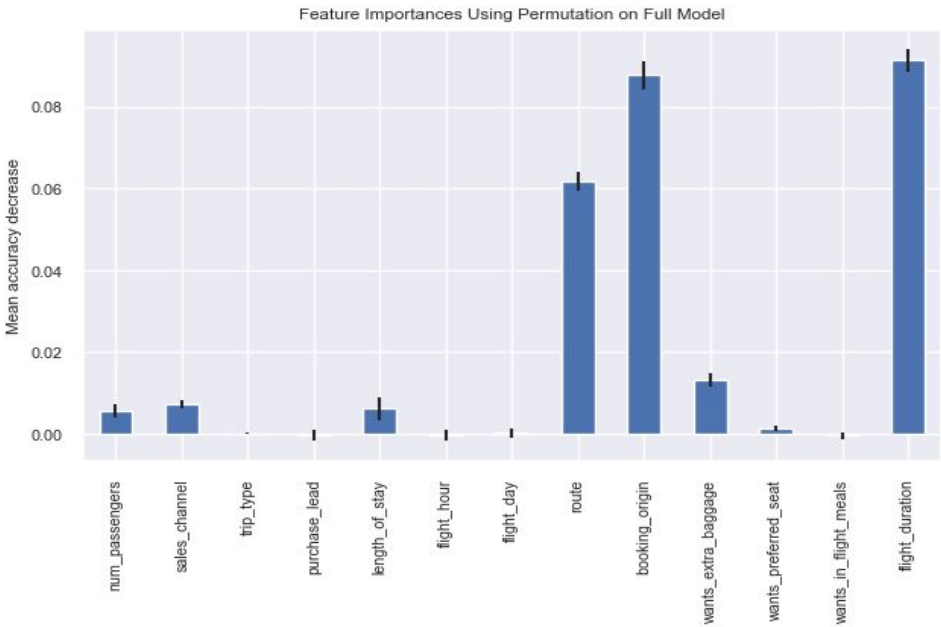
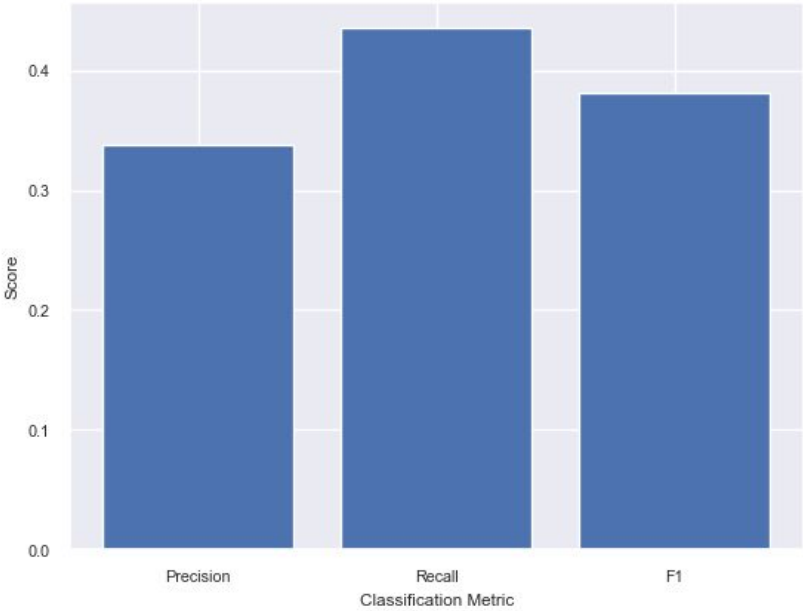


Fig 4. Feature importance shows few of the features are helpful in predicting target.