

FOR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM



BRITISH AIRWAYS

PREDICTING CUSTOMER BUYING BEHAVIOR

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21/06/2025

Predictive model to understand factors that influence buying behavior

We have trained the data set with Random Forest Classifier model and received

Training Accuracy: 99.98%

Validation Accuracy: 85.08%

Top 5 features which influence Customer buying behavior:

1. route
2. booking_origin
3. flight_duration
4. wants_extra_baggage
5. Length_of_stay

