## BRITISH AIRWAYS PREDICTING CUSTOMER BUYING BEHAVIOR

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## Predictive model to understand factors that influence buying behavior



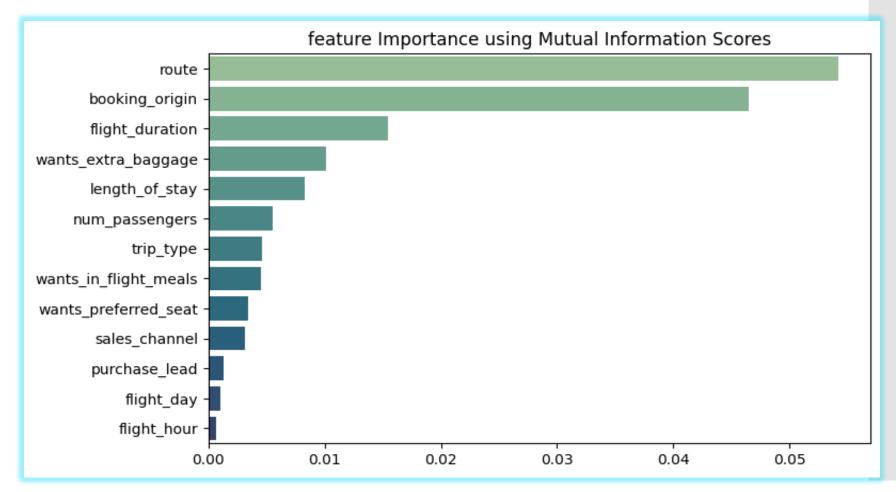
We have trained the data set with Random Forest Classifier model and received

**Training Accuracy:** 99.98%

Validation Accuracy: 85.08%

Top 5 features which influence Customer buying behavior:

- route
- 2. booking\_origin
- 3. flight\_duration
- 4. wants\_extra\_baggage
- 5. Length\_of\_stay



DR PURPOSES OF FORAGE VIRTUAL WORK EXPERIENCE PROGRAM