



BRITISH AIRWAYS

WEB SCRAPING TO GAIN
COMPANY INSIGHTS

19/07/2023

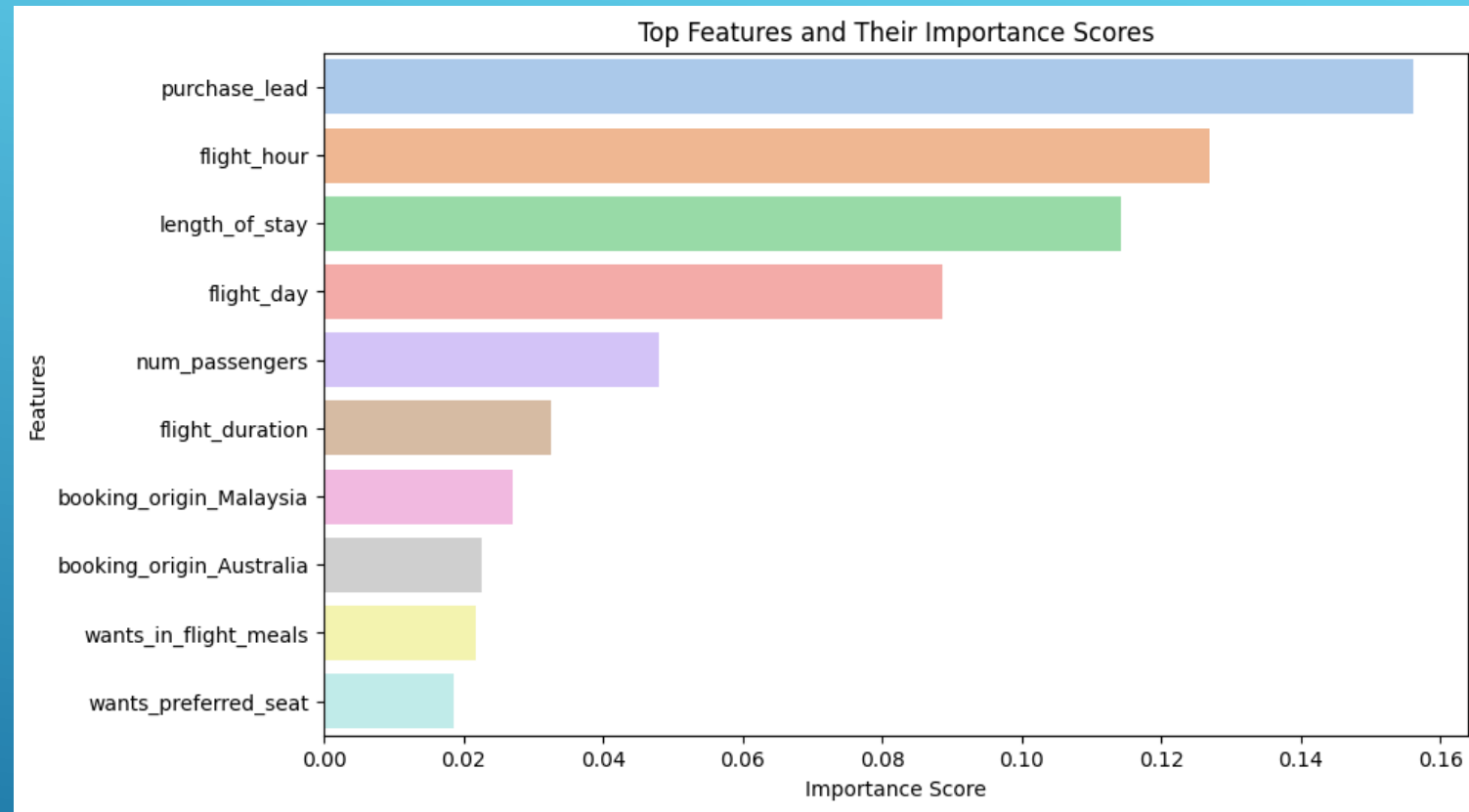


PREDICTING CUSTOMER BUYING BEHAVIOUR

From the top features and their importance scores, we can tell that the purchase lead, flight hour and length of stay have the most influence in whether someone will book a flight.

1. Purchase Lead: Customers booking closer to their travel date are more likely to complete their bookings.
2. Flight Hour: The hour of flight departure significantly impacts booking completion.
3. Length of Stay: The duration of the trip at the destination affects booking completion.

Optimising these factors can lead to better decision making, targeted marketing strategies and increased booking rates enhancing customer satisfaction.



My machine learning model provided these results:

Accuracy: 0.85
Precision: 0.52
Recall: 0.14
F1-score: 0.22