

Using a machine learning model *k-nearest neighbors* classifier, we tested all possible combinations of numerical columns to find the best attributes for predicting customer bookings. All columns performed within 1% accuracy of each other, or 85% accuracy for predicting bookings. With that information, we decided to perform our cross-validation testing phase on *flight hour* and *flight day* data, finding that these attributes also performed at an accuracy of 85%.

Visualizing these attributes in relation to completed bookings, we can see that customers that booked overnight flights are far more likely to complete their bookings.

