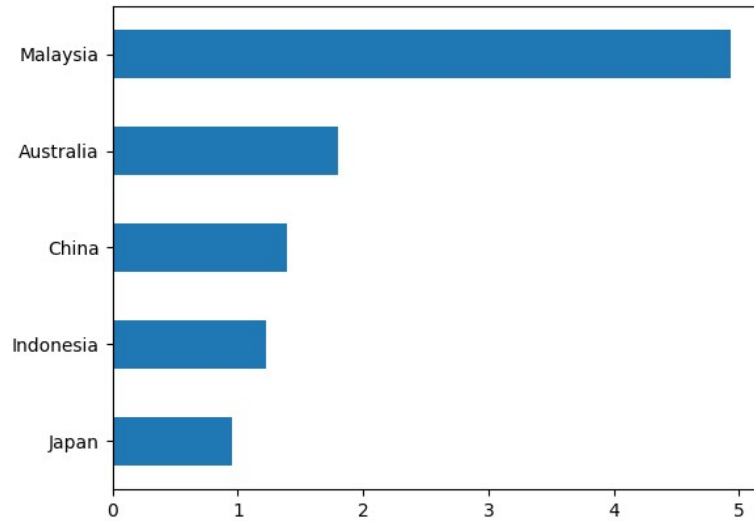# PREDICTING CUSTOMER'S BEHAVIOUR

BY ABIYYU S. HARRY

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The first graph is country with the highest booking rate. Malaysia has 5% booking rate and Japan 1%. The second graph shows the feature importance, if we go back to the description of the columns, we get:

- **Wants extra baggage** = if the customer wanted extra baggage in the booking

- **Sales channel** = sales channel booking was made on

- **Length of stay** = number of days spent at destination

- **Wants preferred seat** = if the customer wanted a preferred seat in the booking

- **Wants in flight meals** = if the customer wanted in-flight meals in the booking
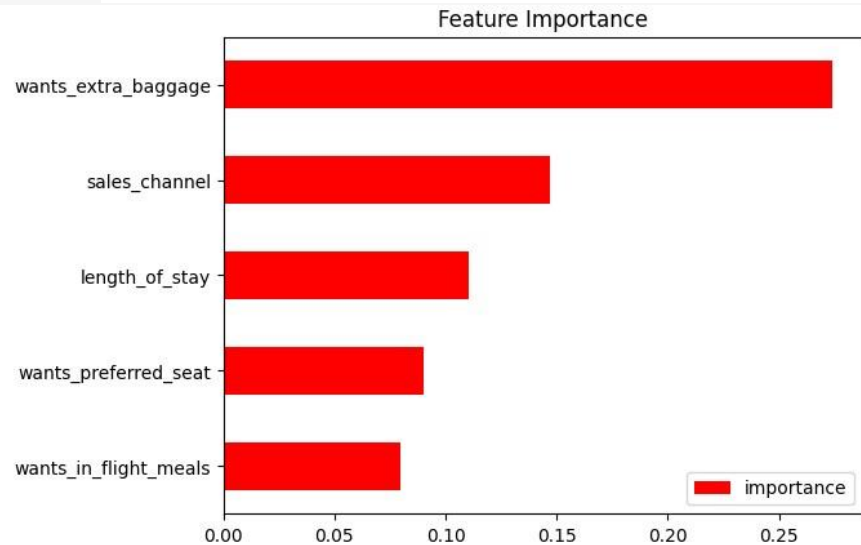
These columns are the most influential factor which leads to a purchase.

The first thing we can do to make the biggest impact maybe is to make more space for baggage or provide discounts for extra baggage