Business Objective

An aviation company that provides domestic as well as international trips to the customers now wants to apply a targeted approach instead of reaching out to each of the customers. This time they want to do it digitally instead of tele calling. Hence they have collaborated with a social networking platform, so they can learn the digital and social behaviour of the customers and provide the digital advertisement on the user page of the targeted customers who have a high propensity to take up the product.

Propensity of buying tickets is different for different login devices. Hence, you have to create 2 models separately for Laptop and Mobile. [Anything which is not a laptop can be considered as mobile phone usage.]

The advertisements on the digital platform are a bit expensive; hence, you need to be very accurate while creating the models.

Variable Description

Variable	Description
UserID	Unique ID of user
Buy_ticket	Buy ticket in next month
Yearly_avg_view_on_travel_page	Average yearly views on any travel related page by user
preferred_device	Through which device user preferred to do login
total_likes_on_outstation_checkin_given	Total number of likes given by a user on out of station checkings in last year
yearly_avg_Outstation_checkins	Average number of out of station check-in done by user
member_in_family	Total number of relationship mentioned by user in the account
preferred_location_type	Preferred type of the location for travelling of user
Yearly_avg_comment_on_travel_page	Average yearly comments on any travel related page by user
total_likes_on_outofstation_checkin_received	Total number of likes received by a user on out of station checkings in last year
week_since_last_outstation_checkin	Number of weeks since last out of station check-in update by user
following_company_page	Weather the customer is following company page (Yes or No)
montly_avg_comment_on_company_page	Average monthly comments on company page by user
working_flag	Weather the customer is working or not
travelling_network_rating	Does user have close friends who also like travelling. 1 is highs and 4 is lowest
Adult_flag	Weather the customer is adult or not
Daily_Avg_mins_spend_on_traveling_page	Average time spend on the company page by user on daily basis