

# Customer Booking Analysis

Data Exploration and Model  
Evaluation

# Data Analysis Summary

- Majority of bookings are made via the internet and are round trips.
- Most bookings are made with a lead time of less than 100 days.
- Majority of the bookings are for flights scheduled around 4-5 AM and 4-5 PM.
- New features created: is\_weekend, is\_morning\_flight, and is\_long\_stay.
- Dataset balanced by oversampling the minority class (completed bookings).

# Model Evaluation

- Model used: RandomForest Classifier
- Accuracy: 85.62%
- High precision and recall achieved for both classes indicating good performance.

# Feature Importance

