

BRITISH AIRWAYS



Task 2

Predicting customer buying behaviour

Date : 20th June 2023

Model Performance Metrics

Recall
54%

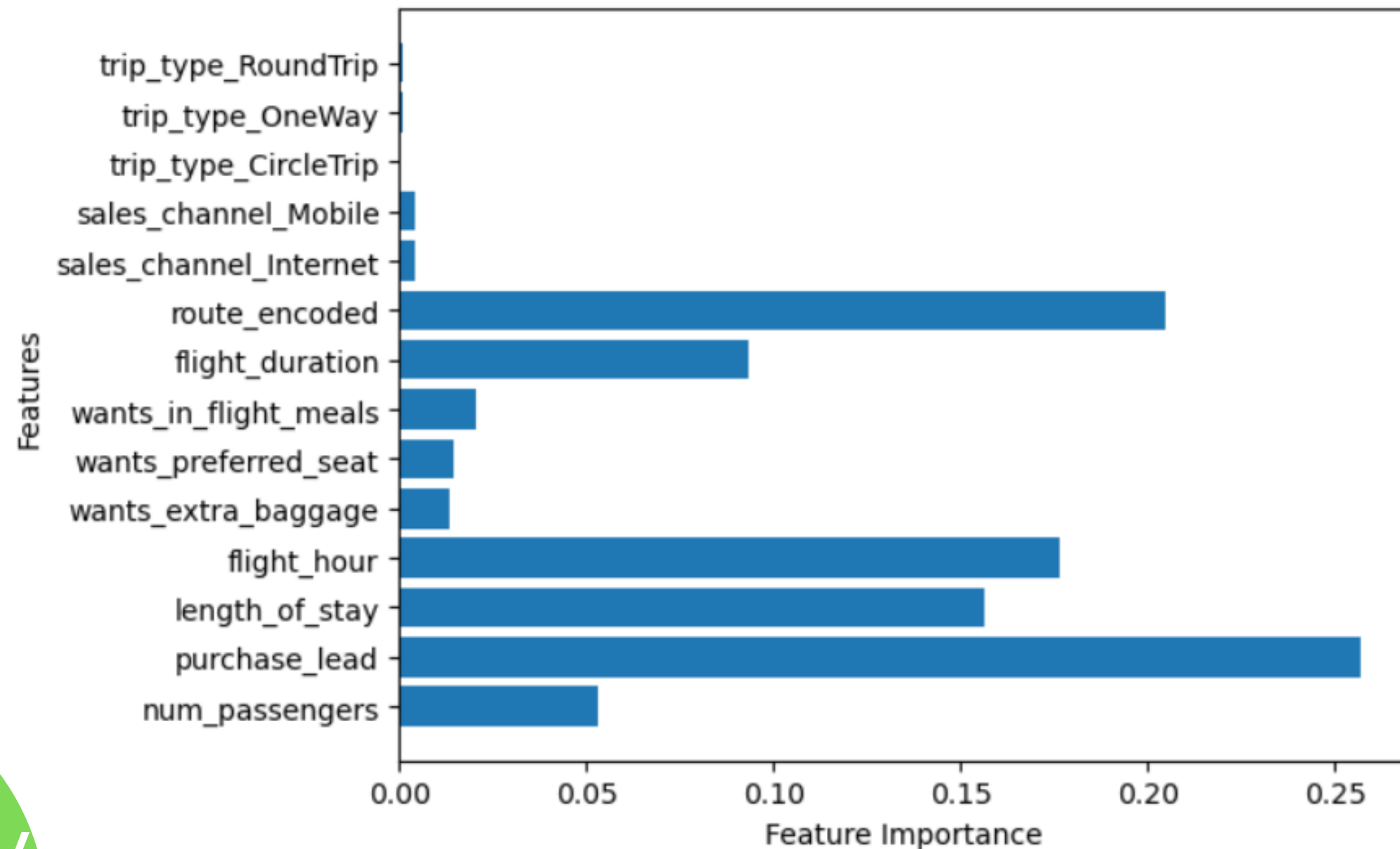
The average proportion of correctly predicted positive instances (across both classes) out of all instances predicted as positive.

Precision
68%

The average proportion of correctly predicted positive instances (across both classes) out of all actual positive instances.

The overall accuracy of the model is 0.85 (85%), meaning that it correctly predicts the class for 85% of the samples in the testing set.

accuracy
85%



The graph shows that the number of passengers on each flight is significantly higher for round-trip flights than for one-way or circle-trip flights. This is likely because round-trip flights are typically cheaper than one-way or circle-trip flights, and they also offer more flexibility for travelers.