British Airways

Customer Prediction

Evaluation

- The most important feature in the model was the number of days between travel date and booking date (purchase_lead).

- Information about flight such as hour or day of week of flight departure; or number of passengers, days spent at destination.

- Otherwise, the booking origin of passengers and route are not significant.

- The accuracy score is 0.85, the precision score is 0.51 and the recall is 0.15

Feature Importances

purchase_lead
flight_hour
length_of_stay
flight_day
flight_duration
num_passengers
booking_origin_Malaysia
booking_origin_Australia
wants_in_flight_meals
wants_preferred_seat
wants_extra_baggage
route_PENTPE
booking_origin_Indonesia
sales_channel_Mobile
sales_channel_Internet
booking_origin_South Korea
route_ICNPEN
route_AKLKUL
booking_origin_China
booking_origin_Singapore

0.00   0.02   0.04   0.06   0.08   0.10   0.12   0.14   0.16

Level of Important