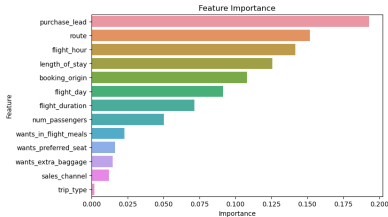# British Airways
Customer Booking Prediction Model

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Result

Purchase Lead is the most influential feature, contributing significantly to the model's predictions. Route and Flight Hour are also important features, indicating that the details of the route and timing are crucial in determining whether a customer will make a booking.

- The model achieved a cross-validation accuracy of 0.85, indicating consistent performance across different subsets of the data.
- The model also performed well on the test set with an accuracy of 0.85.