British Airways Buying Behavior Prediction

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Predictive Model

Results:

- The most important feature is **purchase_lead**, which is the number of days between purchase and departure.

- Features that are related to the flight, such as **flight_hour** and **flight_duration**, are also important.

- The **booking_continent_XX**, which is the continent from where the booking was made, is not very important.

- The accuracy and the F1-score of the model were 0.81 and 0.23, respectively. Improvements are needed.

Recommendations:

- Investigate the relationships between the most important features and customer bookings for potential strategies.

- Remove the features with low predictive powers and add more customer-centric features to improve the performance of the model.

Feature Importance