

Understanding Modeling Components

How To Read a Lift Chart:

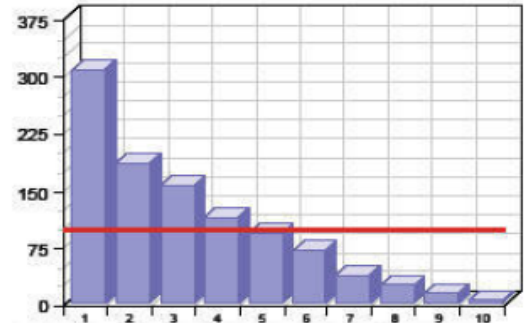
The lift chart indicates how many more times likely a prospect is to respond than average. The chart is delimited by deciles, and the straight line represents the average for a non-targeted, random sample of prospects.

With each Model that is created, there is a corresponding Model Report that outlines the most influential attributes in that model. In these Model Reports there is also a lift chart. This chart shows the likelihood of a prospect to be a responder when compared to non-targeted prospects. The first few columns in the chart indicate the "lift" and is a statistical representation of the best responder set.

Tips:

- The top 10% prospects are 3.07 times more likely to respond than average.

Lift Chart



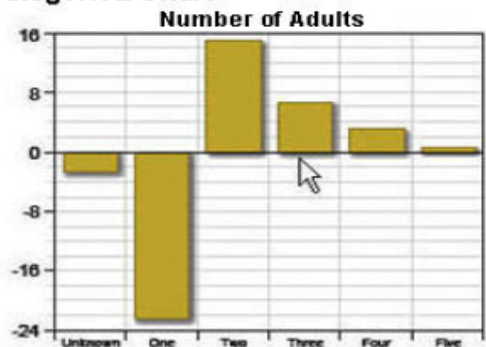
How To Read A Categorical Chart:

The categorical charts display variables, by categories, which have a relative impact on response probability. The straight line indicates a baseline, and each category is measured against that baseline. In some cases, negative values may be more of an impact than positive values.

Tips:

Relative impact of number of adults on Model: Household with one adult have a negative impact while those with two adults has a positive impact.

Categorical Chart



How To Read A Binary Chart:

The binary charts display binary variables that indicate a negative or positive influence on response probability.

Tips:

When new mover is No. Response probability increases by a factor of 1.12

Binary Chart

