

Matriz_Custo-Curva_Lucro – Leitura pós aula

- Livro: Data Science for Business – Capítulo 7
<http://iiseb.knu.ac.kr/Lecture/2017/BA/dsb.pdf>
- Cost-Sensitive Classification
https://mlr-org.github.io/mlr-tutorial/release/html/cost_sensitive_classif/index.html
- User Churn Prediction: A Machine Learning Example
<http://carmenlai.com/2016/11/12/user-churn-prediction-a-machine-learning-workflow.html#Metrics-for-Model-Comparison>
- Profit-curves-and-xkcd-plotting
https://github.com/SydneyLauren/Profit-curves-and-xkcd-plotting/blob/master/Profit_Curves.ipynb