

Adaptive Model Overview Report

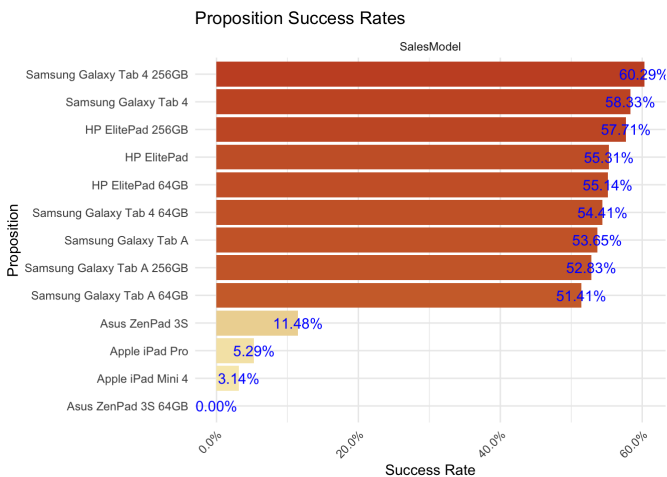
- Overview of Adaptive Models
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Overview of Adaptive Models

This notebook gives a global overview of the adaptive models from the data mart. Detailed model reports for individual model instances can be created by running the “modelreport” scripts.

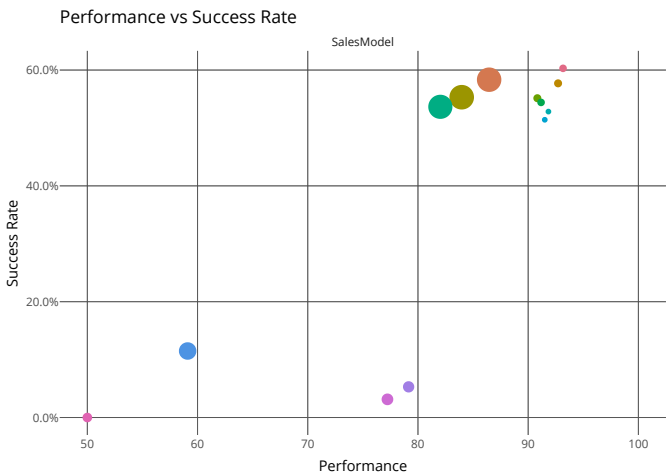
Proposition Success Rates

Overall success rate of the propositions. When all models evaluate the same propositions the distributions should not differ much.

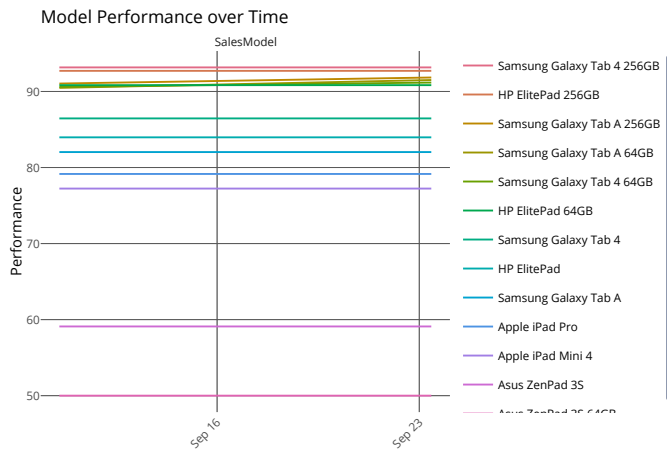


Model Performance vs Proposition Success Rates

This is similar to the standard “bubble chart” in the ADM reporting pages.



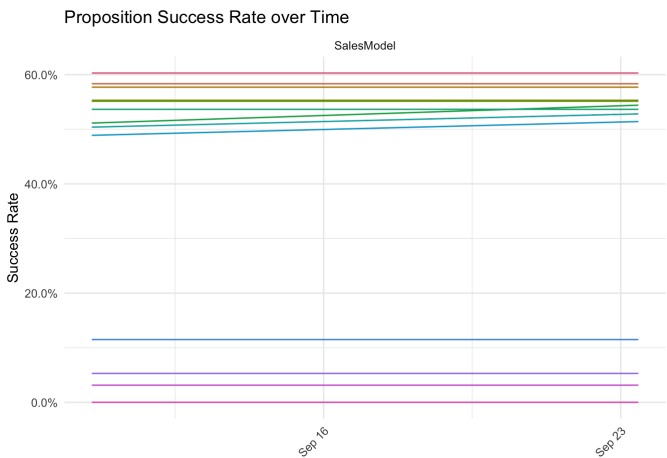
Model Performance over Time



Model Success Rate over Time

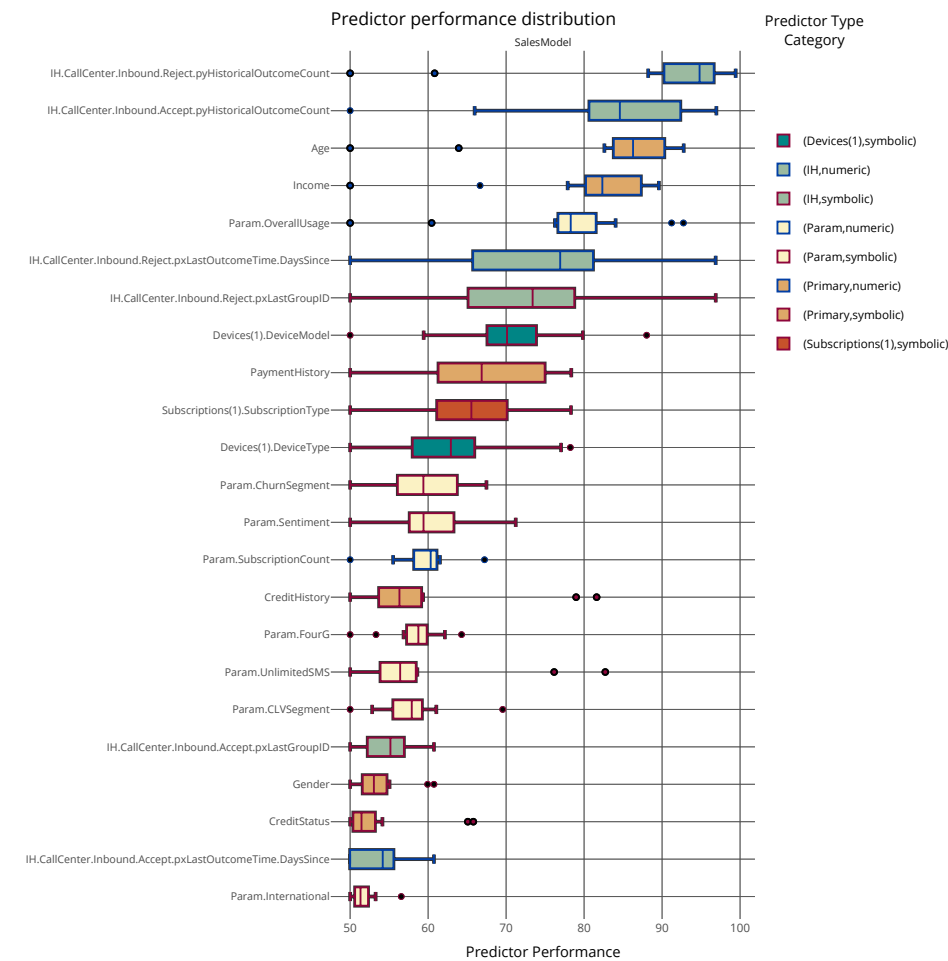
Similar, showing the success rate over time.

The same models that have higher model performance also generally have a higher success rate.



Predictor summaries

Predictor performance across models



Predictor Performance across Propositions

A view of predictor performance across all propositions, ordered so that the best performing predictors are at the top and the best performing propositions are on the left. Green indicates good performance, red means more problematic - either too low or too good to be true.

Predictors Performance by Proposition														SalesModel
IH.CallCenter.Inbound.Reject.pyHistoricalOutcomeCount	96.88	96.54	97.14	94.46	94.81	94.08	99.44	95.90	95.45	90.99	88.21	60.84	50.00	
IH.CallCenter.Inbound.Accept.pyHistoricalOutcomeCount	96.04	96.96	89.30	80.77	85.30	83.10	92.31	80.41	92.40	81.84	84.59	65.97	50.00	
Age	92.78	90.28	86.51	86.28	90.30	90.37	82.60	85.00	84.96	88.01	84.21	63.93	50.00	
Income	88.73	89.59	86.80	89.55	82.13	84.07	81.54	86.23	82.34	77.90	81.03	66.66	50.00	
Param.OverallUsage	92.74	91.22	76.85	84.04	77.49	80.02	78.95	78.29	80.64	76.26	77.22	60.45	50.00	
IH.CallCenter.Inbound.Reject.pxLastOutcomeTime.DaysSince	96.88	96.54	79.79	74.36	79.26	85.20	74.48	77.43	65.73	76.94	65.79	53.01	50.00	
IH.CallCenter.Inbound.Reject.pxLastGroupID	96.89	91.73	77.21	73.18	76.77	83.32	69.15	74.78	65.73	73.40	63.54	51.30	50.00	
Devices(1).DeviceModel	88.02	79.84	68.39	74.59	71.42	67.68	73.58	69.97	72.90	67.40	70.12	59.43	50.00	
PaymentHistory	78.24	70.80	72.28	78.35	66.10	76.94	59.91	74.28	61.81	66.58	66.87	54.89	50.00	
Subscriptions(1).SubscriptionType	78.32	68.10	62.44	61.31	70.04	60.72	71.15	61.95	70.21	65.55	65.76	56.42	50.00	
Devices(1).DeviceType	78.24	77.05	59.25	58.34	65.27	57.08	66.69	58.91	65.66	62.92	62.98	51.80	50.00	
Param.ChurnSegment	64.46	57.68	63.00	67.48	61.32	63.43	55.56	64.48	56.30	59.39	58.68	54.42	50.00	
Param.Sentiment	71.24	62.31	57.67	57.86	61.37	58.13	65.66	57.54	65.92	59.41	62.45	51.06	50.00	
Param.SubscriptionCount	59.14	67.23	60.95	56.12	58.91	61.52	60.55	59.28	61.44	60.61	60.33	55.51	50.00	
CreditHistory	78.98	81.61	56.56	53.53	56.32	53.00	59.03	55.51	59.36	56.21	57.47	53.78	50.00	
Param.FourG	58.54	64.29	58.90	60.76	58.20	62.16	57.45	59.51	56.85	59.20	58.75	53.32	50.00	
Param.UnlimitedSMS	76.16	82.72	56.67	58.61	56.42	58.35	54.25	57.31	52.83	56.36	54.86	52.72	50.00	
Param.CLVSegment	61.05	69.56	59.53	58.36	55.72	57.01	58.67	59.10	57.90	55.01	57.25	52.82	50.00	
IH.CallCenter.Inbound.Accept.pxLastGroupID	60.75	60.57	57.82	56.17	55.17	56.59	54.92	55.72	54.71	51.67	52.46	50.00	50.00	
Gender	59.93	60.75	54.54	50.39	55.05	51.63	53.47	52.85	52.09	53.27	51.57	53.05	50.00	
CreditStatus	65.09	65.80	51.46	50.11	51.31	50.00	54.14	50.99	52.86	52.45	52.41	50.52	50.00	
IH.CallCenter.Inbound.Accept.pxLastOutcomeTime.DaysSince	60.75	60.57	57.82	54.80	53.88	50.00	54.18	54.41	54.30	50.00	50.00	51.28	50.00	
Param.International	56.56	51.33	50.79	51.75	52.58	53.27	52.20	51.11	51.32	50.20	50.17	51.81	50.00	
Apple iPad Mini 4														
Apple iPad Pro														
Samsung Galaxy Tab 4 128GB														
Samsung Galaxy Tab 4 64GB														
HP ElitePad 64GB														
HP ElitePad 128GB														
Samsung Galaxy Tab A 256GB														
Samsung Galaxy Tab A														
Samsung Galaxy Tab A 64GB														
HP ElitePad														
Samsung Galaxy Tab A														
Asus ZenPad 3S														
Asus ZenPad 3S 64GB														

Appendix - all the models

pymodelid	pyconfigurationname	pyname
38f31650-cb0a-5f93-91b1-39ab36481054	SalesModel	Samsung Galaxy Tab 4 256GB
c9809676-8aa3-5676-8eec-576e017e55fe	SalesModel	Samsung Galaxy Tab 4
7eef6e4c-9b23-5e4e-b8b4-19cff4447e5a	SalesModel	HP ElitePad 256GB
1c77d5bd-3d6b-5326-a4e1-fcdfb9ff4b9	SalesModel	HP ElitePad
57474278-2a02-5b30-a226-c9d4eab2268c	SalesModel	HP ElitePad 64GB
a8598d9d-2df9-5540-aa69-e9e023c94f8d	SalesModel	Samsung Galaxy Tab 4 64GB
c70d6b91-1f2f-5680-84d3-f3abbd5112a7	SalesModel	Samsung Galaxy Tab A
7544041c-fe77-5785-bd4d-09e0dfa77b4d	SalesModel	Samsung Galaxy Tab A 256GB
a8c2cfc8-0900-5a59-a45e-47c97c605edf	SalesModel	Samsung Galaxy Tab A 64GB
50de5826-8f92-5a09-a8d4-f25ebfd47562	SalesModel	Asus ZenPad 3S
26d3f365-8325-5006-a165-b78d43865294	SalesModel	Apple iPad Pro
f9fce335-b254-5c1e-b45a-e79cc2c4b7a9	SalesModel	Apple iPad Mini 4
8c629f7e-3e3b-5fd3-9498-7f69e8493e1f	SalesModel	Asus ZenPad 3S 64GB