User Guide for Application

The web application will consist of three pages. The main page will be the page where eligibility predictions occur.

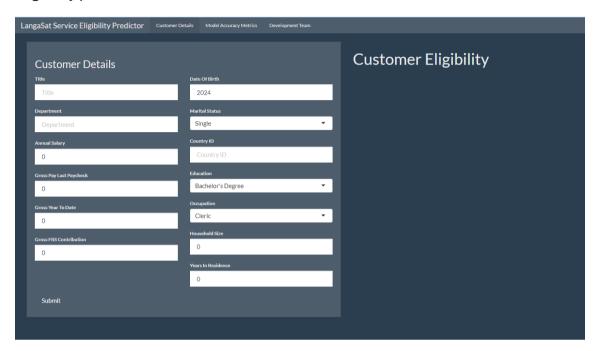


Figure 1 Web Application Predictor

The main page, called Customer Details, will take the customer details as input. The user will need to enter the values for all the empty cells. After they have entered all the details, they will be able to submit them. After they have submitted, the model will be used to make a prediction, and the classification of the user will be displayed on the right-hand side of the web application.

An example of a sample record, and its prediction can be seen in the following figure:

Customer Details		Customer Eligibility
Title	Date Of Birth	Eligible
Sales Director	1975	
Department	Marital Status	
Sales	Married ▼	
Annual Salary	Country ID	
57000	55577	
Gross Pay Last Paycheck	Education	
2600	Masters ▼	
Gross Year To Date	Occupation	
54000	Sales	
Gross FRS Contribution	Household Size	
52000	4	
	Years In Residence	
	3	
Submit		

Figure 2 Customer Eligibility Prediction

The second page of the web application will contain the evaluation metrics of the model. Metrics such as the accuracy, precision, recall and f1 score will be displayed. Additionally, the percentage of eligible customers for the baseline model as well as the random forest model will be available. The increase in the number of eligible customers will be calculated and displayed as well. Furthermore, a feature importance plot will be shown on this page to allow the user to view the most relevant feature at a given time. This will allow for informed decisions to be made regarding the features that affect eligibility.

The newly created records along with their predictions will be saved to a csv file for further analysis by the business.

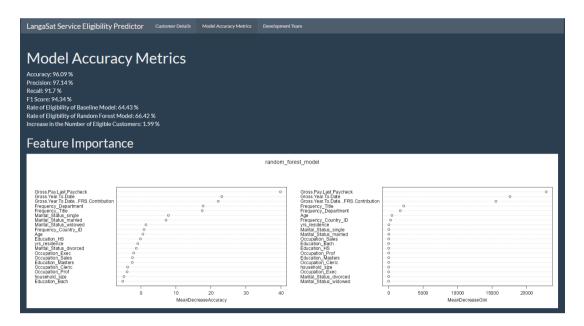


Figure 3 Web Application Model Accuracy Metrics

As an added bonus, the names of the members of the development team will be displayed on the third page, called "Development Team".

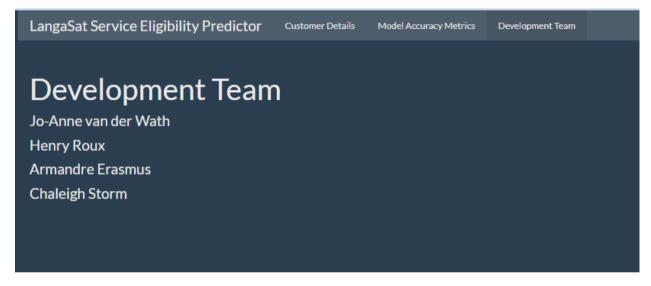


Figure 4 Web Application Development Team

The interface of the web application is simple and easy to use, and any user should easily be able to navigate their way around the application.