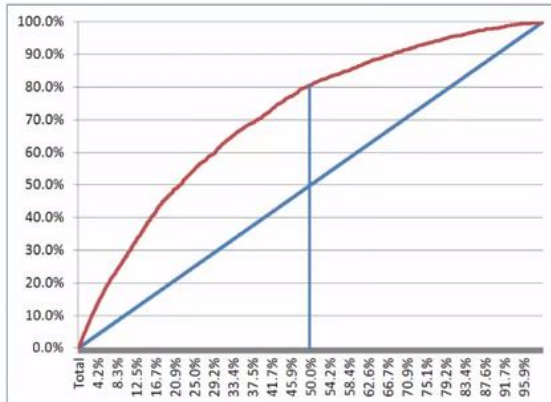
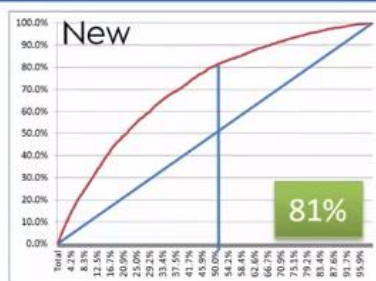


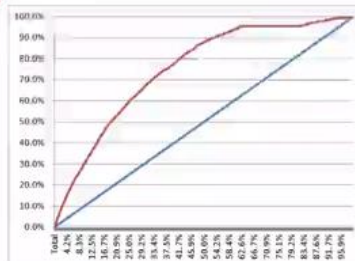
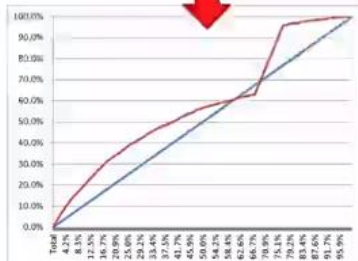
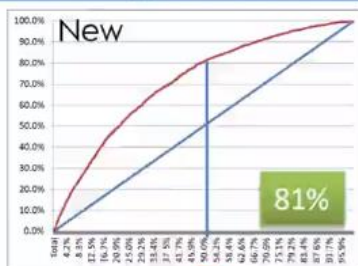
# Model Deterioration



$90\% < X < 100\%$  Too Good  
 $80\% < X < 90\%$  Very Good  
 $70\% < X < 80\%$  Good  
 $60\% < X < 70\%$  Poor  
 $X < 60\%$  Rubbish



## Why Do Models Deteriorate?



### Possible Reasons:

1. Additional Factors
2. Changes In Behaviour
3. Changes In Process
4. Changes In Existing Factors
5. Competitor
6. Changes In Industry
7. Changes In Regulations
8. Changes In Product
9. Depletion
10. Spontaneous Changes