

Evaluation

A screenshot of the confusion matrix can be seen below:

BuyerType ...	PennyPinc...	HighRoller
PennyPinc...	308	27
HighRoller	38	192

Correct classified: 500	Wrong classified: 65
Accuracy: 88.496 %	Error: 11.504 %
Cohen's kappa (κ) 0.76	

As seen in the screenshot above, the overall accuracy of the model is 88.496%

When the true BuyerType is PennyPincher, the model classified it correctly 308 times and incorrectly 38 times. When the true BuyerType is HighRoller, the model classified it correctly 192 times and incorrectly 27 times.