Predictive Models

Intro Paragraph

Deciding between predictive models is essential for leveraging data analytics effectively. In this task, you will explore linear models for continuous variables, like housing prices, and logistic models for binary outcomes, such as attrition rates. Key activities include watching model shadow sessions on scatter plots and reviewing a Stakeholder Interview recording. Your goal is to choose the best predictive model for attrition rates. This task provides a solid foundation for understanding predictive modeling and making strategic, data-driven decisions.

Task

1. **Explore Predictive Models:** Examine the differences between linear and logistic predictive models, with an emphasis on understanding their respective applications, especially in scenarios involving binary outcomes like attrition rates.
2. **Determine the Best Model:** After investigating the differences between linear and logistic predictive models, decide which one will be most effective in solving the client's problem.
3. **Justify Your Choice:** Prepare a short paragraph explaining your decision. The explanation should use descriptive analytics and reflect an understanding of the two types of models, detailing **why** the selected model is the best choice.

Completion Criteria

You will know you are done when:

- You have thoroughly explored the differences between linear and logistic predictive models, gaining a comprehensive understanding of their applications, particularly for binary outcomes like attrition rates.
- You have selected the model you believe is most effective for addressing the client's problem and provided a concise, clear paragraph explaining your choice.