**Summary:**

Gaussian Naive Bayes and KNN (k=7) achieved the highest accuracy (93%). Naive Bayes had the best precision (94.12%), indicating fewer false positives, while KNN (k=7) had the highest recall (94.59%), making it the most effective at identifying purchasers. KNN (k=7) also led in F1-score (90.91%), balancing precision and recall well. KNN (k=5) followed closely with strong recall (91.89%) and a slightly lower F1-score (89.47%). KNN (k=3) performed moderately across all metrics. Decision Trees (Gini and Entropy) showed the weakest results, with lower precision, recall, and F1-score (77.78%), likely due to overfitting or lack of tuning. Overall, KNN with k=7 provides the best balance and performance.