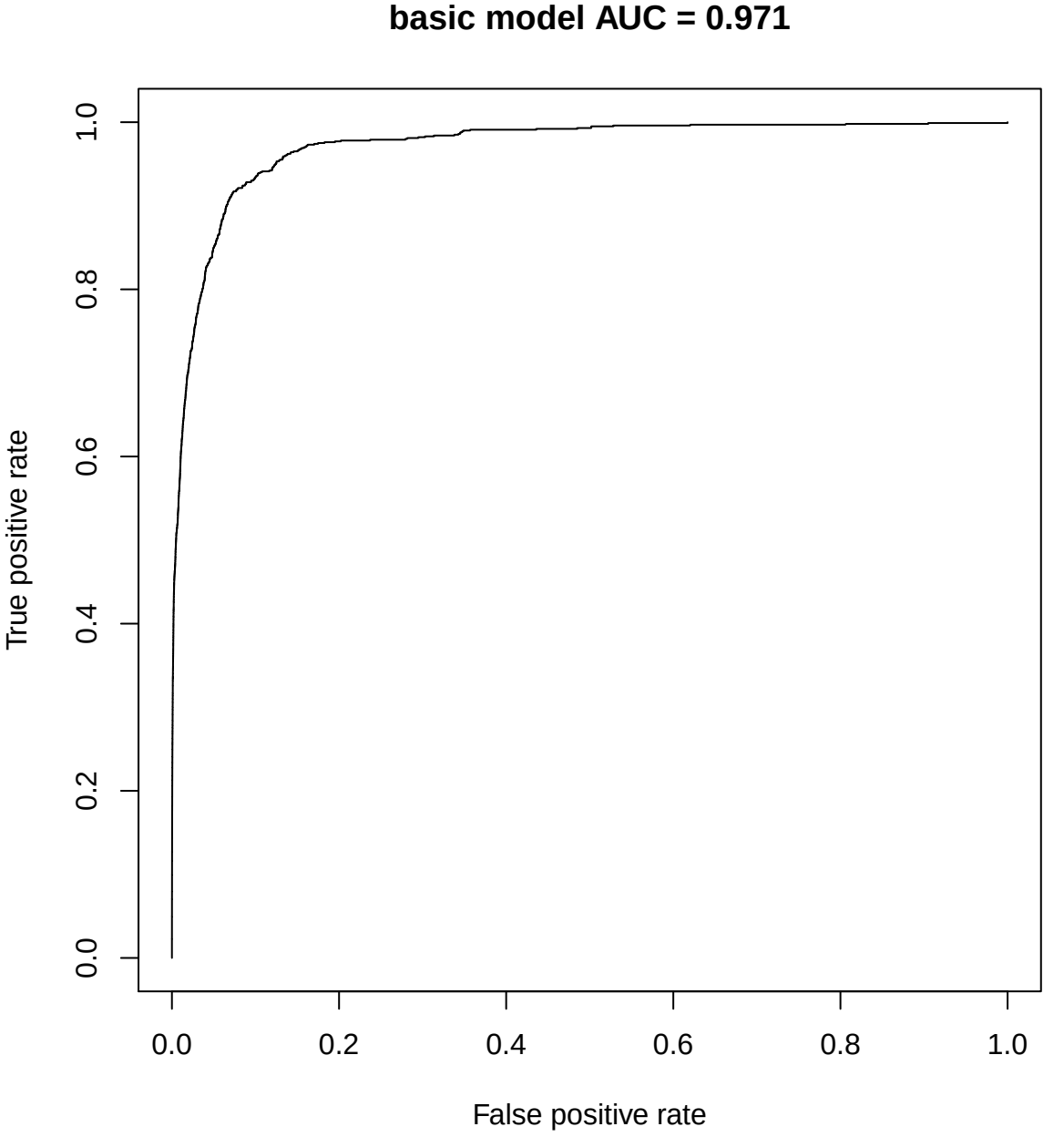
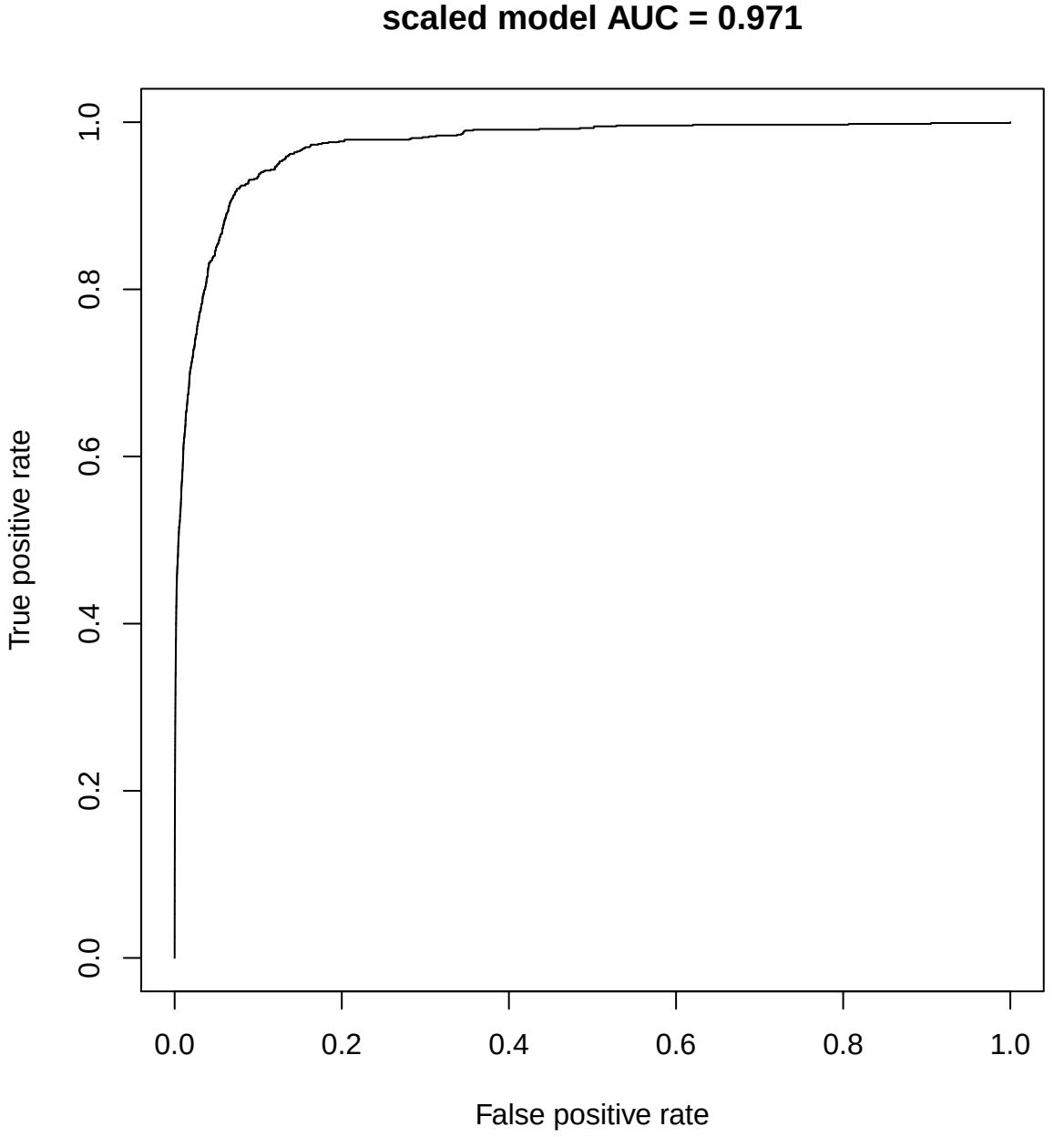
```
$project
[1] "DA"

$platform
[1] "google_play"

$dig
[1] 3

$dataFile
[1] "payer_model_DA_GP&iOS_mkt_2019-04-01_2019-06-30.rds"

$sampleSize
[1] 8e+05

$testSampleSplit
[1] 0.5

$seed
[1] 1
```

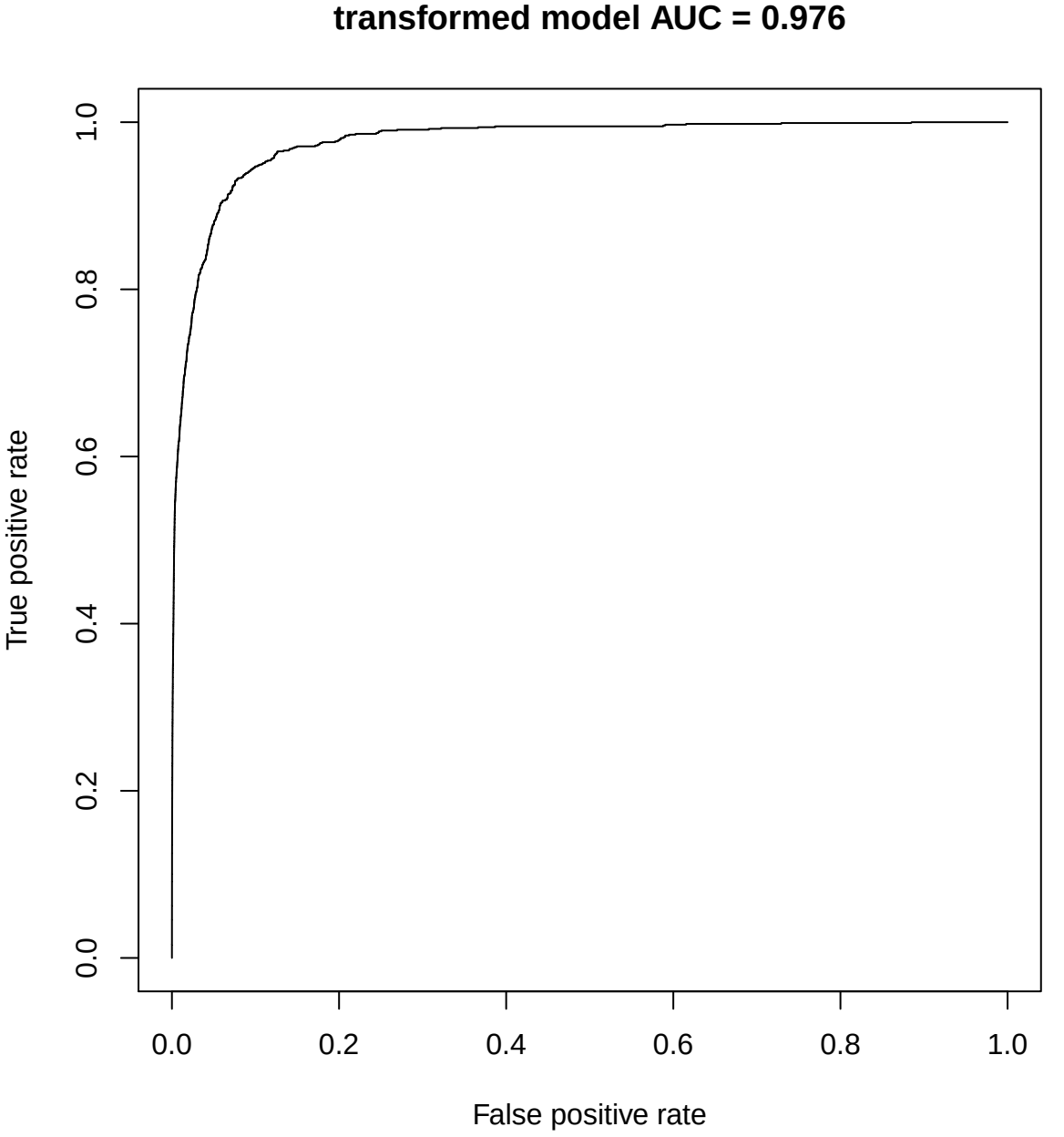
Transformation by Box–Cox together with scaling seems to slightly improve the performance of the model. We should run CV to be sure, since this is only one sample.


basic model AUC = 0.971
True positive rate
False positive rate
0.0
0.2
0.4
0.6
0.8
1.0

```
$note
[1] "no scaling or tranformation"

$rcd_optimal_confusion_matrix

         FALSE   TRUE
  FALSE 398433    644
  TRUE     564    359

$sensitivity
[1] 0.3579262

$precision
[1] 0.3889491

$relative_count_difference
[1] 0.9202393
```


scaled model AUC = 0.971
True positive rate
False positive rate
0.0
0.2
0.4
0.6
0.8
1.0

```
$note
[1] "scaled/standardized features"

$rcd_optimal_confusion_matrix

         FALSE   TRUE
  FALSE 398360    621
  TRUE     637    382

$sensitivity
[1] 0.3808574

$precision
[1] 0.3748773

$relative_count_difference
[1] 1.015952
```


transformed model AUC = 0.976
True positive rate
False positive rate
0.0
0.2
0.4
0.6
0.8
1.0

```
$note
[1] "features transformed and scaled"

$rcd_optimal_confusion_matrix

         FALSE   TRUE
  FALSE 398378    620
  TRUE     619    383

$sensitivity
[1] 0.3818544

$precision
[1] 0.3822355

$relative_count_difference
[1] 0.999003
```