

1, Data Model Preview

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My models > Sales Conversion Model > Version 1

Create new version

Select

Build

Analyze

Predict

Deploy

Choose the target column. The model that you build predicts values for the column that you select.

Target column
Converted

Value distribution

1

0

SageMaker Canvas automatically recommends the appropriate model type for your analysis.

2 category prediction

Your model classifies Converted into two categories.

Configure model

Quick build

Preview model

Marketing Campaign-Joined

Full dataset: 10.0k rows

View all

Data visualizer

Column name	Data type	Feature type	Missing	Mismatched
ProspectID_1	Text	-	0.00% (0)	0.00% (0)
ProspectID_0	Text	-	0.00% (0)	0.00% (0)
PageViewsPerVisit	Numeric	-	0.00% (0)	0.00% (0)

Total columns: 15 Total rows: 10,000 Total cells: 150,000 Show dropped columns

Preview model

Estimated accuracy

97.95%

The model predicts the correct target (Converted) 97.95% of the time.

2, Preview Model Visualization

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2 category prediction

Configure model

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Marketing Campaign-Joined

Visualization sampler: 100 rows

Manage columns

Manage rows

Time series

View all

Data visualizer

Visualizations

Analytics

Visualization

Scatter plot

Bar chart

Box plot

Prospect...

LastCam...

PageView...

TotalTim...

TotalWe...

Attende...

OrganicS...

ViewedA...

LeadSou...

JobRole

Contact...

LeadProf...

UsedPro...

DeNotR...

Region

Converted

Prospect...

TotalTimeOnWebsite vs. PageViewsPerVisit

PageViewsPer...

TotalTimeOnW...

Color by

Drop column here

Edit

Group by

Drop column here

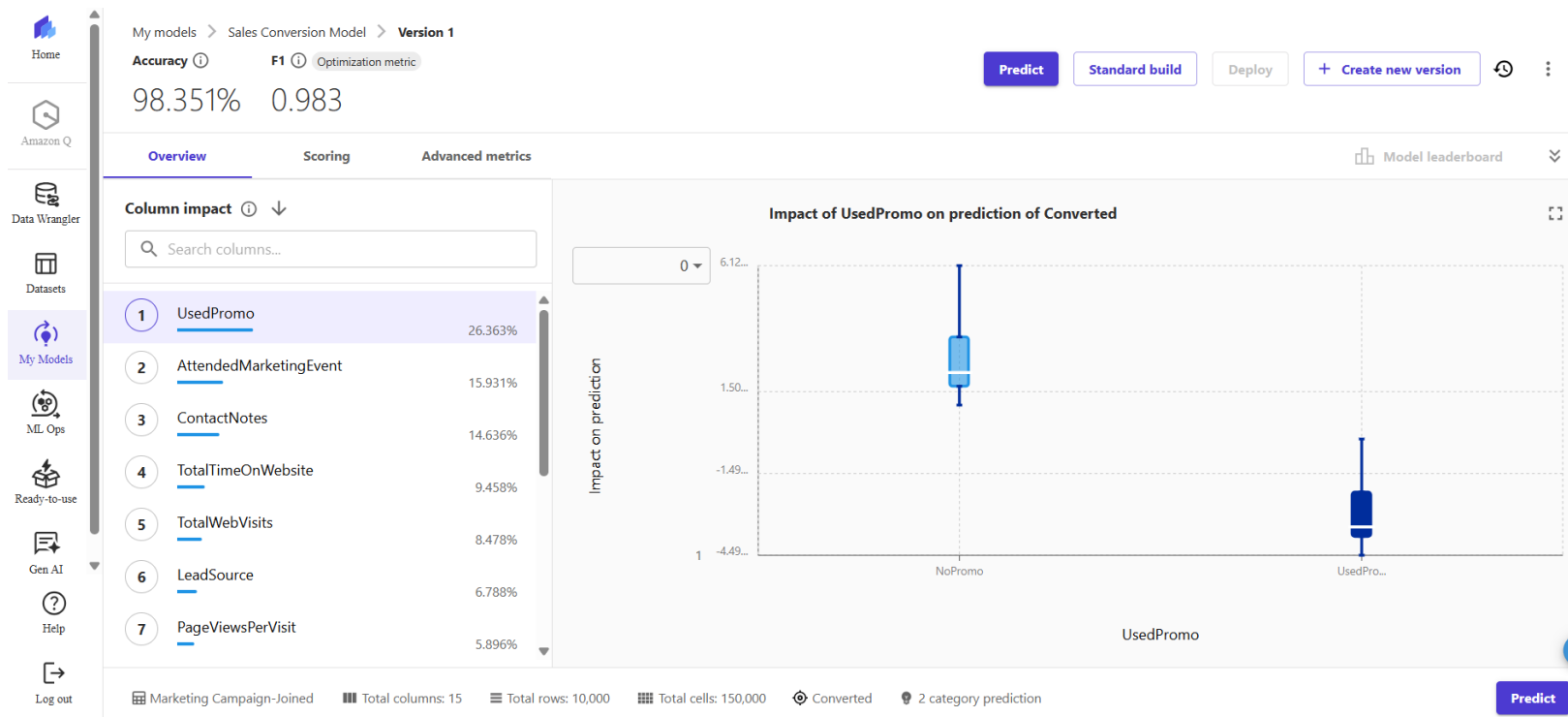
Edit

Scatter plot

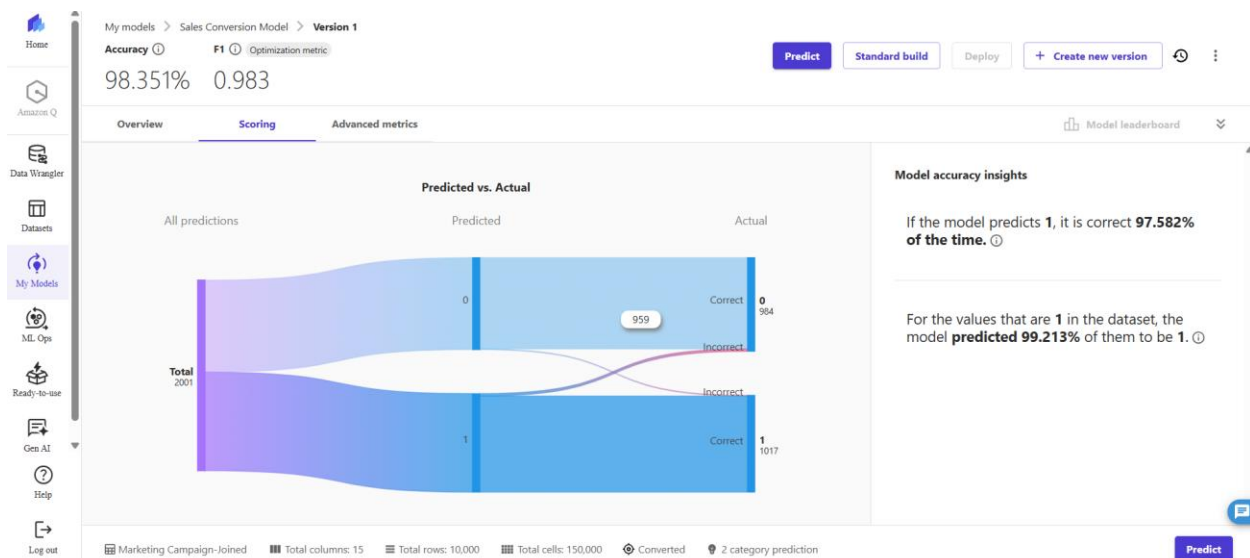
Total columns: 15 Total rows: 10,000 Total cells: 150,000 Show dropped columns

3, Model Evaluation (quick built)

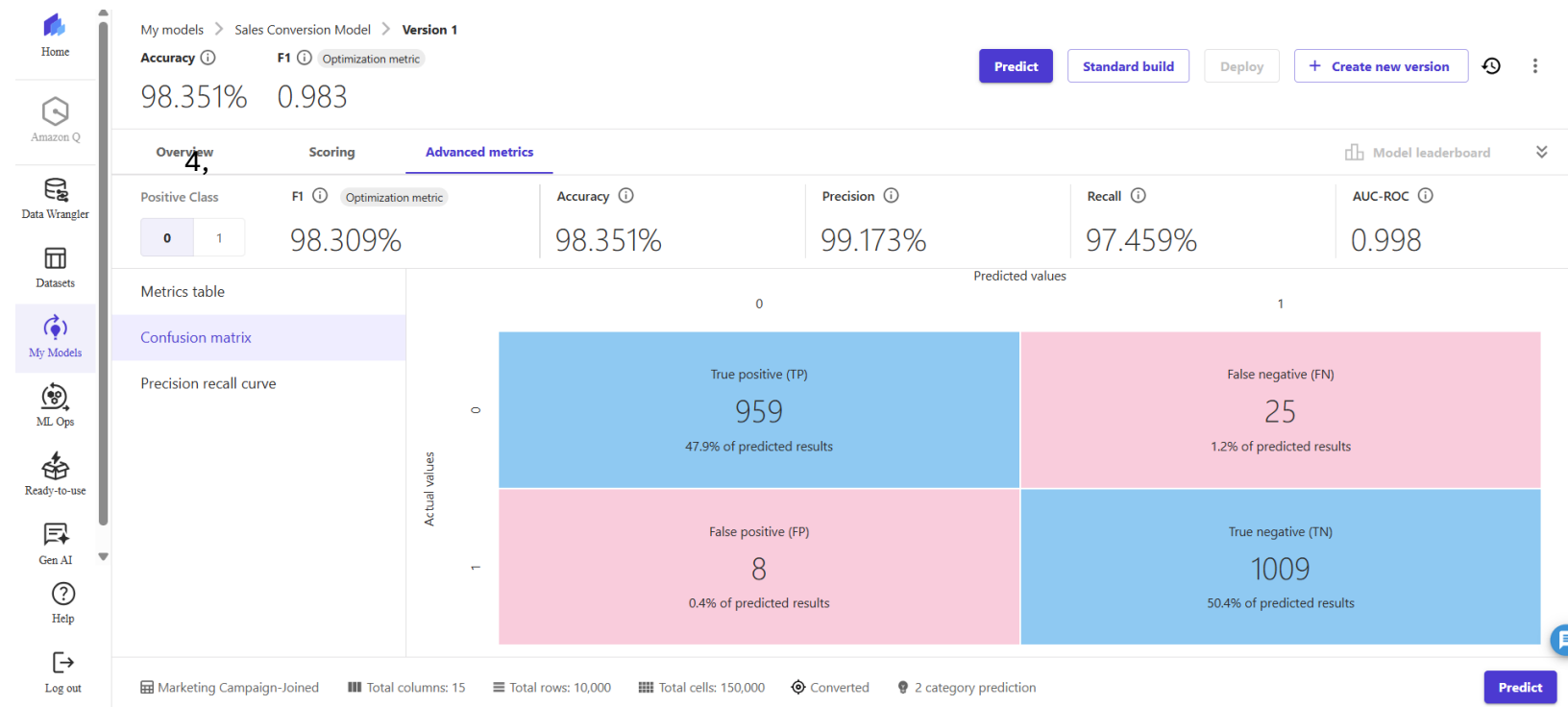
- Column Impact



- Evaluation – Scoring



- Advanced Metrics



4, Make prediction (we can change variable for different prediction results)

Predict target values

Batch prediction **Single prediction**

Modify values to predict Converted in real time.

Filter columns

Column	Value
ProspectID_0	0009de69-00a3-463a-82b7
LastCampaignActivity	Open Email
PageViewsPerVisit	2
TotalTimeOnWebsite	125
TotalWebVisits	10
AttendedMarketingEvent	Attended
OrganicSearch	Y

Converted Prediction

Copy

Yes

New prediction Last prediction

Yes 95.249% ⓘ

No 4.751% ⓘ

Download prediction ⌵