

## 1, Data Model Preview

My models > Sales Conversion Model > Version 1

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Build

Select 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

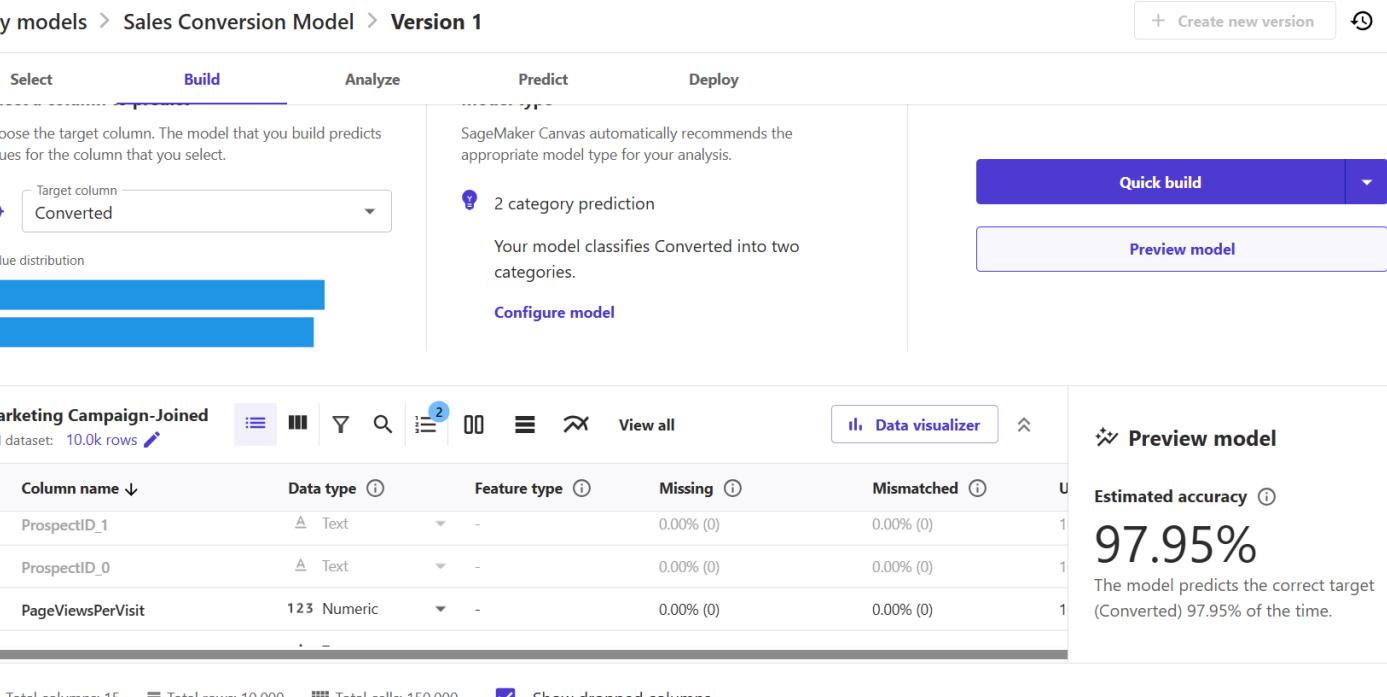
Marketing Campaign-Joined Full dataset: 10.0k rows

Column name	Data type	Feature type	Missing	Mismatched	U
ProspectID_1	Text	-	0.00% (0)	0.00% (0)	1
ProspectID_0	Text	-	0.00% (0)	0.00% (0)	1
<input checked="" type="checkbox"/> PageViewsPerVisit	Numeric	-	0.00% (0)	0.00% (0)	1

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

My models > Sales Conversion Model > Version 1

Target column: Converted

2 category prediction

Configure model Quick build Preview model

Marketing Campaign-Joined Visualization sample: 100 rows

Visualizations Analytics

Scatter plot Bar chart Box plot

ProspectID\_1 LastCampaignID PageViewsPerVisit TotalTimeOnWebsite AttendeeCount OrganicSearches ViewedAdverts LeadSource JobRole ContactLead Proficiency Region Converted

Scatter plot

Color by Drop column here Edit

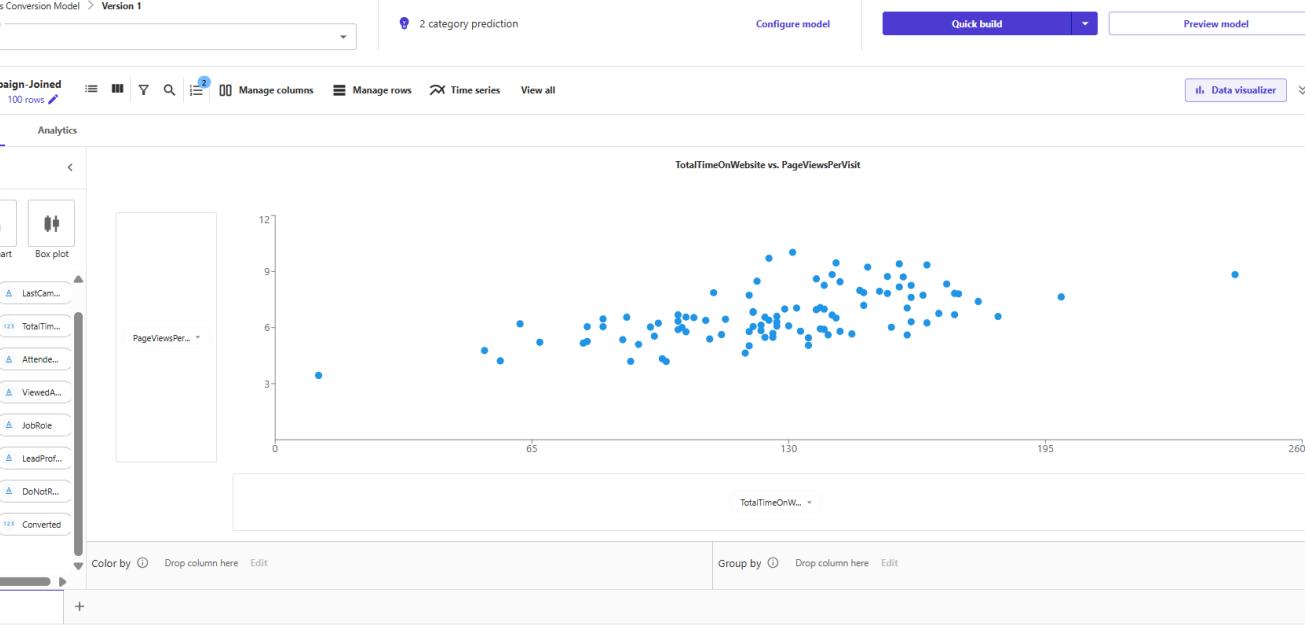
Group by Drop column here Edit

TotalTimeOnWebsite vs. PageViewsPerVisit

PageViewsPerVisit

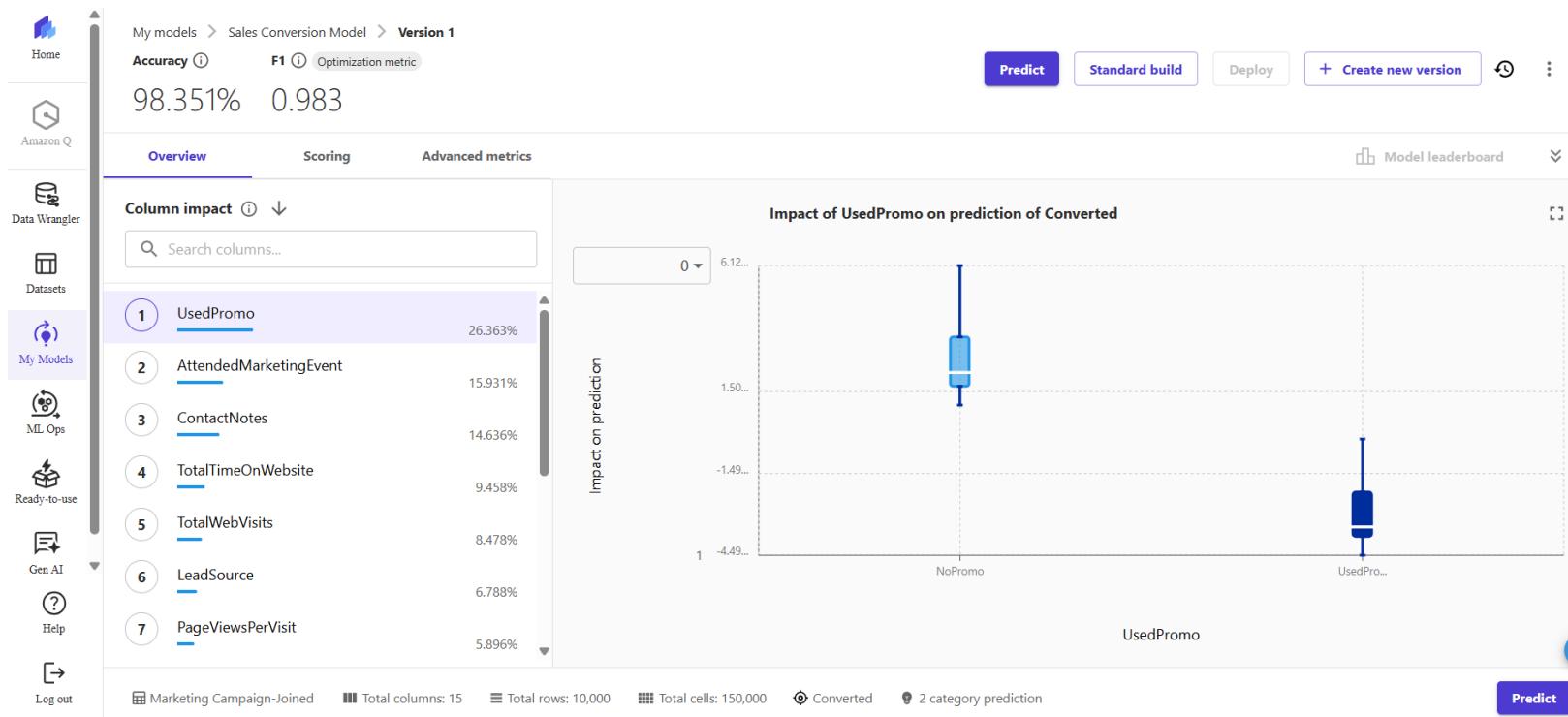
TotalTimeOnWebsite

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

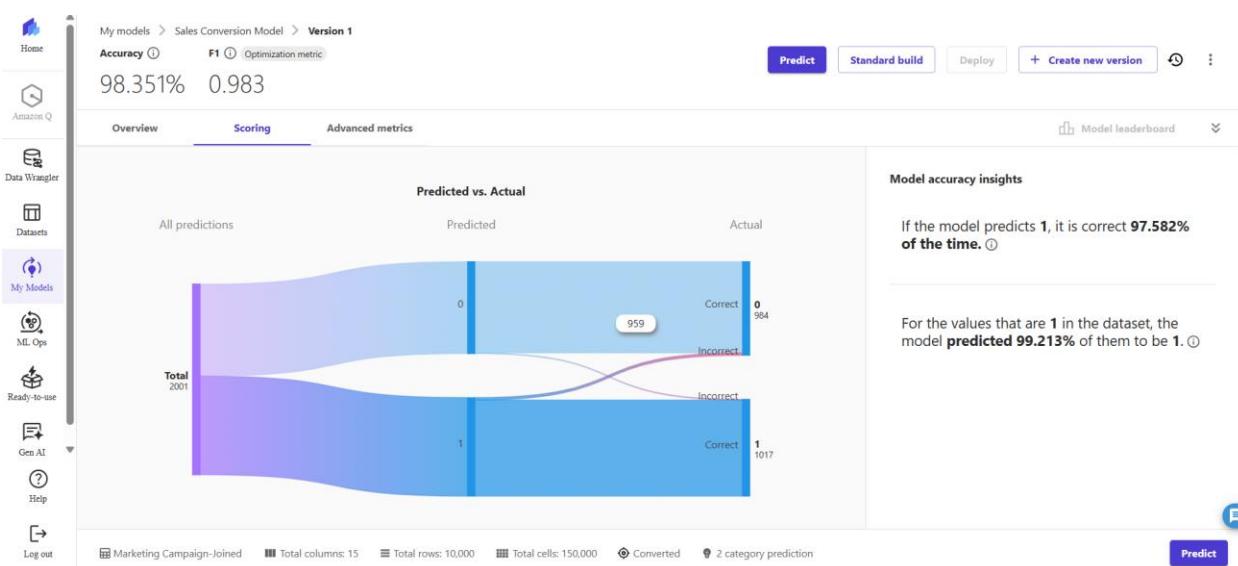


### 3, Model Evaluation (quick built)

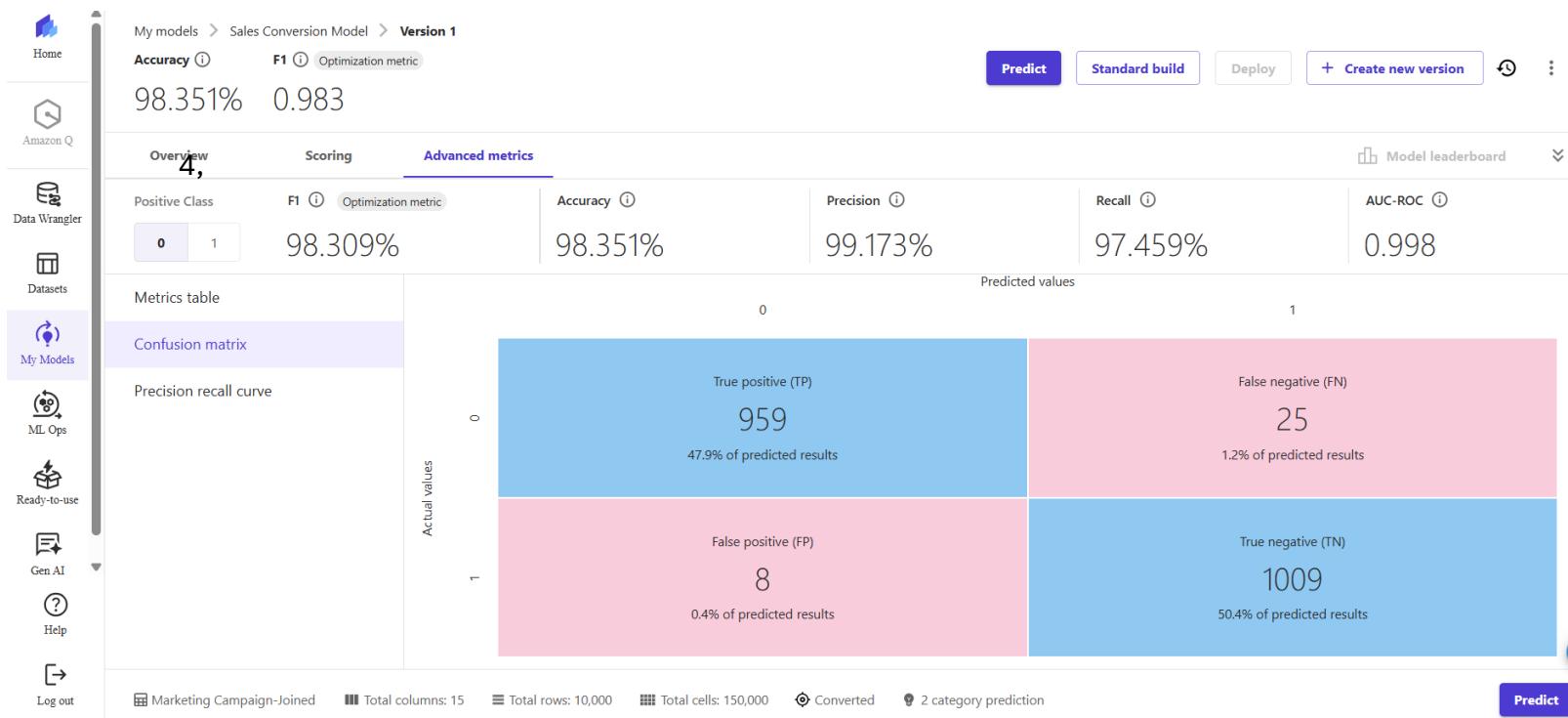
#### - Column Impact



#### - Evaluation – Scoring



## - Advanced Metrics



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

