

Evaluation

A screenshot of the confusion matrix can be seen below:

purchaser...	PennyPinc...	HighRollers	
PennyPinchers	308	27	
HighRollers	38	192	

Correct classified: 500	Wrong classified: 65
Accuracy: 88.496%	Error: 11.504%
Cohen's kappa (κ): 0.76%	

As seen in the screenshot above, the overall accuracy of the model is **88.5%**

- ✓ When the purchaser type is penny pinchers the model classified correctly 308 times and incorrectly 27 times and when it is high rollers the model classified correctly 192 times and incorrectly 38 times.